



Marchex and BIA/Kelsey Hold Free Webinar on How Businesses Can Prepare and Succeed with Google Enhanced Campaigns

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SEATTLE--(BUSINESS WIRE)--Jun. 6, 2013-- The transition to Google Enhanced Campaigns happens July 22, whether your business is prepared or not. Join BIA/Kelsey's leading mobile analyst, Michael Boland, and Marchex SEM experts [for a free webinar](#) on Tuesday, June 11 at 10 a.m. PDT to review the campaign changes and what they will mean for your business.

Marchex, Inc. (NASDAQ:MCHX) has been testing hundreds of campaigns since Google announced the switch to Enhanced Campaigns in February.

Join our webinar to learn:

- The pitfalls and surprising benefits revealed by our Google Enhanced Campaigns testing
- Strategies for managing and optimizing campaign spend
- How to leverage Call Analytics for success
- Methods that can optimize mobile performance while still maintaining desktop prominence

Register Today! http://www.marchex.com/google_enhanced_campaigns_webinar

ABOUT MARCHEX, INC.

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.

Source: Marchex, Inc.

Marchex Corporate Communications:

Sonia Krishnan, 206-331-3434

Email: [skrishnan\(at\)marchex.com](mailto:skrishnan@marchex.com)