



Opportunity for service providers



People visit Yelp to find a nearby service provider



🔍 Auto repair

🔍 Doctor

🔍 Pest Control

🔍 Roofing

🔍 Real estate agent

86%

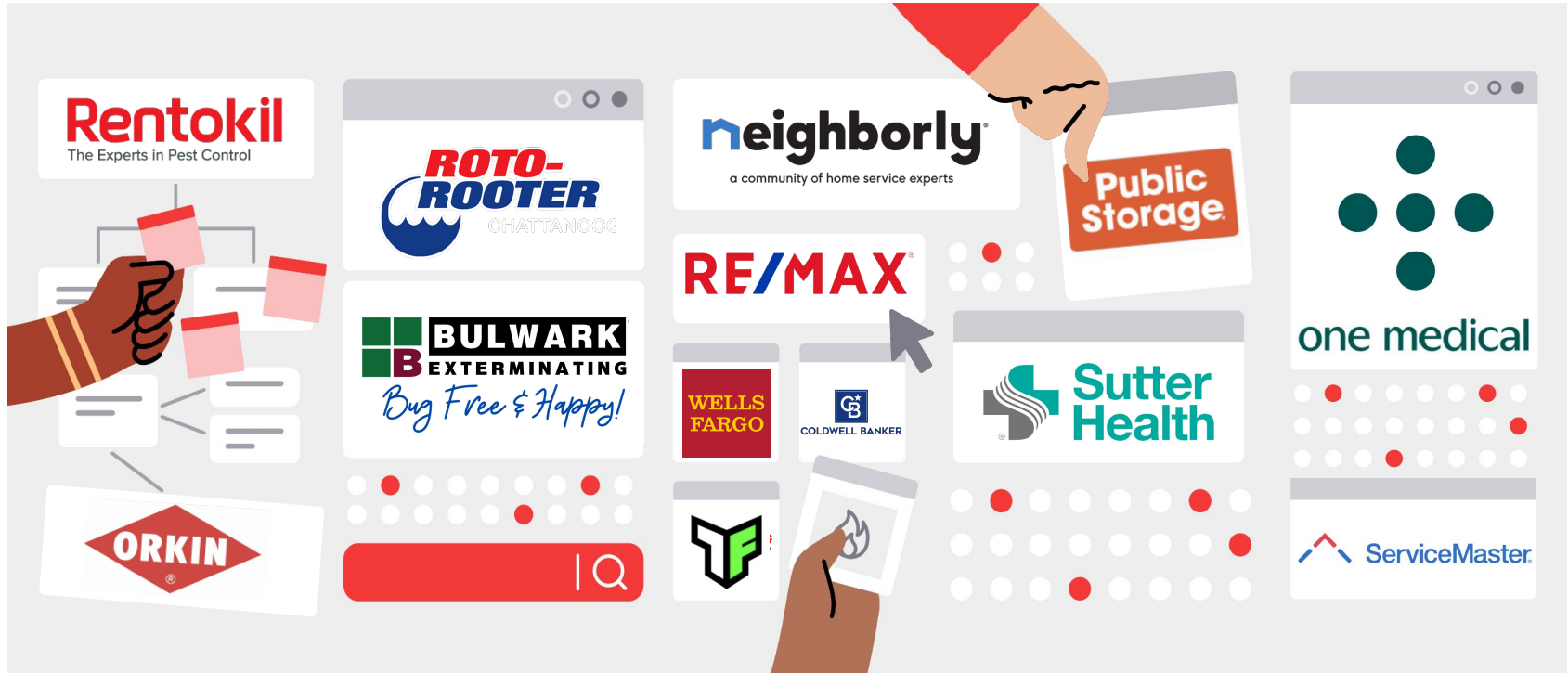
of searches on Yelp are unbranded.*

83%

of users hire a provider they found on Yelp.**

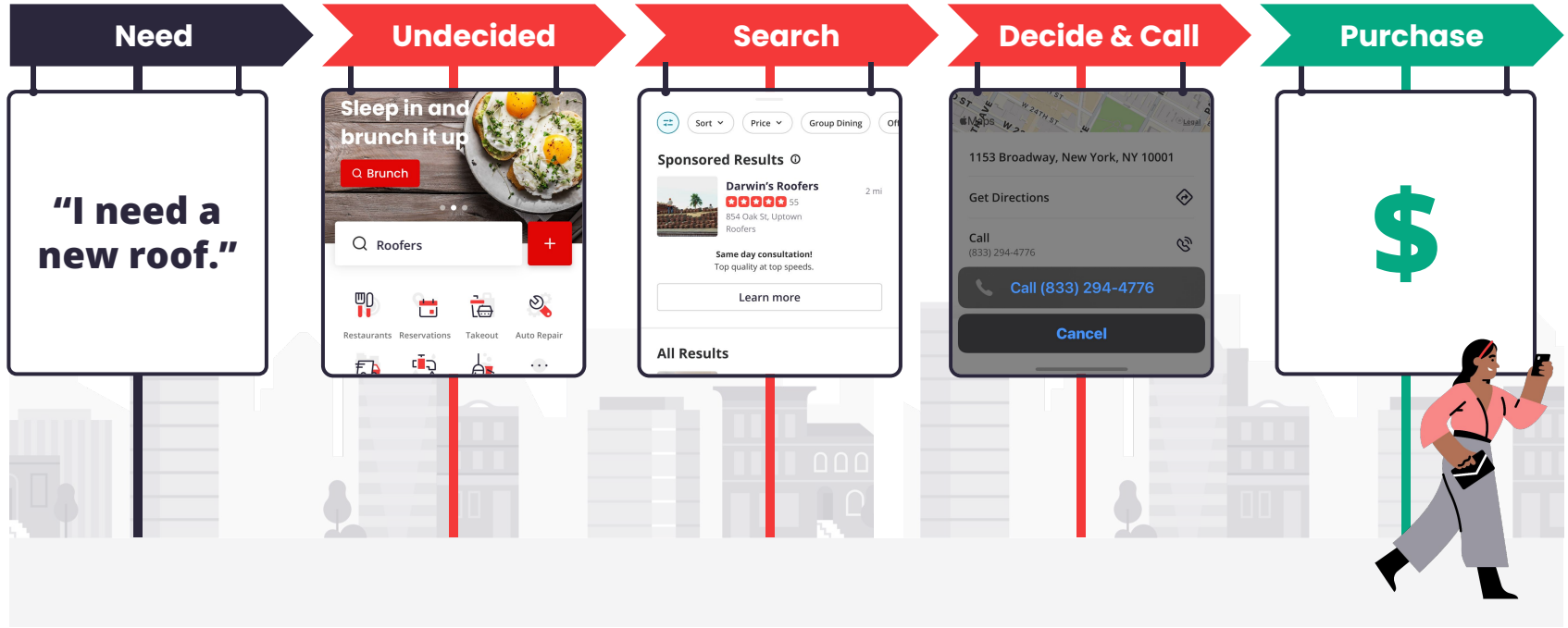


Leading brands across various service industries see success with Yelp Advertising



People visit Yelp to find a nearby business

