



Independent Research Firm Recognizes Marchex as Delivering Marketing Insights For Click-to-Call Market

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SEATTLE--(BUSINESS WIRE)--Feb. 16, 2016-- [Marchex](#) (NASDAQ: MCHX), a mobile advertising analytics company, today announced that Forrester has recognized Marchex as an example of new tools that deliver marketing insights into caller motivation, semantic analysis, and call outcomes to help inform marketing. The new report, released by Forrester, is titled "Brief: Capture Customers with Click-to-Call."

According research cited in the report, mobile searches will inspire 73 billion calls to businesses in 2018. In addition, it discusses why click-to-call ads matter more to marketers now than in the past, including consumer usage of smartphones, new ad formats that make it easier for consumers to place phone calls and new call-tracking tools like Marchex that deliver marketing insights.

Additional topics covered by the report include:

- When click-to-call is effective as a call to action in advertising programs.
- How to begin using click-to-call in paid search.
- Why to prepare your call center for a burst of new leads.

To download the full report, please visit www.marchex.com/forrester-capture-customers

About Marchex

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit www.marchex.com, www.marchex.com/blog/ or [@marchex](#) on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the Company, its financial information, and its business.

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