



Marchex Enters into Preferred Partnership with MapQuest to Connect Mobile and Online Consumers to Businesses via Pay-for-Call Ads

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SEATTLE--(BUSINESS WIRE)--Jan. 23, 2014-- [Marchex, Inc.](#) (NASDAQ:MCHX), a mobile advertising technology company, today announced it has entered into a preferred partnership with MapQuest, Inc., wholly owned by AOL Inc.

The partnership allows Marchex to leverage MapQuest's broad reach of consumers across every digital channel for [pay-for-call](#) advertising. In turn, MapQuest can now tap into Marchex's rapidly expanding base of more than 100,000 national and local businesses that spend more than \$100 million annually on performance-based advertising. These targeted pay-for-call ads prompt high-intent consumers – those typing in keywords on search engines or maps – to pick up the phone to call the business.

Recent data underscores MapQuest's broad scale in mobile. The brand reached 38.1 million combined mobile and desktop unique visitors in November 2013, according to comScore. MapQuest ranked third on a top 10 list of consumers' most-used mobile apps for local business searches, according to the 2013 Local Search Usage Study released in March by comScore, 15Miles and Neustar Localeze.

"MapQuest is a major player in this space. We're thrilled to create a partnership with such a top-tier mobile and digital brand, which will increase our footprint of high-intent mobile consumers," said [Travis Fairchild](#), Vice President of Distribution at Marchex. "Ultimately, creating quality connections between mobile consumers and businesses is what drives the Marchex performance model."

"We believe Marchex represents the right combination of product, customer scale, and business model to help improve our business-listing results and advertising yield," said Brian McMahon, General Manager at MapQuest. "This partnership provides an opportunity for MapQuest to reach a broad selection of performance-based advertisers of all sizes and evolve with an advertising format that is native to mobile – a phone call."

About Marchex

[Marchex](#) is a mobile advertising technology company. The company provides a suite of products and services for businesses that depend on consumer phone calls to drive sales. Marchex's mobile advertising platform delivers new customer phone calls to businesses, while its technology analyzes the data in these calls to help maximize ad campaign results. Marchex disrupts traditional advertising models by giving businesses full transparency into their ad campaign performance and charging them based on new customer acquisition.

Please visit [www.marchex.com](#), [blog.marchex.com](#) or [@marchex](#) on Twitter ([Twitter.com/Marchex](#)), where Marchex discloses material information from time to time about the company, its financial information, and its business.

About MapQuest

MapQuest provides Internet, mobile and business solutions delivering on the promise of helping people dream, plan, share and go wherever the map meets their life. MapQuest is one of the leading mapping brands online, reaching 28.4 million web users and 13.7 million mobile and tablet users, with 4.0 million users across devices in November 2013, according to comScore Media Metrix. MapQuest's mobile solutions are compatible with a variety of mobile devices, including iPhone and Android devices. MapQuest, Inc., a wholly owned subsidiary of AOL Inc, is based in Denver, Colo.

Source: Marchex, Inc.

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