83% of people searching on Yelp make a purchase after visiting the platform.







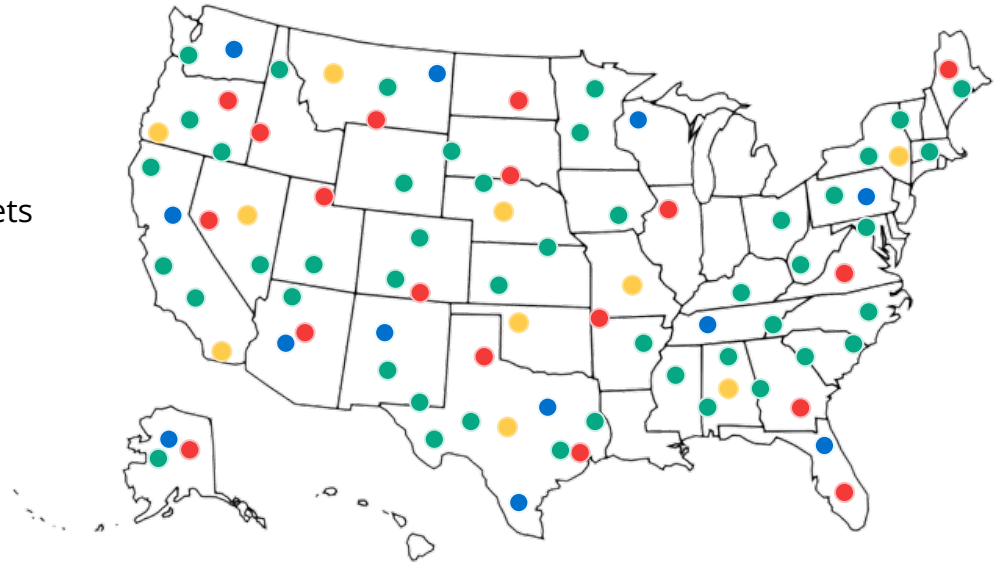
Based on a survey conducted by Yelp in August 2022. Methodology used ComScore demographics to establish age and gender quotas to be representative of the Yelp user population within the U.S. and weighed data accordingly. This survey was fielded among 1,029 people aged 18+ in the U.S. People on Yelp reported use of Yelp at least once in the previous 3 months.



