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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

**Date of report (Date of earliest event reported): February 22, 2007**

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**Marchex, Inc.**

(Exact name of Registrant as Specified in its Charter)

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**Delaware**  
(State or other jurisdiction  
of incorporation)

**000-50658**  
(Commission File Number)

**35-2194038**  
(I.R.S. Employer  
Identification No.)

**413 Pine Street  
Suite 500  
Seattle, Washington 98101**  
(Address of Principal Executive Offices)

**(206) 331-3300**  
(Registrant's telephone number, including area code)

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Check the appropriate box if the Form 8-K filing is intended to simultaneously satisfy the reporting obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act
  - Soliciting material pursuant to Rule 14a-12 of the Exchange Act
  - Pre-commencement communications pursuant to Rule 14d-2(b) Exchange Act
  - Pre-commencement communications pursuant to Rule 13e-4(c) Exchange Act
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**Item 7.01 Regulation FD Disclosure.**

The information in this Item 7.01 and Item 9.01(d) is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section. Such information shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933 or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

On February 22, 2007, the Registrant issued a press release announcing the addition of conversion tracking, as well as updated reporting tools and user interface improvements to two of its pay-per-click advertising networks, Enhance Interactive and the Marchex Network. The full text of the press release issued in connection with the announcement is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 9.01 Financial Statements and Exhibits.**

**(d) Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of Registrant, dated February 22, 2007.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Current Report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: February 22, 2007

MARCHEX, INC.

By: /s/ Russell C. Horowitz  
Name: Russell C. Horowitz  
Title: Chairman and Chief Executive Officer

**EXHIBIT INDEX**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release of Registrant, dated February 22, 2007.

## **Marchex Adds Conversion Tracking, Updated Reporting Tools to Enhance Interactive and the Marchex Network**

SEATTLE, WA – February 22, 2007 –Marchex, Inc. (NASDAQ: MCHX, MCHXP) today announced that it is adding conversion tracking, as well as updated reporting tools to two of its pay-per-click (PPC) advertising networks, Enhance Interactive and the Marchex Network, enabling advertisers to more effectively track their return on investment (ROI), access key campaign performance data and make modifications to optimize their campaigns.

Marchex's new conversion tracking feature allows advertisers to easily designate and track five different types of conversions, including i) sales; ii) leads; iii) sign-ups; iv) views of key pages and v) clicks on specific links on designated pages. It also enables advertisers to better track performance by keywords and make modifications to their campaigns to improve their conversion rate and ROI.

The updated reporting tools and improvements to the user interface in the account management system (AMS) are designed to help advertisers more quickly and easily access key campaign performance data and make modifications to their campaigns. Advertisers can download reports based on account, campaign and keyword performance into Excel or .csv formats, while new time filters make it easier for advertisers to compare performance data over different time periods. Improved 'saved report' functionality makes it easier for advertisers to find the exact saved report they want, based on selected accounts, campaigns or time periods.

In addition, Marchex updated the keyword editing functionality and navigation within the AMS user interface, while expanding the results display, making it easier for advertisers with large keyword lists and several campaigns to manage multiple changes to specific keywords or advertisements.

"The combination of conversion tracking, new reporting tools and improvements to the account management system user interface will better enable our advertisers, particularly large advertisers, to optimize their performance of their campaigns and better assess their ROI on our networks," said Scott Greenberg, Marchex SVP of Advertising Services. "These are important steps in our initiative to deliver high quality traffic to our advertisers and to arm them with more of the tools and information they need to maximize and measure their campaigns."

Conversion tracking is free to Enhance Interactive and Marchex Network advertisers and enables them to view conversion data by campaign, advertisement and keyword, all available through the AMS. This includes detailed instructions on how to easily install conversion tracking.

Existing Enhance Interactive or Marchex Network advertisers can access conversion tracking through the AMS by contacting their account manager or by working with customer support. For more information on these new features, or to advertise on the networks, visit Enhance Interactive at [www.enhance.com](http://www.enhance.com) or the Marchex Network at [www.marchexnetwork.com](http://www.marchexnetwork.com).

### **About Marchex, Inc.**

Marchex ([www.marchex.com](http://www.marchex.com)) is a technology driven search and media company focused on

vertical and local online traffic. Specifically, the company is focused on search marketing, local search, and direct navigation. Marchex's platform of integrated performance-based advertising and search marketing services enables merchants to efficiently market and sell their products and services across multiple online distribution channels, including search engines, product shopping engines, directories and selected Web sites.

### **Safe Harbor Statement**

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, certain statements and expectations regarding the asset acquisition, projected costs, prospects, plans and objectives of management are forward-looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward- looking statements and you should not place undue reliance on our forward- looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex's actual results to differ materially from those indicated by such forward-looking statements which are described in the "Risk Factors" section of our most recent periodic report and registration statement filed with the SEC. We disclaim any intention or obligation to update any forward-looking statements.

For further information, contact:

Press:

Mark S. Peterson

VP of Public Relations

Marchex, Inc.

206-331-3344

mark@marchex.com

Investor Relations:

Trevor Caldwell

VP of Investor Relations & Strategic Initiatives

206-331-3316

tcaldwell@marchex.com

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