



## Marchex Launches Breakthrough Mobile Analytics Product For \$27 Billion Display Advertising Industry

November 10, 2015

*Industry-First View-Through Metric For Inbound Calls Measures 98 percent of Calls Unseen By Traditional Analytics Products*

NEW YORK--(BUSINESS WIRE)--Nov. 10, 2015-- [Marchex](#) (Nasdaq: MCHX), a mobile advertising analytics company, today introduced Marchex Display Analytics, the newest addition to its analytics platform. For the first time, enterprise marketers will be able to measure when any inbound phone call to a call center or store is influenced by exposure to a display advertisement on a desktop or mobile device. Mobile is enabling consumers to engage with brands more directly, and phone calls to businesses from smartphones are expected to nearly double to more than 160 billion by 2019.

Traditional call analytics products are limited to measuring when consumers make a phone call directly from a display advertising unit or landing page. A new report released today by Marchex titled "[The Missing 98%: Why Display Advertising Isn't Getting the Credit It Deserves.](#)" shows that 98 percent of phone calls occur as much as two weeks after exposure to a display advertising unit. This prevents marketers from identifying and allocating investments toward top-performing display advertising campaigns.

Marchex Display Analytics provides an industry-first view-through metric for inbound phone calls, enabling digital marketers to measure the ROI of programmatic campaigns by connecting offline phone calls with display impression data, even when a phone call occurs weeks or months after exposure to an ad. The reports are delivered real-time and track cross-device conversions, providing marketers with actionable intelligence to shift towards display tactics that produce positive returns.

Data from Marchex Display Analytics shows that including attribution for inbound calls can reduce cost per conversion for display campaigns by more than 45 percent. "Inbound phone calls are a massive attribution gap for display marketers," said Adarsh Nair, Senior Director of Product and Engineering at Marchex. "For the first time, Marchex Display Analytics allows these marketers to fully measure and optimize their display advertising."

Marchex Display Analytics is integrated with leading programmatic display advertising platforms, including Rocket Fuel and MediaMath. "Brands with national call centers are very interested in connecting ad exposure to inbound phone calls and our partnership with Marchex addresses this gap in markets," said Aruna Paramasivam, Senior Director of Data and Tech Partnerships at MediaMath. "MediaMath is constantly looking to bring innovative, quantitative solutions to market that provide marketers with insights around the influence and value of individual consumer touch points."

### About Marchex

[Marchex](#) is a mobile advertising analytics company that connects online behavior to real-world, offline actions. By linking critical touchpoints in the customer journey, Marchex's products enable a 360-degree view of marketing effectiveness. Brands and agencies utilize Marchex's products to transform business performance.

Please visit [www.marchex.com](http://www.marchex.com), [blog.marchex.com](http://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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151110005304/en/>

Source: Marchex

Marchex, Inc.  
Investor Relations  
Trevor Caldwell, 206-331-3600  
[ir\(at\)marchex.com](mailto:ir(at)marchex.com)  
or  
Media Inquiries:  
Marchex Corporate Communications  
206-331-3434  
[pr\(at\)marchex.com](mailto:pr(at)marchex.com)