



Local Search: Are Partnerships the Key to Success?

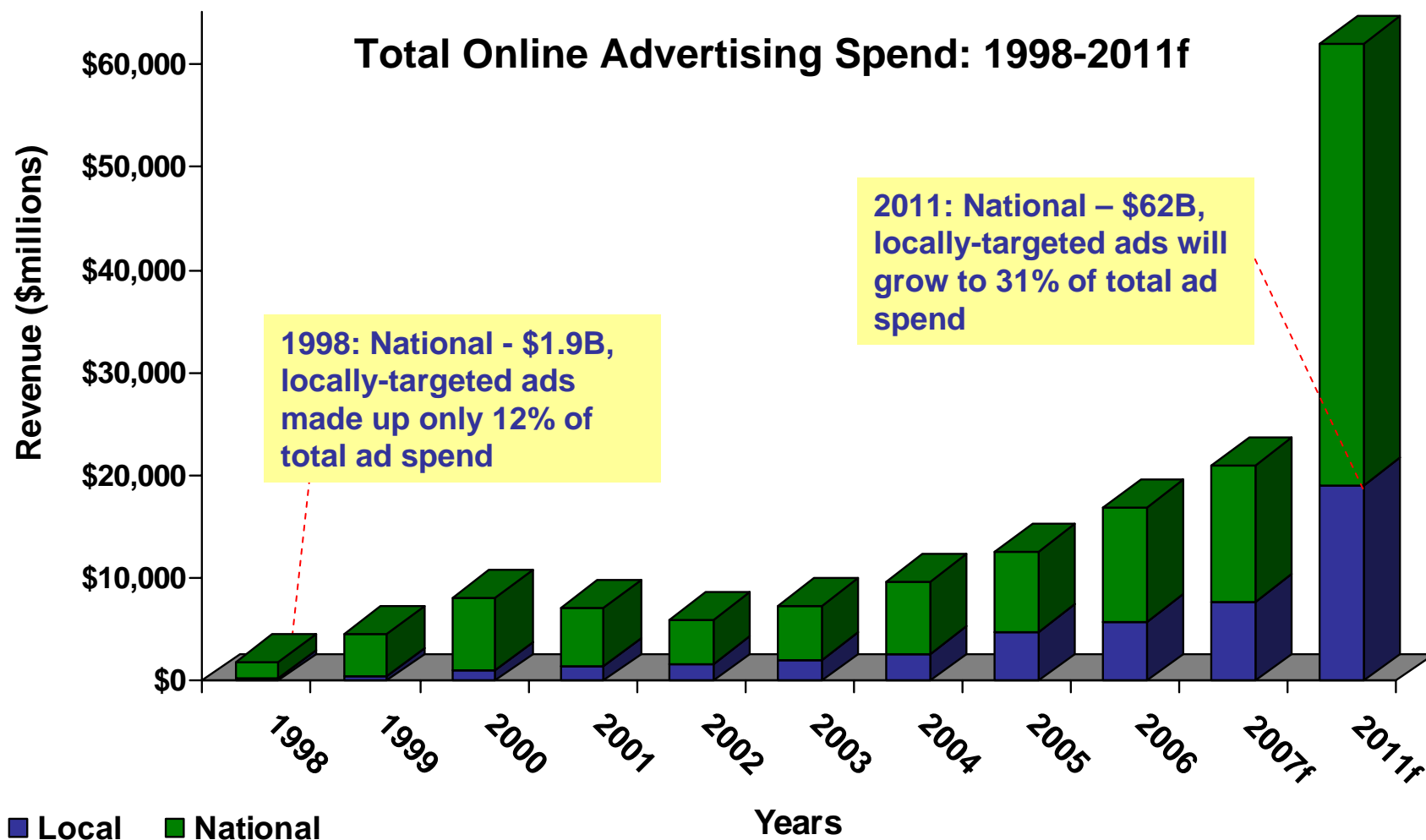
What is Local? Lots of Definitions

1. The online equivalent of local newspapers, print yellow pages, community forums, spot-TV, and radio.
2. **For Consumers** - Every day, millions of people use the Internet to:
 - a) research, discover, and contact local businesses, from dentists to auto repair shops;
 - b) determine which stores to buy from and how to get there;
 - c) plan their weekend or a night out - among other day-to-day activities.
3. **For Advertisers** - Local online advertising is about efficiently reaching consumers when they are actively researching and choosing where to buy local products and services.



