



## Marchex Call Analytics Adds Call Mining, Allowing Advertisers to Identify On-the-Phone Conversion and Optimize Marketing Campaigns

August 31, 2010

**Seattle – August 31, 2010** – Marchex, Inc. (NASDAQ: MCHX) today announced the addition of Call Mining to its Call Analytics offering. Call Mining leverages speech transcription and proprietary search and data mining technology to enable advertisers to analyze and discover new ways to optimize their cross-channel marketing spend, based on actual customer conversations.

With Call Mining, now available in beta, advertisers can:

- Determine on-the-phone conversion rates and caller intent
- Identify the channels, ads and keywords that drive the highest on-the-call conversion and return on investment
- Map call outcomes to parameters such as geographic location and gender
- Understand the effectiveness of call-based marketing campaigns
- Audit call center efficiency and caller experience
- Directly ascertain customer needs and pain points
- Flag calls by topic of discussion

□ The more intelligence we have around customer calls, the better we can optimize our campaigns and provide more differentiated value to our clients, said Dan Hobin, CEO at G5. □ Marchex's Call Mining enables us to quickly find out exactly what happened on a call, what triggered it and how to help our clients better convert the calls. This information, in conjunction with Marchex Call Analytics data on where the call came from, enables us to effectively close the loop from call generation to actual conversion. □

For the first time ever, Marchex Call Mining makes the power of speech analytics available to advertisers to help them understand exactly what drives successful customer outcomes, whether because of campaign attributes like targeting, advertising creative, distribution, or in how the call itself was handled.

"Until now, unlocking the extremely valuable data contained in a phone call for advertisers was practically not possible, as it was time intensive and, due to the costs involved, restricted to limited use by very large call centers," said Matt Booth, Senior Vice President, BIA/Kelsey. "Marchex is making this capability available to advertisers and agencies of all sizes, bringing the same level of analytical power and insight to the content of phone calls that advertisers are used to having around web-based behavior on ecommerce platforms."

1 "Many advertisers used to consider the number of phone calls generated from their marketing efforts as the primary measure of success," said Leigh McMillan, Senior VP of Marchex Call Analytics. "Now with Call Mining, advertisers can get a much deeper understanding of what drives a successful call, and armed with that data, they can optimize their campaigns to not only deliver more high quality calls but also increase call conversions and return on investment."

With Call Mining, Marchex Call Analytics goes far beyond traditional call tracking solutions to help advertisers achieve the highest return on investment for their advertising dollars, by providing deep insight into which aspects of their advertising efforts have the greatest impact on phone calls with the highest value outcomes.

For more information, or to add Call Mining to your marketing campaigns, contact 800.914.7872 or visit [www.marchex.com/call-mining](http://www.marchex.com/call-mining).

### About Marchex:

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers wherever they may be – in mobile, offline and online channels, including on our own local and category websites.

Our performance-based call advertising products, the Marchex Pay-For-Call Exchange and Marchex Call Analytics, are reinventing how businesses acquire new customers through the phone. Our award-winning Small Business Marketing products empower local businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support tens 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).

### Forward-Looking Statements:

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, acquisitions, 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. All of the information provided in this release is as of August 31, 2010 and Marchex undertakes no duty to update the information provided herein.

**For further information, contact:**

Trevor Caldwell  
Marchex Investor Relations  
Telephone: 206.331.3600  
Email: [ir\(at\)marchex.com](mailto:ir(at)marchex.com)

Or

Rob Gubas  
Marchex Marketing & Communications  
Telephone: 206.331.3409  
Email: [rgubas\(at\)marchex.com](mailto:rgubas(at)marchex.com)