



Marchex Sees Strong Demand in UK, Europe for Call Analytics

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LONDON--(BUSINESS WIRE)--Jun. 21, 2016-- On the heels of forming a UK-based sales and account management team, [Marchex](#) (NASDAQ: MCHX), a mobile advertising analytics company, today announced strong demand for its Marchex Call Analytics platform in the UK and Europe. The platform, which connects phone sales to digital media channels, is seeing increasing adoption from large advertisers looking to maximize media efficiency and business operations when a consumer uses a mobile phone to make an offline purchase.

Marchex Call Analytics has been adopted by leading brands across Europe in a wide variety of industries, including AccorHotels, Yell and First Stop. "We launched Marchex Call Analytics in the UK and United States in order to gain real-time visibility and insights into performance of our digital advertising campaigns," said Kurt Stephenson, e-Commerce Innovation Manager at AccorHotels, the world's leading hotel operator. "Within weeks, we achieved a 10x ROI on our investment, and we look forward to a further global rollout."

Marchex Call Analytics is now available in seven European countries, including UK, Ireland, France, Spain, Italy, Poland, and the Netherlands. In addition, Marchex has added roles in account management and sales and opened an office in Central London. "Large advertisers are increasingly looking to truly understand the online-to-offline customer journey," said Anna Forbes, Managing Director, UK at Marchex. "As such, we are seeing strong interest from brands and agencies in Marchex Call Analytics."

Consumers in the UK and Europe are increasingly using mobile devices to research and select products and services, and using click-to-call to make an appointment, reservation or purchase. Data from Google shows that click-to-call functionality is a critical part of the path to purchase for UK consumers in industries such as Auto, Telcos, Insurance, Travel, Home Services and Professional Services.

Marchex Call Analytics next-generation call analytics technology maximizes media efficiency for large advertisers by connecting phone sales to digital media campaigns, down to the campaign, keyword and impression. The platform's Call DNA is the only conversational analytics solution to visually map, classify and score every phone call so brands can programmatically identify opportunities to improve sales performance. Marchex Call Analytics for Search is the industry's leading platform to track and measure which keywords drive sales over the phone.

Marchex's London office is located at the intersection of Oxford Street and Tottenham Court Road in the heart of "Medialand."

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 [marchex.co.uk](#), [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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