



## Marchex Institute Releases New Study That Finds 60% of Calls to Businesses Result in Product or Service Discussions

January 24, 2012

### Marchex Study Finds Phone Calls are a Critical Outcome of Digital Advertising Campaigns to Generate Sales for Businesses

SEATTLE--(BUSINESS WIRE)--Jan. 24, 2012-- Marchex, Inc. (NASDAQ: MCHX), today announced the results of a study to assess the outcome of calls received and the effectiveness of using calls to generate leads through the use of digital call advertising. The study was based on an analysis of hundreds of thousands of consumer calls to small and medium-sized businesses generated from Marchex's call advertising services.

In the study, Marchex found:

- 60% of all calls from digital advertising are product and service discussions, and 80% of calls longer than one minute are product and service discussions.<sup>1</sup>
- Most of the other calls generated by digital advertising are not answered by the business, suggesting that one of the best things that businesses can do to improve their bottom line is to do a better job of answering the phone!
- A simple Interactive Voice Response (IVR) system is effective at qualifying calls.

Instant, one-click calling capabilities of mobile phones and desktop VoIP services have started to significantly change the digital advertising landscape. Advertisers who may have been initially uncertain about mobile advertising should now incorporate click-to-call, bid per call and Pay For Call advertising into their existing digital advertising campaigns or risk losing significant lead traffic.

Marchex and comScore will co-host a free, open-to-the-public webinar on Thursday, January 26 to cover the results of the study and provide attendees with key information on developing and executing successful digital call advertising campaigns for national advertisers and small businesses.

John Busby, Vice President of the Marchex Institute, and Kirby Winfield, Senior Vice President at comScore, will help webinar attendees gain an understanding of how measurement and verification can make or break digital advertising campaigns, how the growth of smart phones is creating new opportunities in performance advertising and why understanding and managing the quality of a Pay For Call or Google click-to-call campaign is essential to drive performance.

Interested parties can register at:

<http://bit.ly/getcalls>

### **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 acquire new customers. 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 sampling set of calls.

Source: Marchex, Inc.

Marchex Corporate Communications  
Tamara Colagrossi, 206-331-3631  
Email: [tcolagrossi@marchex.com](mailto:tcolagrossi@marchex.com)