



Marchex to Highlight How to Increase Conversions With Call Analytics in Free Webinar

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Marchex, Inc. (NASDAQ: MCHX), a leading performance marketing company, today announced that Leigh McMillan, SVP and GM for Marchex Call Analytics, will lead a Webinar titled, "Call Tracking: Great Way to Boost Conversions" on March 23, 2010 at 11 a.m. PT. Sponsored by AdvertisingAge, the event is free and open to the public.

While tracking online activities through Web analytics has become an integral part of most marketing programs, using call analytics to capture online-to-offline conversion is often overlooked. Yet having the ability to measure the source of a phone call can dramatically increase the overall ROI of a campaign—as well as clearly display a campaign's true performance.

In addition to discussing how marketers can use call analytics to capture offline conversions and improve overall conversion rates, McMillan will answer the following questions:

- Who should use call analytics?
- What kind of data is valuable to track?
- What are the keys to success for a call analytics program?
- What should you look for in a call analytics provider?

Stacy Williams, president and founder of Prominent Placement, will also share detailed case studies to illustrate how call analytics has impacted her agency, as well as her clients' campaigns. Prominent Placement is a full-service Atlanta-based SEM firm.

Those interested in attending the event can register at <https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=196787&sessionid=1&key=73B18349E6B4CD9B685FAADB990EE758&partnerref=lobby>.

About Marchex

Marchex, Inc. (www.marchex.com) provides call- and click-based performance marketing products. Marchex's products support tens of thousands of advertisers, ranging from local businesses to the Fortune 500.

Forward-Looking Statements

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, acquisitions, projected costs, prospects, plans and objectives of management are forward-looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex's actual results to differ materially from those indicated by such forward-looking statements which are described in the "Risk Factors" section of our most recent periodic report and registration statement filed with the SEC. All of the information provided in this release is as of Feb. 3, 2010 and Marchex undertakes no duty to update the information provided herein.

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