



Mid-Market Companies Ring Up More Sales From Mobile Search with Marchex Search Analytics Standard

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SEATTLE--(BUSINESS WIRE)--Nov. 9, 2016-- [Marchex](#) (Nasdaq: MCHX), a leading mobile advertising analytics company, today announced the availability of Marchex Search Analytics Standard, a mid-market version of its leading Search Analytics product.

Developed for marketers that do not have access to bid management platforms or conversion data, Search Analytics Standard enables brands and agencies to measure the value of keywords that drive sales from the billions of phone calls that consumers make to businesses directly from click-to-call ads each year.

Marchex Search Analytics Standard removes a major blind spot for marketers by attributing every inbound phone call from call extensions and landing pages to a paid search keyword. Additionally, for customers who are unable to access their conversion data, Search Standard uses Marchex's proprietary Call DNA technology to help identify quality calls so customers can optimize for caller intent. Marchex Search Standard reveals powerful data and insights that helps marketers optimize search campaigns to generate the types of phone calls that really matter: new sales.

"Our mid-market customers have challenged us to make click-to-call campaigns as trackable and actionable as possible," said Varun Das, Senior Product Manager at Marchex. "With Search Standard, this important group of marketers can now attribute every click-to-call conversion to a paid search keyword, enabling them to make real-time adjustments to drive stronger, more efficient performance for their paid search campaigns."

Marchex Search Analytics was initially launched in 2015, as a first-of-its-kind platform for enterprise search marketers that spend more than \$4 billion in click-to-call advertisements. Marchex Search Analytics enables full optimization for online data and call outcomes. This allows marketers to spend more efficiently, drive higher search conversions, increase ROI and decrease CPA.

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.

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