



Marchex Completes Acquisition of Archenia

July 16, 2026

Combination creates a vertically focused, AI-driven customer acquisition and outcome optimization platform

SEATTLE--(BUSINESS WIRE)--Jul. 16, 2026--

Marchex, Inc. (NASDAQ: MCHX), a leader in AI-powered conversational intelligence and analytics solutions, today announced the completion of its previously announced acquisition of Archenia, Inc., a performance-based customer qualification and acquisition company which transforms consumer intent into AI-verified, outcome-based results.

Marchex's acquisition of Archenia creates a vertically focused, AI-driven customer acquisition and outcome-optimization platform. Marchex brings a deep foundation of first-party data, derived from years of analyzing customer conversations for many industry-leading companies, with Archenia adding AI-powered lead qualification, conversational IVR, performance marketing infrastructure, and expertise in activating call intelligence at scale. Together, the companies provide a comprehensive platform that connects customer insights, automated actions, and measurable business outcomes.

"The completion of this acquisition marks an important step in Marchex's strategy to expand our AI-powered conversational intelligence and analytics solutions beyond insights and into actions and outcomes," said Russell Horowitz, Chairman of Marchex. "By combining Marchex's conversational intelligence and analytics capabilities with Archenia's performance-based customer qualification and acquisition technology, we are creating a differentiated, more comprehensive AI-powered solution that not only helps businesses better understand customer interactions, but also turns those interactions into measurable outcomes with demonstrable value impact. We believe that the combined company can achieve greater revenue scale and growth, higher margins, expanded market reach, and enhanced strategic flexibility."

Marchex stockholders approved the transaction at a special meeting on July 1, 2026 by approximately 99.9% of votes cast.

Benefits of the Combination

Marchex believes the combination with Archenia will deliver growth acceleration and improved operating leverage, including:

- **Expanded Addressable Market, Cross-Sell and Bundle:**

Marchex believes that the combined ability to sell insights, actions and outcomes will meaningfully expand its addressable market. With its vertical expertise and depth of first-party data, Marchex can bundle Archenia's outcome-based solutions with Marchex's insights-based analytics solutions, expanding revenue potential with current customers and creating additional opportunities to win new customers across target verticals.

- **Revenue, Scale, and Growth:**

Marchex believes that the combined company's revenue run rate is approximately \$15 million per quarter, or \$60 million annualized, with potential growth in the 15-20% range over the course of 2026.

- **Adjusted EBITDA Expansion:**

With Archenia anticipated to contribute additional positive Adjusted EBITDA, Marchex believes that the combined company's Adjusted EBITDA margins could improve to 10% or more in 2026.

About Marchex

Marchex harnesses the power of AI and conversation intelligence to provide actionable insights derived from prescriptive vertical market data analytics. Marchex enables organizations across business functions to optimize customer acquisitions and experiences, transforming conversations into meaningful business outcomes. Marchex provides AI-powered conversation intelligence solutions for market-leading companies in leading B2B2C vertical markets, including many of the world's most innovative and successful brands.

About Archenia

Archenia is a performance-based, customer qualification and acquisition company which transforms consumer intent into AI-verified, outcome-based results. Leveraging advanced AI signals, natural-language analytics, and automated decisioning, Archenia detects consumer intent and advertiser value in real time, optimizing customer acquisition campaigns dynamically across channels. With machine-learning models that continuously refine qualification accuracy and ROI, Archenia enables its customers to pay for verified, AI-validated outcomes such as appointments, sales, and high-intent conversations. Trusted by leading national brands in such verticals as insurance, home services, health care, and automotive, Archenia turns consumer intent into highly qualified, data-driven growth opportunity.

Please visit www.marchex.com, www.marchex.com/blog, or [@marchex](https://twitter.com/marchex) on X, where Marchex discloses material information from time to time about the Company, its financial information, and its business.

Forward-Looking Statements

Certain statements included above contain forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included herein regarding Archenia's estimated financial results and benefits of the combination, and the Company's strategy, future operations, future financial position, future revenues, other financial guidance, acquisitions, dispositions, projected costs, prospects, plans and objectives of management are forward-looking statements. The Company may not actually achieve the plans, intentions, or expectations

disclosed in its forward-looking statements and you should not place undue reliance on such statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in such statements due to a number of important factors, including but not limited to product demand, order cancellations and delays, competition, changes in business strategy or development plans, and general economic and business conditions. These factors are described in greater detail in the "Risk Factors" section of the Company's most recent periodic report or registration statement filed with the SEC. All of the information provided herein is as of July 16, 2026 and the Company undertakes no duty to update the information provided herein.

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