

## Marchex Voicestar Webinar Uncovers Wealth of Untapped Data in Using Call Analytics

*Customer calls are extremely valuable to a businesses, but data finds few are using call tracking and analytics to their advantage*

**SEATTLE** – Oct. 22, 2009 – For many local and service-based businesses, phone calls are the predominant source of new business leads. However, data shows that many of these businesses are missing out on identifying and understanding incoming calls, even though 65 percent of businesses from BIA/Kelsey’s Local Commerce Monitor study, conducted with research partner ConStat, identified calls to their business location as the highest quality of leads. In fact, as few as 5 percent of businesses surveyed use special phone numbers to accurately track the source of their leads with the majority directly asking phone callers how the business was found.

Earlier today, Neal Polachek, President of BIA/Kelsey, and Leigh McMillan, SVP and General Manager of Marchex’s call analytics product, Marchex Voicestar, presented a Search Marketing Now webinar entitled, “Maximizing Conversions: The Power of Call Tracking and Analytics,” discussing the opportunities and best practices of call tracking and analytics, with key industry data and case studies.

“Call tracking and analytics is the most cost-effective, yet underutilized business intelligence tool. Without it, advertisers and agencies have a false sense of their true offline and online marketing ROI,” said McMillan. “For example, by analyzing not only the *source* of the calls but *how long* they last, *where* they are calling from, and *what is said* on the calls, advertisers can gain incredibly valuable insight to improve their sales conversions and optimization efforts.”

McMillan shared six simple tips for on how advertisers can use call analytics successfully:

1. Test and track calls from your search campaigns at the level that make sense given your business (i.e. by source, campaign, ad group, or keyword, etc.), and use Dynamic Number Replacement to most effectively and efficiently capture what is generating the calls
2. Use local tracking numbers (vs. toll-free) when a local presence matters
3. Call-optimize the business’s landing pages
4. Listen to call recordings – not only to assess the value of the call, but also to help improve sales or customer service staff response
5. Have an “after hours” call routing and voicemail strategy – on average, 22 percent of calls happen after business hours
6. Establish and leverage baseline data to quickly spot trends – such as, profiling new customer calls by identifying the length of time needed to execute the specific consumer action sought (i.e. to set up an appointment), which can vary by category. For Salons and

Education, for example, Marchex data shows it is approximately 3 minutes vs. 6 minutes for Home Services and Finance-related businesses.

### **Materials Available for Download**

The best practices of call tracking and analytics, industry data, and case studies presented in today's webinar are available for download by visiting:

<http://www.marchex.com/research/voicestar.html>.

Additionally, a replay of the webinar will be available within 24-48 hours, and is accessible by visiting: <http://searchmarketingnow.com/on-demand>.

### **About Marchex**

Marchex, Inc. ([www.marchex.com](http://www.marchex.com)) is a leading local search and performance advertising company. Marchex's innovative advertising platform delivers search- and call-based marketing products and services for local and national advertisers. Marchex's local search network, one of the largest online, helps consumers make better, more informed local decisions through its content-rich Web sites that reach tens of millions of unique visitors each month.

### **Forward-Looking Statements**

This press release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this press release regarding our strategy, future operations, future financial position, future revenues, acquisitions, projected costs, prospects, plans and objectives of management are forward-looking statements. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements and you should not place undue reliance on our forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements we make. There are a number of important factors that could cause Marchex's actual results to differ materially from those indicated by such forward-looking statements which are described in the "Risk Factors" section of our most recent periodic report and registration statement filed with the SEC. All of the information provided in this release is as of Oct. 22, 2009 and Marchex undertakes no duty to update the information provided herein.

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