Yelp delivers localized marketing at a national scale

Craft campaigns that meet your overall and specific sales goals.

-  **Acquire Customers**
Drive traffic to new markets
-  **Increase Revenue**
Drive incremental leads to existing markets
-  **Promote Features**
Advertise new limited time offers, etc.
-  **Boost Awareness**
Test new promotions, engage with a new audience, etc.



Locations on the map are not exact, but they are similar and implied





Solutions for your brand

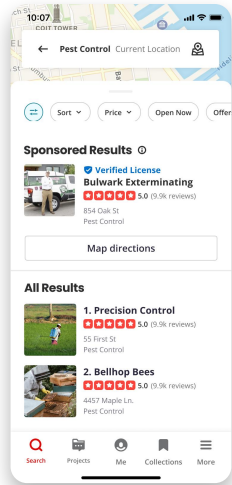


Yelp Ads



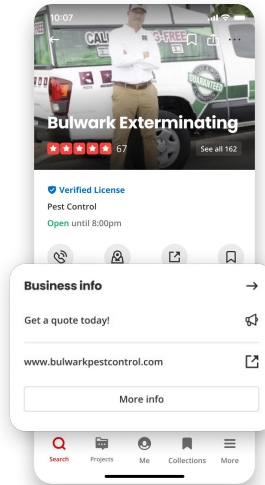
Convert Yelp users into customers **when they are searching for a service**

Search



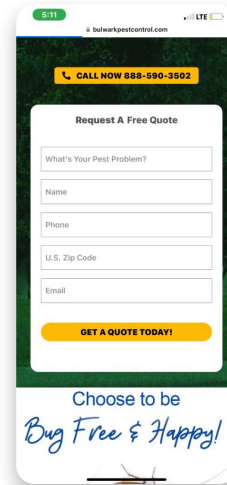
Category based search ads
Showcase ads (promote offers)

Consider Options



Profile enhancements
Showcase ads (promote offers)

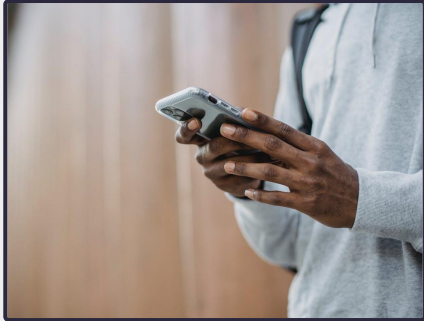
RAQ/Call



New Client



Yelp Ads placements are optimized to maximize efficiency



Reach Yelp Users based on their category search activity

Yelp Platform (App & Website)

Search Pages
Business Pages
Category Pages
Request A Quote etc.

