

Marchex, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Marchex, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Marchex, Inc. and its competitors. This provides our Clients with a clear understanding of Marchex, Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Marchex, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Marchex, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Marchex, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Marchex, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Marchex, Inc. business.

About Marchex, Inc.

Marchex, Inc., a performance marketing company, provides call and click-based advertising products to advertisers.

The company products and services primarily include pay-per-click advertising and related services, call-based advertising and related services and its publishing network (also referred to as proprietary traffic sources). In addition, it provides a suite of performance marketing products, including a private-label suite of products for small and medium-sized businesses, to a network of reseller partners, including Yellow Pages publishers, media and telecommunications companies and vertical marketing service providers (companies that sell advertising products to various small and medium-sized advertisers). Marchex enables these partners to sell search marketing and/or call advertising packages and analytics to their end customers, which are then created, managed and fulfilled through its distribution networks, including its proprietary traffic sources.

Products and Services

The company has a suite of technology-based products and services that facilitate the marketing and selling of goods and services for local and national advertisers who want to sell their products online; and a proprietary, locally-focused Web site network where it

helps consumers find local information, as well as fulfill its advertiser marketing campaigns.

Private-Label Suite of Products for Small and Medium-Sized Businesses: The company's private-label suite of products for small and medium-sized businesses enables reseller partners of local advertisers, such as Yellow Pages providers and vertical marketing service providers, to sell search marketing and/or call advertising packages through their existing sales channels, which are then fulfilled by it across its distribution network, including search engines and its own proprietary traffic sources. The search marketing services the company offers to local advertisers through its marketing product suite for small and medium-sized businesses include products typically available only to national advertisers, including ad creation, keyword selection, geo-targeting, call tracking, pay-for-call, advertising campaign management, reporting, and analytics. The suite of products had the capacity to support various advertiser accounts. AT&T is the company's major advertiser reseller partner.

Pay-Per-Click Advertising: The company delivers pay-per-click advertisements to online users in response to their keyword search queries or on pages they visit throughout its distribution network of search engines, shopping engines, certain third party vertical and local Web sites, mobile distribution and its own Publishing Network. In addition to distributing their ads, the company offers account management services to help its advertisers optimize their pay-per-click campaigns, including editorial and keyword selection recommendations and report analysis. The company also offers a private-label platform for publishers, separate and distinct from its marketing product suite for small and medium-sized businesses which enables them to monetize their Web sites with contextual advertising from their own customers or from its advertising relationships. It sells pay-per-click contextual advertising placements on specialized vertical and branded publisher Web sites on a pay-per-click basis. Advertisers can target the placements by category, site- or page-specific basis.

Call-Based Advertising Services: The company delivers various call-based advertising services to national advertisers, advertising agencies and small and medium-sized advertiser reseller partners. These services include pay-for-call, phone number provisioning, call tracking, call analytics, click-to-call, Web site proxying, and other phone call-based services, which enable its customers to utilize online, mobile and offline advertising to drive calls, as well as clicks into their businesses and to use call tracking to measure the effectiveness of both their online, mobile, and offline advertising campaigns.

Publishing Network: It includes approximately 200,000 of its owned and operated Web sites focused on helping users find and make informed decisions about where to get local products and services. It features listings from approximately 10 million local businesses in the U.S.

Feed Management and Related Services: During 2009, the company used its proprietary technology to crawl and extract relevant product content from advertisers' databases and Web sites to create automated and highly-targeted product and service listings feed, which delivered primarily into Yahoo!'s search submit product.

Distribution Network

The company has built a distribution network for its advertisers that include its Local Search Network which consist of its owned and operated Web sites, and various other sources, including search engines, directories, third-party vertical and branded Web sites, mobile and offline sources.

Publishing Network (Proprietary Traffic Sources): It includes approximately 200,000 Web sites focused on helping users find and make informed decisions about local products and services. It features listings from approximately 10 million local businesses in the U.S.

Syndicated Distribution: Through its suite of products for small and medium-sized businesses, search marketing services, pay-per-click advertising and call-based advertising services, the company distributes advertisements from its tens of thousands of advertisers, as well as from aggregation partners' advertisers, through various traffic sources, including search directories, Web sites and its Publishing Network.

The company's syndicated distribution partners include Ask.com; Google; Microsoft; Yahoo!; Bank Rate; BusinessWeek.com; HRMorning; Investors.com (Investors Business Daily); CBS/CNET; Law.com; RealtyTrac; The Motley Fool; NBC Local; Yahoo! Local; and Google Mobile.

Competition

The company competes with various companies, including Google, IAC/InterActiveCorp, Microsoft, Yahoo!

The above Company Fundamental Report is a half-ready report and contents are

subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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