Does Local Online Advertising Matter?

2011 local online advertising nearly equals 2007 total ad dollars



What is Driving Growth in Online Local Advertising?

- ➔ **70%** of Internet users search for 'local' products and services*
- ➔ **92%** of Internet shoppers make their purchases offline**
- ➔ Only **1M** of the more than **15M** local businesses in the US are advertising online today***

**Who is spending money on local online advertising?
63% (national) vs. 36% (local businesses)******

*The Kelsey Group, 2006.

**Yahoo! Research, 2007.

*** SMI, 2007.

**** The Kelsey Group, 2007.

Marchex's Business is Partner Driven

Advertising Services

- Leading click- and call-based products and services for **national** and **local** advertisers
- 55,000+ local advertisers
- 100+ local advertiser aggregator **partners**



at&t



Cobalt™



YELLOWPAGES.COM™

Local Content Network

- One of the largest local consumer networks on the Web
- 150,000+ Web sites
- 26M+ monthly unique visitors
- Content **partners** supplement proprietary local information with maps, additional ratings & reviews, widgets, and ads

How Marchex Works With Partners and Customers

Advertisers



MARCHEX.

Local Advertising Team & Platform

Creates, targets, and distributes click- and call-based ads using our Connect platform



Traffic

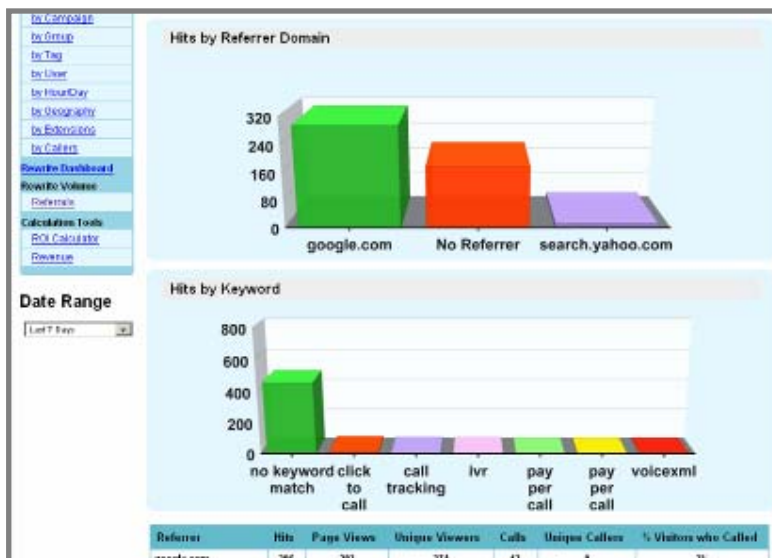
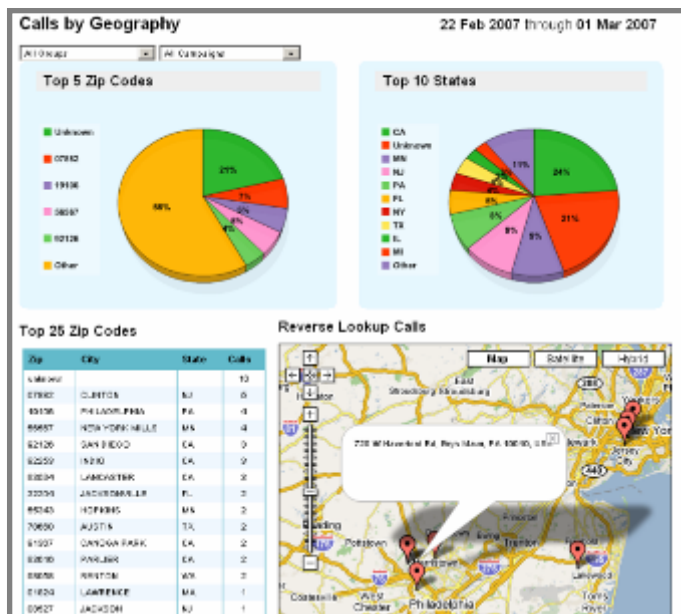


What Makes Marchex Unique?

