

Reporting API overview

What is the Reporting API?

The Reporting API provides Partners the ability to retrieve daily/monthly business metrics and/or advertising metrics that can then be imported into your own analytics dashboards along with other campaign data (i.e Google, Facebook, Angi, etc). Yelp offers campaign metrics such as:

- Billed Impressions
- Billed Clicks
- Calls
- Messages
- Ad Cost
- Directions and Map Views
- Total Page Views
- Check-ins

A full list of business/advertising metrics available can be reviewed here:
<https://docs.developer.yelp.com/docs/reporting-api#business-metrics>

Are you the right candidate?

The Reporting API is available to any Partner who:

- Has signed our Reporting API Terms of Use but please confirm this with your Yelp Account Representative.
- Has development/programming resources.

Technical requirements:

As a first step, Partners are required to download and install PGP or GPG encryption software to create and export a public key and send that public key to Yelp for generation of user credentials for access, this software can be downloaded here:

<https://gnupg.org/download/index.html>

A full overview of our Reporting API technical documentation can be accessed here:

<https://docs.developer.yelp.com/docs/reporting-api>

Average integration timeline:

1 week to 3 months: dependent of development resources

3rd party analytics options:

Need a turn-key solution to access your Yelp reporting metrics? Consider leveraging one of our pre-integrated 3rd party analytics partners who offer customizable dashboards with your Yelp reporting metrics, conveniently accessible:

