Marchex

Kenshoo and Marchex Partner to Drive Stronger Performance from Local Search Campaigns

February 26, 2013

SEATTLE--(BUSINESS WIRE)--Feb. 26, 2013-- Marchex, Inc. (NASDAQ: MCHX), the leader in mobile and call performance, today announced an enhanced partnership with Kenshoo (www.kenshoo.com), the global leader in premium digital marketing technology, to make it easier for digital agencies, media companies, publishers and others managing local business campaigns to increase the number of phone calls generated from paid search ads and gain insight into how these campaigns perform.

Kenshoo has further integrated Marchex's Call Analytics product directly into the Kenshoo Local platform. This improves the setup, management and reporting of tracked phone calls for Kenshoo's clients across desktop and mobile search campaigns and automatically optimizes for continued success.

"Kenshoo recognizes Marchex as a leader in call analytics, and our partnership continues a long history of Kenshoo offering its clients best-in-class digital marketing solutions," said Will Martin-Gill, general manager of Kenshoo Search. "This integration makes it simple for Kenshoo clients to set up Call Analytics to identify key customer insights and drive greater performance."

After enabling Call Analytics, Kenshoo Local clients can utilize call data by:

1. Integrating call data into customer-facing reports

2. Accessing phone call recordings in the client reporting dashboard

3. Matching calls to keywords to inform automated bid policies and improve campaign performance

"The telephone has been ubiquitous in our culture for more than a century. The rise of the smartphone has only increased the importance of calls as a conversion channel," said Ziad Ismail, Vice President of Product at Marchex. "With this partnership, Marchex expands our Call Analytics platform to Kenshoo's customers and combines the benefit of two market-leading offerings."

About Marchex

Marchex, Inc. delivers customer calls to businesses and analyzes those calls so companies can get the most out of their mobile advertising. Marchex supports its customers through a unique technology platform that has three primary components: (1) Call Analytics, which powers all of our advertising solutions, and allows partners to leverage data and insights that accurately measure the performance of mobile, online and offline call advertising; (2) Digital Call Marketplace, which annually connects millions of consumer calls to our advertisers from a range of mobile and online sources on a Pay For Call basis; and (3) Local Leads, a white-labeled, full-service digital advertising solution for small business resellers that drives quality phone calls and other leads to their small business advertisers. Marchex is based in Seattle. To learn more, please visit www.marchex.com.

About Kenshoo

Kenshoo is a digital marketing technology company that engineers premium solutions for search marketing, social media and online advertising. Brands, agencies and developers use Kenshoo Enterprise, Kenshoo Local and Kenshoo Social to direct more than $25 billion in annual client sales revenue. The Kenshoo Universal Platform delivers automation, intelligence, integration and scale to make better marketing investments. With campaigns running in more than 190 countries for nearly half of the Fortune 50 and all 10 top global ad agency networks, Kenshoo clients include CareerBuilder, Expedia, Facebook, KAYAK, Havas Digital, Hitwise, iREP, John Lewis, Resolution Media, Sears, Starcom MediaVest Group, Tesco, Travelocity, Walgreens, and Zappos. Kenshoo has 16 international locations and is backed by Sequoia Capital, Arts Alliance and Tenaya Capital. Please visit www.Kenshoo.com for more information.

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Source: Marchex, Inc.

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