



## UK Consumers Will Call Businesses From Smartphones 12 Billion Times in 2016; Marchex Releases New Mobile Usage Data On UK Consumers

September 20, 2016

LONDON--(BUSINESS WIRE)--Sep. 20, 2016-- Mobile consumers are increasingly using smartphones to connect directly with businesses, and changing the way that UK consumers research and purchase products and services. Independent data released today from [Marchex](#) (NASDAQ: MCHX), a mobile advertising analytics company, forecasts that UK consumers will "click-to-call" businesses from smartphones more than 12 billion times in 2016 directly from search engines, web sites, display advertising and social networks.

Among the findings announced today:

- Marchex forecasts that UK consumers will make more than 12 billion phone calls from smartphones to business in 2016, with more than 4.5 billion coming directly from search engine results and advertisements.
- 73 percent of these calls are product or service related, with a further 27 percent of these product or service conversations resulting in an appointment, reservation or purchase.
- UK small and medium sized enterprises (SMEs) are missing out on nearly one billion pounds of new revenue by failing to answer the phone, as 19 percent of calls to SMEs go unanswered.
- 70 percent of conversations last less than three minutes, meaning businesses can ring up new business quickly and easily.

To understand at scale how UK consumers purchase products and services through "click-to-call", Marchex analysed aggregated data from more than 50,000 consumer-to-business phone calls to UK customers of Marchex Call Analytics. To measure sales and consumer intent from click-to-call activity, the study used Marchex Call DNA, which visually maps, scores and classifies phone calls automatically.

"Smartphones have quickly grown as the most important tool for a UK consumer to research and select new products and services," said Anna Forbes, Managing Director of Marchex UK. "The ability to click-to-call a business is often the quickest and easiest way to engage with a business on the go. This year, UK consumers will click-to-call billions of times to businesses across a variety of industries, including financial services, travel, local services, technology and retail."

The full report can be found at: <http://www.marchex.com/UKPaper2016>

A webcast will be conducted on the report with panellists John Busby, SVP Marchex Institute at Marchex, Mike Fast, Analyst at Marchex and Anna Forbes, Managing Director of Marchex UK on September 28<sup>th</sup> at 3:00 pm BST. Registration is available at <http://www.marchex.com/UKWebinar2016>.

### About Marchex

Marchex is a mobile advertising analytics company that connects online behaviour 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.

Marchex UK can be found at <http://www.marchex.co.uk/>.

Please visit [www.marchex.com](http://www.marchex.com), [blog.marchex.com](http://blog.marchex.com) 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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Source: Marchex, Inc.

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