



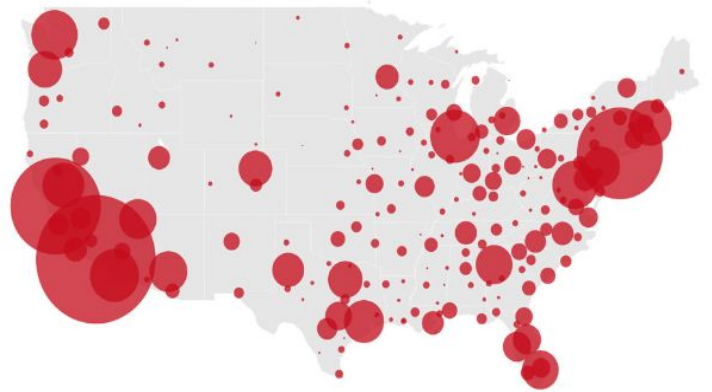
Attract people ready to spend

Get in front of people searching on
Yelp to buy, visit, or hire.

Connect with purchase ready consumers at scale

73M

unique visitors come to
Yelp every month¹



86%

of searches on Yelp are for a
product or service, not a
specific business²



83%

of users hire or buy from a
business they found on Yelp³



1 - Comscore Media Metrix®, monthly average for 2022

2 - Yelp Internal Data, January 2021

3 - Based on a survey conducted by Yelp in August 2022. Methodology used ComScore demographics and people who reported having used Yelp in the prior 3 months



Over 7.7B annual searches in various categories from restaurants to home services

4.8B

Having Fun

Restaurant, Food & Nightlife
searches & pageviews

< Vega

📍 Current Location

🔍 Vegan Food

🔍 Vegan Friendly Restaurants

🔍 Vegan Burger

< Home Cl

📍 Current Location

🔍 Home Cleaning

🔍 Home Cleaning Service

🔍 Professional Home Cleaners

2.9B

Getting It Done

Auto, Retail, Home Services
searches & pageviews

Who will you reach?

People come to Yelp to make spending decisions about everything from mechanics to hair salons to restaurants and more.

People looking to **visit**:



- Rose is hungry and wants a quick bite before work.
- She hops on the Yelp app to find a restaurant that serves breakfast early in the morning.
- She spots a cafe within a couple blocks and maps directions.

People looking to **buy**:



- James needs to buy a nice gift for his 7th wedding anniversary.
- He looks on Yelp for shopping nearby and decides to check out products on a website of a clothing store.
- After browsing the site, he discovers the perfect gift and orders it online.

People looking to **hire**:



- Christina woke up this morning to find her ceiling leaking.
- She types "plumbing" in the Yelp search bar and several companies offer online quote requests.
- She requests a quote through Yelp and books a plumber to come to her house that day.



Attract more customers with Yelp Ads

Reach people while they're searching with sponsored results.

Sponsored Results:



