



Marchex and Google to Host Live Video Chat on Best Practices for Mobile Click-to-Call Ads

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SEATTLE--(BUSINESS WIRE)--Jul. 23, 2014-- [Marchex, Inc.](#) (NASDAQ:MCHX), a mobile advertising technology company, will team up with Google next Wednesday for a Google Hangout session on how businesses can drive more calls from consumers who are constantly searching for products and services on their mobile phones.

The Hangout, titled "Transform Your Business With A Smarter Click-to-Call Strategy," will air July 30 from 10 a.m. to 11 a.m. PDT. To sign up for it, click on this link <https://plus.google.com/u/0/events/cjl8b6qthm5e3i6cknctp8i2cug>. Answer "Yes" in the right-hand box where it says "Are you going to watch?"

Marchex and Google will discuss call trends, call analytics, and general call strategy during the broadcast, and talk about additional insights from a white paper the two companies partnered on in May (find it [here](#)). The paper lays out why phone calls are now the most-desired outcome of digital advertising and highlights best practices on how advertisers can optimize click-to-call ads and grow sales over the phone.

John Busby, SVP of the Marchex Institute, Marchex's data and insights team, will share perspectives on the paper's findings during the Hangout and answer any questions from participants.

Busby will be joined on the panel by Google Product Manager Anurag Agrawal; Josh Aston, Senior Director of Online Marketing at Progrexion, a company that specializes in credit repair services; and Cameron Urry, Senior Interactive Marketing Manager at Extra Space Storage.

The discussion will be moderated by Dave Miller, Google's Emerging Local Ads Product Strategy Manager.

The Hangout will include an audience Q&A session at the end.

About Marchex

[Marchex](#) is a mobile advertising technology company. The company provides a suite of products and services for businesses that depend on consumer phone calls to drive sales. Marchex's mobile advertising platform delivers new customer phone calls to businesses, while its technology analyzes the data in these calls to help maximize ad campaign results. Marchex disrupts traditional advertising models by giving businesses full transparency into their ad campaign performance and charging them based on new customer acquisition.

Please visit www.marchex.com, 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.

Source: Marchex, Inc.

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