



## MARCHEX CALL MARKETPLACE - PUBLISHERS

# High-quality mobile ads for publishers

## Overview

Marchex has developed this marketplace for publishers who want to display high-quality relevant ads, while maximizing revenue. Marchex Call Marketplace brings together top consumer brands with well-matched publishers who have been hand-picked and vetted. By providing an end-to-end solution that combines the latest call technology with customized consulting expertise, Marchex makes it quick and simple for publishers to join and optimize performance results.

## Protect Your User Experience

When people visit your site or app, you want to display only relevant, quality ads. Marchex's ad server is designed to serve relevant ads by applying keywords and geo data. The quality ads are for top brands who trust Marchex because they also use our call analytics technology. For example, Marchex Call Marketplace's advertising clients include ADT and InterContinental Hotels Group (IHG).

## Save Time with an End-to-End Solution

Your time is valuable and stretched thin. As a Marchex Call Marketplace publisher, you will have access to customized consulting expertise with the latest call technology. Marchex's technology covers the full pay-per-call process, from generating tracking phone numbers to ad serving to revenue reporting. Plus, Marchex provides a single point of contact to reach hundreds of top brand advertisers.

To make it easy to get started, you'll have direct access to a dedicated Partner Manager and to our flexible industry-standard APIs. On average, publishers launch with Marchex advertising within 72 hours after signing contracts.

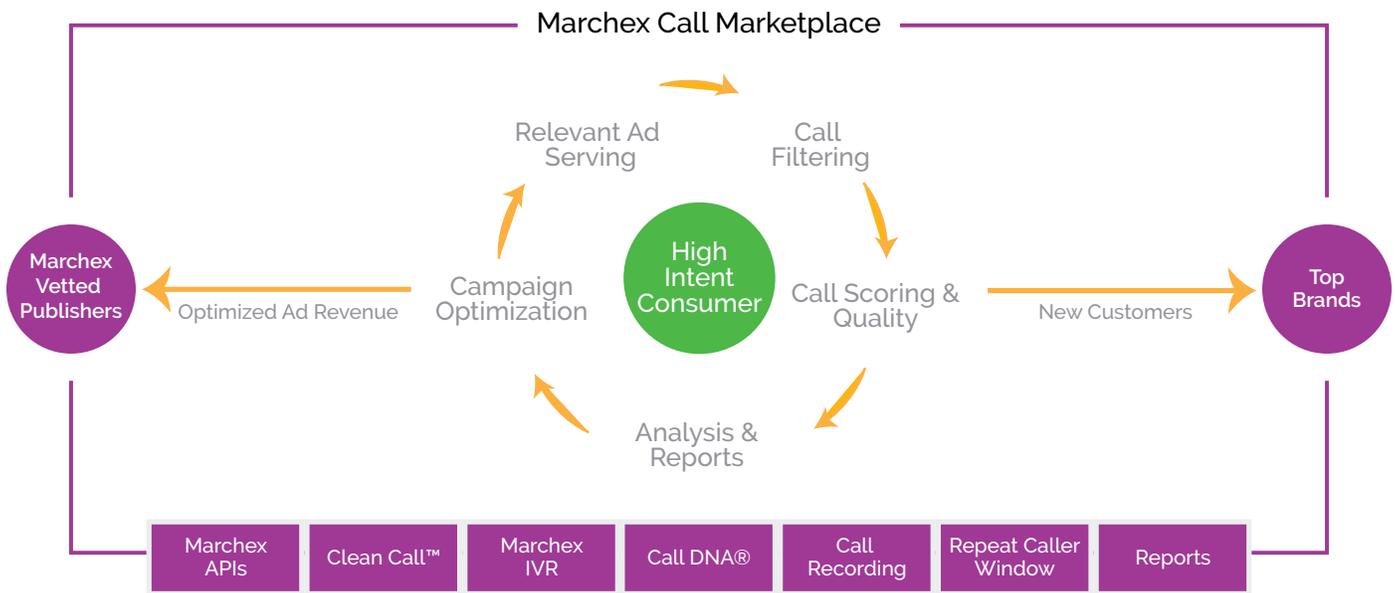


## Maximize Revenue from Your Mobile Traffic

Whether you are new or experienced with pay-per-call advertising, Marchex has cross-marketplace insights to help identify your best inventory and match it to the highest- payout ads.

- **Direct access to a dedicated Partner Manager** for customized strategy, revenue optimization, and account support.
- **Report data** to provide a view into best performing advertisers and verticals (number of calls, call quality, payout rate).
- **Real-time ads served with payout rate and payable requirements** to help real-time decisions about which ads to display.

## How it works



## Marchex Call Marketplace: Publisher Features

Inventory of ads from well-known national and local brands	<a href="#">Marchex Business Listing API</a>
Single point of contact as the exclusive and preferred source for approved pay-per-call ad budgets	<a href="#">Marchex Clean Call™ for call filtering</a>
Dedicated Partner Manager	<a href="#">Marchex Call DNA® for call scoring</a>
Quick and simple launch process across marketplace	<a href="#">IVR for call routing and qualifying consumer intent</a>
Automated daily and monthly detailed performance reports about quality and revenue of calls	<a href="#">Call recording for advertisers</a>
Advertisers' conversion data to drive optimization	<a href="#">Repeat caller window</a>
Automatically-generated unique phone numbers for call tracking	<a href="#">Reliable payout by check or wire transfer</a>
Marchex Real-time API for ad serving, includes ad payout rate and payable requirements	<a href="#">Industry analysis research by the Marchex Institute</a>