Help you **appear on more searches**



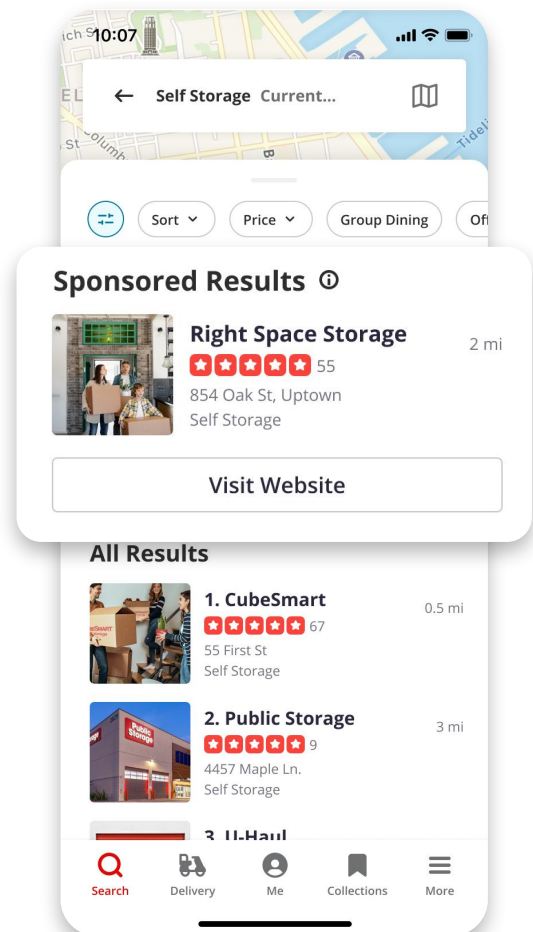
Are **geo-targeted**



Run on **Yelp pages of similar businesses as yours**

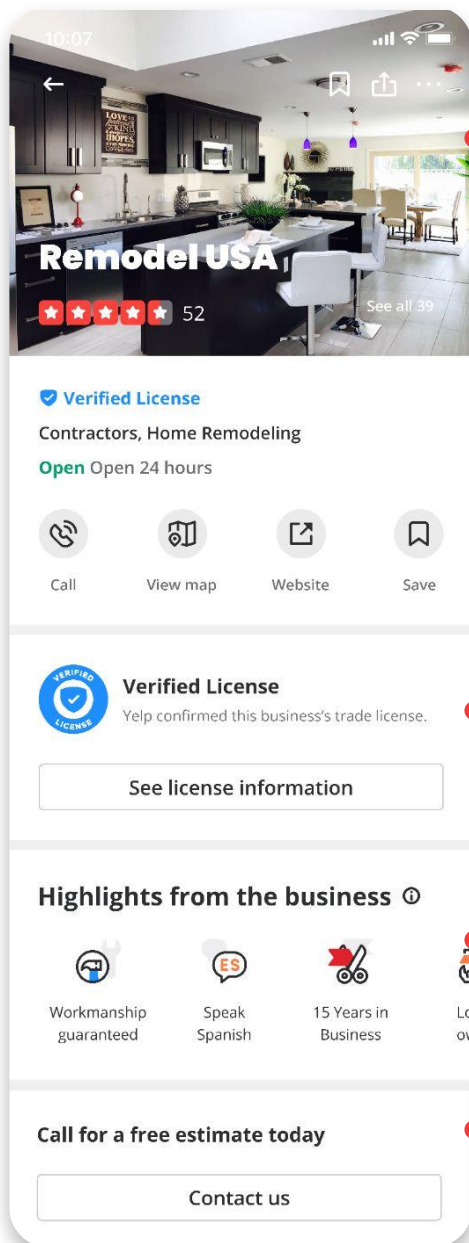


Make it **easy to run campaigns at scale**



Turn page views into customers

Upgraded profile features will reinforce your branding and allow you to highlight the best of your business. You'll be able to:



Decide which photos to showcase

Choose which photos appear on your business page to ensure consistency across all of your locations with Photo Slideshow.

Build trust

Verified License is a badge that confirms your valid trade to ultimately boost trust with your customers by allowing them to make informed purchase decisions quickly.

Stand out from the competition

Business highlights share important attributes that set your business apart; like how long you have been operating, if you are vegan friendly or women-owned, etc.

Keep consumers focused on you

Remove competitor ads from your business page so people are focused on you.

Drive consumer action

A Call to Action button links potential customers to your website, an order form or coupon, or even a mobile phone call.



Measure your success

Measuring the impact of your ads is easy with Yelp

Track results with:



Impressions



Mapped Directions



Clicks



Call Tracking



Mobile Calls



Link Tracking



Yelp is the #1 lead source for local HVAC business

Challenge:

Heating & air company Absolute Airflow tasked their digital agency with finding solutions to convert more leads, optimize their budgets, and improve customer communications.

Results:

Through their Yelp partnership, their agency improved Absolute Airflow's Yelp Ads and implemented a message response strategy on the platform, resulting in:

- **Over 150** more jobs booked from Yelp per month
- A **77%** increase to **\$2.5 MM** in Yelp-attributed revenue
- **10:1** return on Yelp investment



Start reaching more consumers now

Ready to advertise?

We'd love to learn more about your business goals and get you set up for success.

Reach out to your **Yelp Advertising Partner** today.

