



## Marchex Institute Study Indicates 15 Million Mobile Phones Have Placed Calls to Advertisers Through Marchex's Digital Call Advertising Platform

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### New Research Group Finds that Five Percent of Mobile Phones Have Already Connected to Advertisers Using Marchex

SEATTLE--(BUSINESS WIRE)--Nov. 17, 2011-- Today, Marchex (NASDAQ: MCHX) introduced the Marchex Institute, a newly formed research group that provides customers and the digital advertising industry with original insight, analysis and data on the growing digital call advertising market. In one of its initial studies, the Marchex Institute discovered that more than 15 million<sup>1</sup>, or five percent of the approximately 300 million mobile phones in use today in North America, have made a phone call to a business advertiser utilizing Marchex's Digital Call Advertising platform.

The Marchex Institute is a team of senior analysts dedicated to leveraging the power and data from the growing digital call advertising industry to help customers, and publishing research and reports based on more than one billion minutes of anonymous call data. The team is led by John Busby, Vice President of the Marchex Institute. This team provides individual customers and the digital advertising industry with new insights and data to better understand the value of phone calls as part of digital marketing campaigns. The Marchex Institute both informs customers about digital call advertising strategies and delivers critical insights to advertisers' call centers regarding ways to improve their management of inbound consumer phone calls.

"For many businesses, phone calls have always been an important source of new customers, and this data shows that consumers are making purchase decisions as a direct result of interacting with content or advertising on their mobile phones," said John Busby, Vice President of the Marchex Institute. "Advertisers have been challenged to successfully reach mobile consumers, and we are providing our customers and the industry with original research to help them better understand how to effectively use these devices for one of the things they do best, drive phone calls."

The Marchex Institute provides custom research to customers to showcase how effective phone calls can be in capturing new sales prospects. For example, a recent Marchex Institute study found phone calls to be highly effective in driving in-person sales appointments. The study indicates that Marchex has driven over 1 million<sup>2</sup> in-person sales appointments so far in 2011, such as hiring a pest control specialist, ordering satellite or cable TV, or arranging a home security system.

"As a leader in this growing digital call advertising market, we saw an opportunity to create the Marchex Institute to help our customers, but also, we will provide thought leadership about the trends and opportunities to the broader industry," said Pete Christothoulou, COO at Marchex. "We will now be able to utilize and leverage the abundance of raw call data from our broad Digital Call Marketplace to help our customers make more informed decisions about their digital call advertising strategy."

#### About Marchex:

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers through the phone when they are ready to buy.

Our performance-based call advertising products, Marchex Call Connect and Marchex Call Analytics, are reinventing how businesses acquire and upsell new customers through phone calls. Our award-winning Small Business Solutions products empower businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support hundreds of thousands of advertisers and partners, ranging from global enterprises to local businesses.

For more information about Marchex (NASDAQ: MCHX), please visit [www.marchex.com](http://www.marchex.com).

<sup>1</sup> Findings derived from Marchex internal sampling set of calls.

<sup>2</sup> Findings derived from Marchex internal sampling set of calls.

Source: Marchex

Marchex

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