- We deliver search campaigns for tens of thousands of advertisers with **scalable** technology
- Scalability is hard – managing to budgets of all sizes is not simple
- **Owning an ad network** with a foundation of proprietary local traffic is key to fulfillment of all campaigns
- A combined **click- and call-based** offering is critical to expanding your footprint in the SMB market
- Partnerships that are committed to Local
 - Sales force training and incentives
 - Creating Internet advertising collateral
 - Moving dollars from offline to online quickly
- Focus on **connecting** millions of customers with local merchants and communities

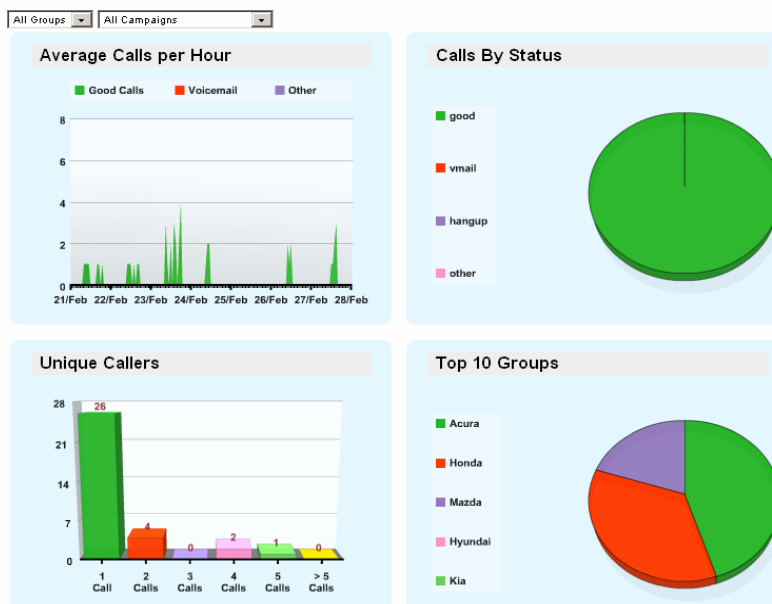


Call-Based Offering: Merchants Want the Phone to Ring



Calls Dashboard


21 Feb 2007 through 28 Feb 2007



Proprietary Traffic – Building Great Local Destinations

Search

Refine Search Results

newyorkdoctors.comTuesday, March 11

Your unique local guide to New York physicians. Discover the best businesses and services based on ratings and reviews we've gathered from across the Web!

[Open List Home](#) > [New York, NY](#) > [Physicians](#)

Refine Results

By Business Specialty

- Psychoanalysts (16)
- Physicians Information Bureaus (2)
- X-Ray Laboratories Medical & Dental (2)
- Social & Human Services For Individuals & Families (1)

By Rating Level

- 90-100% (1561)
- 80-89% (4)
- 70-79% (2)
- 60-69% (5)
- 50-59% (29)

[Show All 6 Rating Levels »](#)

By Neighborhood

- Upper E. Side (3095)
- Chelsea (2669)
- Washington Hts. (1124)
- Upper W. Side (1076)
- Midtown West (998)

[Show All 17 Neighborhoods »](#)

By Medical Specialties

- Internal Medicine (2784)
- Psychiatry (929)
- Pediatrics (818)
- Anesthesiology (633)
- Radiology (539)

[Show All 40 Medical Specialties »](#)

By Services

- Insurance (22)
- Diagnostics (21)
- Surgery (9)
- Consultation (8)
- Collagen & Botox (7)

New YorkChiropractic New York College

Our curriculum combines a unique balance of art, science & philosophy.
www.nycc.edu

Doctor in New York

Premier NYC Board-Certified Doctor. Boutique Practice. No...
www.drkane.net

Sponsored Links


Featured New York, NY Physicians

Showing 1 to 10 of 17917

Sort by:

