



Marchex Announces New Product Solution for National Advertisers with a Local Presence; Early Data Show 30% Boost in Ad Campaign Performance

May 1, 2013

SEATTLE--(BUSINESS WIRE)--May. 1, 2013-- Marchex, Inc. (NASDAQ:MCHX), a leader in mobile performance advertising, today announced the launch of several new features to its award-winning Local Leads platform, which has focused exclusively on boosting customer conversions at the local level for nearly a decade.

These new features are designed to drive greater campaign effectiveness for national brands with a local presence. Advertisers will now have: maximum brand control across hundreds or thousands of local affiliates; increased local demand generation across mobile and other digital channels; and the ability to manage the competitive and increasingly fragmented digital landscape.

Marchex will also work closely with corporate and regional marketing teams to design the program, manage the launch process and provide ongoing support.

"We are responding to the unique challenges experienced today by national advertisers, such as auto manufacturers with regional dealerships or hotels with local chains," said Ziad Ismail, Senior Vice President of Product at Marchex. "One of the biggest problems now is an absence of deep marketing cohesion at the national and local level, which leads to competition among those who work for the same brand."

Last year, national brands spent \$45.2 billion in local media advertising – more than a third of all spending in local media, according to BIA/Kelsey, a media research firm.

"Historically, we've seen much of that spend essentially unexploited because local branches are often viewed as separate small businesses, instead of key facets of the national brand," said Matt Booth, chief strategy officer at BIA/Kelsey.

Marchex's new solution provides:

- A Pay For Performance model and platform. Rather than paying for advertising media, advertisers pay only for actual lead outcomes (e.g. phone calls or lead forms).
- Unique performance elements for promoting local affiliates in the same region and to co-ordinate local and national campaigns.
- Consistent branding and messaging on landing pages and other materials.
- Market-leading call analytics and lead-focused reporting.

According to initial customer data, the new features boosted campaign performance by more than 30% compared to traditional local marketing strategies.

For more information, visit <http://www.marchex.com/products/local-leads>.

About Marchex

Marchex, Inc. delivers customer calls to businesses and analyzes those calls so companies can get the most out of their mobile advertising. Marchex supports its customers through a unique technology platform that has three primary components: (1) [Call Analytics](#), which powers all of our advertising solutions, and allows partners to leverage data and insights that accurately measure the performance of mobile, online and offline call advertising; (2) [Digital Call Marketplace](#), which annually connects millions of consumer calls to our advertisers from a range of mobile and online sources on a Pay For Call basis; and (3) [Local Leads](#), a white-labeled, full-service digital advertising solution for small business resellers that drives quality phone calls and other leads to their small business advertisers. Marchex is based in Seattle. To learn more, please visit www.marchex.com.

Source: Marchex, Inc.

Marchex Public Relations:

Sonia Krishnan, 206-331-3434
skrishnan(at)marchex.com