



Marchex Democratizes the Power of Search Marketing, Extends Search Analytics Capabilities to Companies of All Sizes

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New Search Essentials product helps every business understand what is driving the phone call from their paid search strategies

SEATTLE--(BUSINESS WIRE)--Jun. 13, 2017-- **SMX Advanced** - [Marchex](#) (Nasdaq: MCHX), a leading mobile advertising analytics company, announced today at [SMX Advanced](#), the premier event for SEO and SEM professionals, that it has extended the power of search to all companies with the availability of Marchex Search Essentials, a new version of its leading [Search Analytics](#) product. While previously targeted for enterprise-level companies with large marketing budgets, Marchex Search Essentials can now enable companies of all sizes to maximize their spend and increase ROI on paid search campaigns.

"In today's digital age, it's critical for companies to be able to track and measure paid search efforts, regardless of their size, industry or budget. Our company is committed to extending data-driven insights to all marketers," said Guy Weismantel, Executive Vice President, Marketing, at Marchex. "Removing the barrier to entry allows us to provide a scalable option for smaller companies that want to participate in and benefit from this space as well. All while still maintaining our commitment to provide enterprise solutions for customers on the other end of the spectrum."

Marchex Search Essentials helps eliminate a major blind spot for marketers by attributing every inbound phone call to a paid search keyword. As a result, marketers have the insights they need to make real-time adjustments to drive stronger, more efficient performance for their paid search campaigns.

Marchex Search Analytics, initially launched in 2015, enables full optimization for online data and call outcomes. It also provides marketers with access to Marchex speech technology, including the high intent signal which enables search marketers to optimize their campaigns towards calls that are more likely to convert.

Marchex will present at SMX Advanced on Wednesday, June 14, at 1:45pm PT in the session "[How to Maximize Performance from Your Paid Search Campaigns to Drive Calls That Convert](#)." The speakers are Marchex's EVP of Marketing, Guy Weismantel; Director of Product and Engineering Sundi Raman; and Product Marketing Manager Darlene Mate. Stop by to learn ways to optimize paid search campaigns and how to make more strategic marketing decisions, or visit Marchex at booth #41.

About Marchex

[Marchex](#) is a mobile advertising analytics company that connects online behavior 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.

Please visit www.marchex.com, www.marchex.com/blog or [@marchex](#) on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

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