



Geary LSF Partners with Marchex to Increase Customer Conversions Through Call Analytics

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SEATTLE--(BUSINESS WIRE)--Mar. 26, 2013-- Marchex, Inc. (NASDAQ: MCHX), a leader in mobile performance advertising, today announced a partnership with Geary LSF, a leading digital agency based in San Francisco. Marchex will provide Geary LSF with Call Analytics technology to boost customer conversions for the agency's clients.

By integrating Marchex Call Analytics, Geary LSF will better understand the optimal media mix for its clients' ad campaigns. Marchex will aggregate campaign performance data, revealing which ads and keyword searches drive phone calls. Marchex's technology also measures the quality of each call and significantly reduces unwanted calls from telemarketers, among other advanced features.

"Marchex Call Analytics is an invaluable technology for our clients with high call volume. In a data-driven business such as digital advertising, and specifically paid search, these insights allow Geary LSF to continue delivering more customers per campaign," said Dan Oleson, Managing Director of the Geary LSF San Francisco office.

Geary LSF recently conducted a case study of a client in the product packaging and display industry and found that after integrating Marchex Call Analytics, the client was able to boost conversion rates by 140% — and drop cost-per-conversion by 40%.

"We look forward to delivering superior services to Geary's clients with our call analytics insights and technology platform," said Harmen Westra, Vice President of Sales for Marchex Call Analytics.

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 Geary LSF Group

Geary LSF is an integrated, full service online marketing agency that delivers more results per campaign by uniquely optimizing the digital customer engagement path. It provides advertisers with comprehensive services all under one roof: from Strategy to Development, Media Planning to Placement, SEO, SEM, Analytics, Social, Local and Mobile media services.

Headquartered in San Francisco, California, the 240-people strong Geary LSF Group has offices on two continents and manages campaigns for more than 450 brands worldwide including Club Med, Target, WD-40, Bumble Bee Foods, MobiTV, Megapath, Aramark and several others. For more information, please visit <http://www.gearylsf.com>.

Source: Marchex, Inc.

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