



## **Marchex and DoubleClick Search Deliver Transparency & Real-Time Insights to Search Marketers for Every Keyword**

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*New integration connects 100% of phone calls to keywords for sophisticated search marketing campaigns.*

SEATTLE--(BUSINESS WIRE)--Feb. 11, 2016-- [Marchex](#) (NASDAQ:MCHX), a mobile advertising analytics company, today announced a new integration with DoubleClick Search that delivers better return on advertising spend for search marketers that rely upon inbound phone calls to drive revenue. Research from Google shows that 57% of smartphone users call a business after searching for information on their phone because they want to talk to a real person.

The new integration is the only to deliver 100% keyword attribution for calls placed directly from paid search ads for an unlimited number of keywords and any campaign structure. In addition, Marchex Search Analytics delivers call intelligence data such as Interactive Voice Response (IVR) inputs for each keyword directly into DoubleClick Search. This allows marketers to optimize its search marketing efforts towards consumers that are most likely to purchase.

Marchex Search Analytics is leveraged with DoubleClick Search for clients in many industries, including Time Warner Cable, Liberty University and Location3. "Inbound phone calls are a key source of revenue for many of our clients," said Jim Halligan, Head of Paid Search at Location3, a full-service digital marketing agency. "Working with Marchex and DoubleClick Search has allowed us to improve our advertising performance by assigning a value to every phone call and connecting each call to a specific keyword for large, sophisticated paid search programs."

The Marchex Analytics platform measures offline sales, audiences and consumer intent from digital advertisements across every channel and every device. By partnering with Marchex, DoubleClick Search can deliver strategic insights that connect the dots between paid search and offline sales to drive higher levels of advertising performance and consumer engagement.

"Our integration with DoubleClick search is designed for the largest search marketers with hundreds of thousands of keywords," said Nilesh Dhawale, Senior Product Manager at Marchex. "We are thrilled to partner with DoubleClick Search to provide any client that uses click-to-call the ability to properly automate paid search bidding."

### **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), [www.marchex.com/blog/](http://www.marchex.com/blog/) or @marchex on Twitter ([twitter.com/Marchex](https://twitter.com/Marchex)), where Marchex discloses material information from time to time about the Company, its financial information, and its business.

### **About DoubleClick Search**

DoubleClick Search gives advertisers the workflow tools, robust reporting and bid optimization they need to get more value from their search campaigns. Built on Google infrastructure and natively integrated with the DoubleClick Digital Marketing platform, DoubleClick Search makes it faster and easier to respond to an ever-changing market in real time and at scale.

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