1. **Alexander A McMeeking**
[\(212\) 980-8800 | 121 E 60th St New York, NY 10022](#)
"I was referred to him for Lyme disease that would not go away--for months. He was direct, to-the-point. I..."
[Read all 21 reviews »](#)
2. **Spine and Sports Medicine**
[\(212\) 986-3888 | 275 Madison Ave New York, NY 10016](#)
"I went here about a year ago when I was in SEVERE pain in my low back. First of all, they took me THE SAM..."
[Read all 9 reviews »](#)
3. **Dormer Medical Spa**
[\(212\) 535-5905 | 121 E 71st St New York, NY 10021](#)
"Dr Dormer does excellent work with fillers. Was in a slight hurry as most doctors in my experience was wo..."
[Read all 8 reviews »](#)
4. **George P Liakeas**
[\(212\) 750-5088 | 686 Lexington Avenue New York, NY 10022](#)
"busy doctors office (seems everybody uses him). very knowledgable and thorough. does not force visits but..."
[Read all 7 reviews »](#)
5. **Elena-Maria Buruiana**
[\(212\) 535-8737 | 328 East 75th Street New York, NY 10021](#)
"The waits have gotten much shorter lately, thank God - last year, I waited for nearly three hours for a r..."

How To Get There



[View Larger Map »](#)

Sponsored Links

[Find a Doctor in New York](#)
Easily locate doctors at New York Presbyterian Hospital. Search...
www.nyp.org


[NY House Call Physicians](#)
Board Certified Doctors. Your Home or Our NYC Office. No...
doctorinthefamily.com

[Research and Compare New York](#)
Access critical doctor performance information such as...
www.healthgrades.com

Relevant Local Ads

Aggregated and Proprietary User-generated and Expert Reviews & Ratings

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Proprietary Traffic – Building Great Local Destinations

- **26M+ monthly unique visitors**
- **Key sites driving most of the traffic**
 - OpenList.com
 - Yellow.com
 - AreaConnect.com
- **150,000 local sites in our overall network, accounts for the majority of our traffic**
- **Delivering the most relevant local information to consumers**
 - 1.3 million user reviews and ratings
 - 50,000 businesses updated their listing in the last three months
 - Partnerships with Citysearch, Fodors, Healthgrades, Contractors.com, Orbitz, Priceline, Superpages (Idearc), and more

The screenshot displays the OpenList website interface. At the top, the OpenList logo is visible with the tagline 'your local guide'. The location is set to 'Seattle, WA'. A search bar is present with a dropdown menu showing categories like 'restaurants, hotels, physicians'. Below the search bar, there are sections for 'Browse By Category' and 'Featured Seattle Businesses'. The featured businesses include 'Olos A Mens Store' (94% like it), 'Monas Bistro and Lounge' (91% like it), and 'Lisa Power Salon' (98% like it). A map of Seattle is shown on the right side of the featured businesses section.

The main content area shows a detailed listing for 'Monas Bistro and Lounge'. The listing includes contact information: Local (206) 526-1188, Fax (206) 526-1928, and address 6421 Latona Ave NE, Seattle, WA 98115. It features a 'Write a Review' button and a 'Rate it!' section with 'I like it' and 'I don't' buttons. A '91% like it' badge is prominently displayed, based on 32 votes. The listing also includes a 'Business Info' section with details like 'Business Type: Restaurants', 'Price Level: \$\$\$', and 'Cuisines: Mediterranean, French, European'. There are links for 'Website', 'Email to Friend', and 'Open View™'. A 'Business Summary' section provides a description of the restaurant, and a 'Message From Monas Bistro and Lounge' section offers information about reservations and menu options. A 'Sponsored Links' section at the bottom right lists 'Zagat Seattle', 'Palomino Restaurant - Seattle', and 'Local Restaurants'.

Marchex Goals in Local

- Build meaningful partnerships with strong local sales forces and content providers
- Provide local advertisers with the best online marketing products to grow their business (click- and call products)
- Grow our active advertiser base from 55,000 to 80,000 accounts by the end of 2009
- Deliver engaging local destinations to consumers and grow our local traffic