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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): July 15, 2015**

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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.)

**520 Pike Street  
Suite 2000  
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 below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure.**

On July 15, 2015, Marchex, Inc. ("Marchex") announced that it has entered into a mobile performance platform integration agreement through its wholly-owned subsidiaries, Marchex Sales LLC and Marchex International Limited, with Xaxis US LLC (and its Light Reaction division) ("Xaxis") to establish a joint global call products program together with related services, which will be made available to Xaxis customers and will include Marchex's Call Analytics services and M-Call, a Xaxis branded and Marchex powered mobile pay-per-call network. Xaxis is the programmatic media buying arm of GroupM, a WPP company, and Light Reaction is a mobile-first performance marketing agency within Xaxis that sells performance products to other GroupM agencies. The full text of the press release related to the announcement is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

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.

**Item 9.01 Financial Statements and Exhibits.****(d) Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release, dated July 15, 2015.



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### **Light Reaction Launches M-Call, Click-to-Call Mobile Performance Product, In Partnership with Marchex**

New Cost-Per-Call Product Enables Light Reaction and Xaxis Advertisers to Drive And Measure Phone Leads Directly from Mobile Ads Across Hundreds of Top Publishers and Apps

**NEW YORK (July 15, 2015)** – Light Reaction, a mobile-first performance advertising business that is part of Xaxis, announced today the launch of M-Call in partnership with mobile advertising analytics company Marchex (NASDAQ: MCHX). The new click-to-call mobile performance product enables advertisers to generate high-quality phone leads directly from mobile Web and in-app ads across hundreds of top publishers and apps. In addition, Light Reaction and Xaxis clients gain access to Marchex Call Analytics, a real-time mobile advertising platform that measures sales and consumer intent from mobile, click-to-call campaigns.

The new product incorporates Light Reaction’s outcomes-based, pay-for-performance media model with advertisers paying only for ads that generate in-bound calls. M-Call will run through Turbine, the next generation data management platform (DMP) operated by Xaxis, enabling brands to coordinate their click-to-call mobile campaigns with the rest of their digital spend. Mobile inventory available to M-Call advertisers includes mobile search, mobile display, in-app and mobile social. Call Analytics, powered by Marchex, provides 100% real-time attribution for every phone call while surfacing call outcomes directly into the Light Reaction platform. M-Call and Call Analytics are available to both Light Reaction and Xaxis clients, including GroupM agencies, beginning in North America.

“Brands continue to challenge us to develop new ways to drive leads and conversions through mobile-first products,” said Paul Dolan, general manager of Light Reaction. “With M-Call, advertisers can generate high-quality in-bound phone leads in a way that would be impossible on anything other than a smartphone. We’re able to provide brands with a simple, effective and highly measurable click-to-call option for their lead gen campaigns.”

“With the massive adoption of smartphones, we have new opportunities to connect with prospective customers to grow our business,” said Claudio Duran, Director of Digital, ADT. “We have a long-standing relationship with Marchex and are excited to be able to extend the reach of our click-to-call campaigns across the industry-leading breadth of premium mobile inventory available through M-Call.”

“Smartphones have changed how consumers are interacting with brands in the “real world” and more than ever, marketers require visibility and insights on mobile-influenced purchases,” said Pete Christothoulou, Chief Executive Officer of Marchex. “Joining forces with Light Reaction and Xaxis will allow us to transform mobile marketing performance at scale – we are looking forward to supporting their teams and clients in driving results.”

#### **About Light Reaction**

Light Reaction is a programmatic performance advertising business that sells clearly defined customer outcomes. Part of Xaxis, the world’s largest programmatic media and technology platform, Light Reaction’s mobile-first approach to performance combines scientific insight with the data resources and scale of Xaxis to deliver highly measurable results for global advertisers. Light Reaction is available in 20 markets across North America, Europe, Asia and the Middle East. For more information, visit Light Reaction at [www.lightreaction.com](http://www.lightreaction.com).

#### **About Xaxis**

Xaxis is a global digital media platform that programmatically connects advertisers to audiences across all addressable channels. Through the expert use of proprietary data and advertising technology along with unparalleled media relationships, Xaxis delivers results for over 2,800 clients in 40 markets across North America, Europe, Asia Pacific, Latin America and the Middle East. Advertisers working with Xaxis achieve exceptionally high return on advertising spend through the company’s proprietary media products, as well as through its wholly-owned specialist companies, Light Reaction, Bannerconnect, and ActionX. For more information, visit [www.xaxis.com](http://www.xaxis.com).

#### **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](http://www.marchex.com), [blog.marchex.com](http://blog.marchex.com) or [@marchex](https://twitter.com/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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