Off Platform

Co-branded ads on brand safe sites and apps in the Yelp Ads network



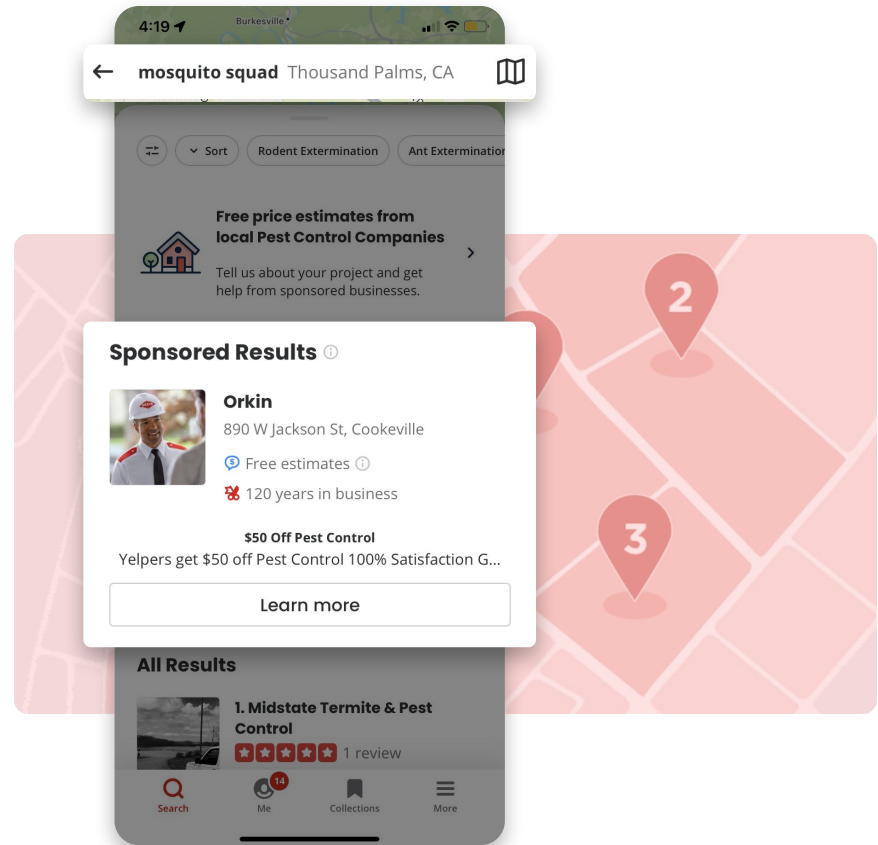
Increase leads with Competitor Targeting



Specify a list of competitors you want to target.*



Advertise when consumers are searching near your competitors.

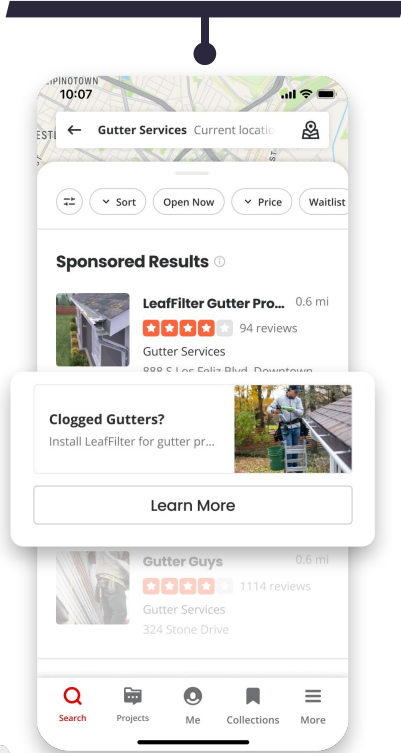


*Advertisers may only select competitors without Enhanced Profiles for Competitor Ad Targeting.

