



## Marchex Sees Growth In Australia Market – Senior VP Muilenburg To Present At ADMA Data Day in Sydney and Melbourne

April 26, 2016

SYDNEY--(BUSINESS WIRE)--Apr. 26, 2016-- [Marchex](#) (NASDAQ:MCHX), a mobile advertising analytics company, today announced that Matt Muilenburg, Senior Vice President and Customer Evangelist, will speak at ADMA Data Day in Sydney on April 27<sup>th</sup> and Melbourne on April 29<sup>th</sup> as part of the organization's annual event on data driven marketing. ADMA is Australia's marketing and advertising association, and supports and champions excellence in data-driven marketing and advertising in Australia.

A digital advertising and auto industry veteran, Muilenburg has been tapped to discuss how to harness mobile intelligence in an omni-channel world. Muilenburg will address the challenges and considerations of investing in mobile marketing, and show how leading brands that depend upon inbound phone calls to drive revenue are using real-world outcomes and mobile analytics to improve media efficiency and customer experience.

Marchex forecasts that Australian consumers will make more than 7 billion phone calls from smartphones to business in 2016, with nearly 3 billion coming directly from search engine results and paid listings. Since opening an office in Australia in 2015, Marchex has added customers in the region in a variety of industries, including Utilities, Education and Healthcare.

"Inbound phone calls are a critical outcome of digital advertising campaigns for many of Australia's top brands," said Daniel Benton, Country Manager ANZ. "Marchex Call Analytics is proving to be an essential service for enterprises looking to maximize advertising returns."

"I'm thrilled to present at ADMA's Data Day," Muilenburg said. "The modern marketer is challenged to find ways to delight the mobile consumer at each point in the path to purchase, and I look forward to participating in this important industry conversation."

Marchex's report on click-to-call commerce in Australia can be found at: <http://pages.marchex.com/australia-mobile-performance.html>

### **About Marchex**

Marchex is a mobile advertising analytics company that connects online behaviour to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Marchex Australia can be found at <http://www.marchex.com.au/>

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