



Marchex Offers Free Webinar on the Capabilities and Benefits of Call Tracking and Analytics for Advertisers and Publishers

September 27, 2011

Webinar on September 28 at 1:00 p.m. EDT will provide businesses with experts discussing how call tracking and analytics can help measure results.

SEATTLE – Sept. 27, 2011 – Today, Marchex (NASDAQ: MCHX) announced it is holding a free webinar for businesses to learn about using call tracking and analytics to measure and monetize their mobile and online marketing campaigns. The webinar will be held on Wednesday, September 28, 2011 at 1:00 p.m. EDT.

The webinar will focus on three key topics: 1) how call tracking and analytics works; 2) latest trends and challenges in using digital marketing to drive phone calls; and 3) how to improve ROI of your digital marketing by utilizing call tracking and analytics. The presenters on the webinar will be Charles Laughlin, SVP, Program Director and Managing Editor of BIA Kelsey and John Busby, Vice President of Call Advertising for Marchex Call Analytics.

“Call Analytics is a very important product for all businesses to adopt in terms of tracking leads, measuring conversions, and demonstrating the ROI of marketing campaigns,” said Rafael Jose, Vice President of Marchex Call Analytics. “The explosion of mobile devices has changed the landscape of how consumers interact with businesses and call tracking and analytics is a key resource to help businesses proactively address the mobile opportunity while improving ROI.”

The webinar will present attendees with the findings from a recent Forrester study, commissioned by Marchex, which focused on the value of phone calls in digital advertising. Also, several case studies will be shared to showcase how companies are using call analytics today to enhance their business.

To attend this webinar, go to the Search Marketing Now webinar registration page -- <http://searchmarketingnow.com/use-call-tracking-to-monetize-your-online-and-mobile-presence-8605>. Click on the Register Now button and fill out the form to learn more about improving the ROI of your digital marketing campaigns.

Marchex has created a technology platform that creates, manages and optimizes digital call advertising campaigns to drive quality inbound phone calls from consumers to businesses. The platform includes many components, such as Pay For Call (PFC), mobile voice search and call analytics technologies.

About Marchex:

Marchex's mission is to unlock local commerce globally by helping advertisers reach customers through the phone when they are ready to buy.

Our performance-based call advertising products, Marchex Call Connect and Marchex Call Analytics, are reinventing how businesses acquire and upsell new customers through phone calls. Our award-winning Small Business Solutions products empower businesses to efficiently monitor their online presence, communicate with their customers, and acquire new ones. Every day, our products support hundreds of thousands of advertisers and partners, ranging from global enterprises to local businesses.

For more information about Marchex (NASDAQ: MCHX), please visit www.marchex.com.

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