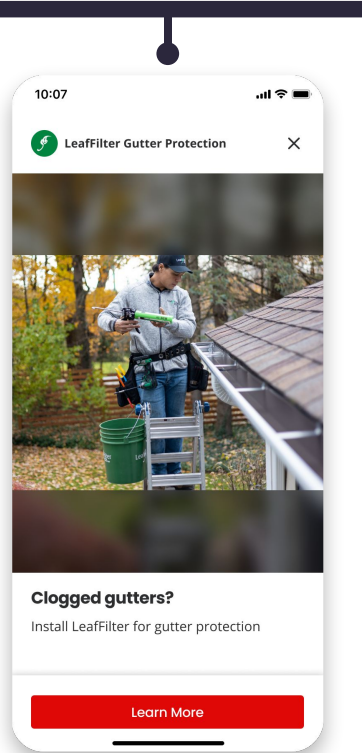


Highlight special offers with Showcase Ads

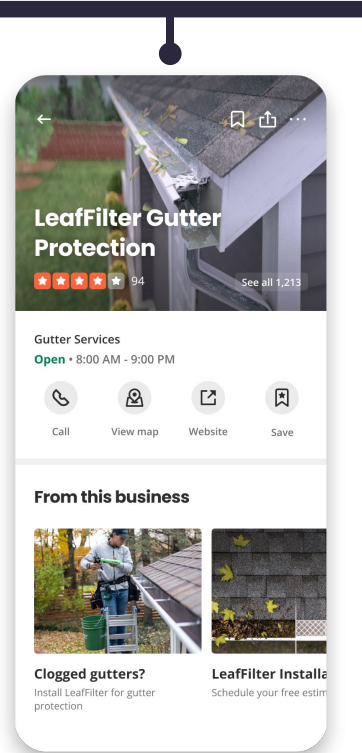
Search



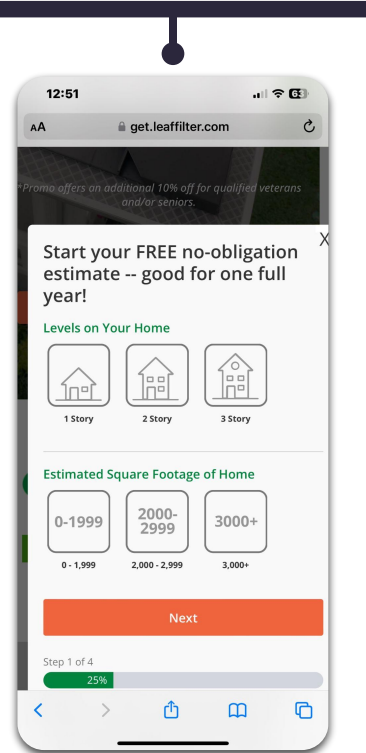
Detailed offer page



Yelp Business Page

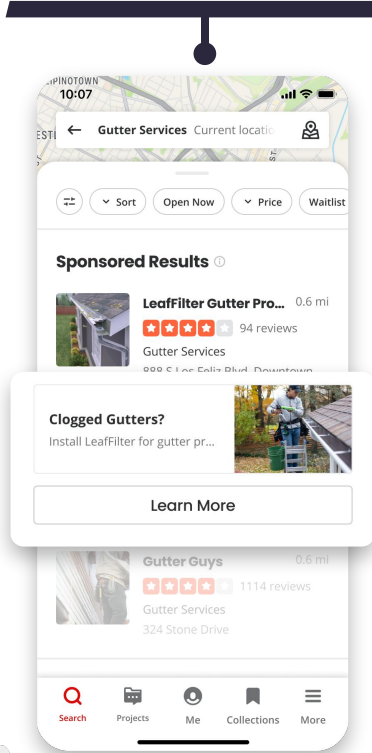


Website

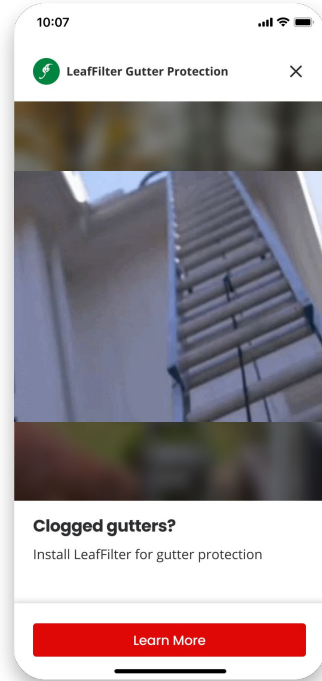


Highlight special offers with Showcase Video Ads

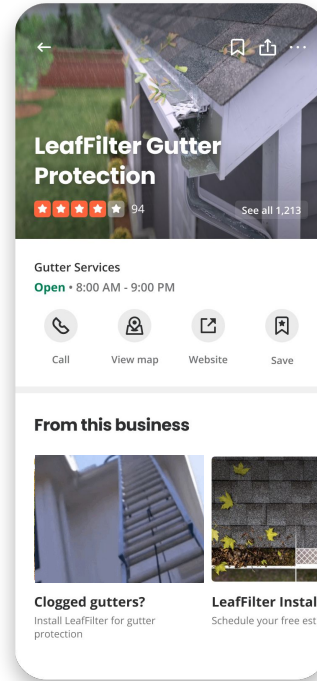
Search



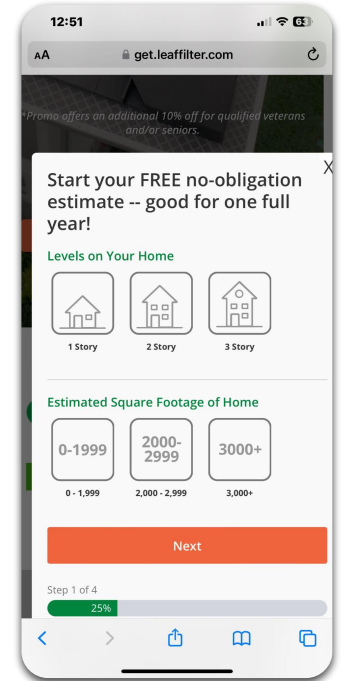
Detailed offer page



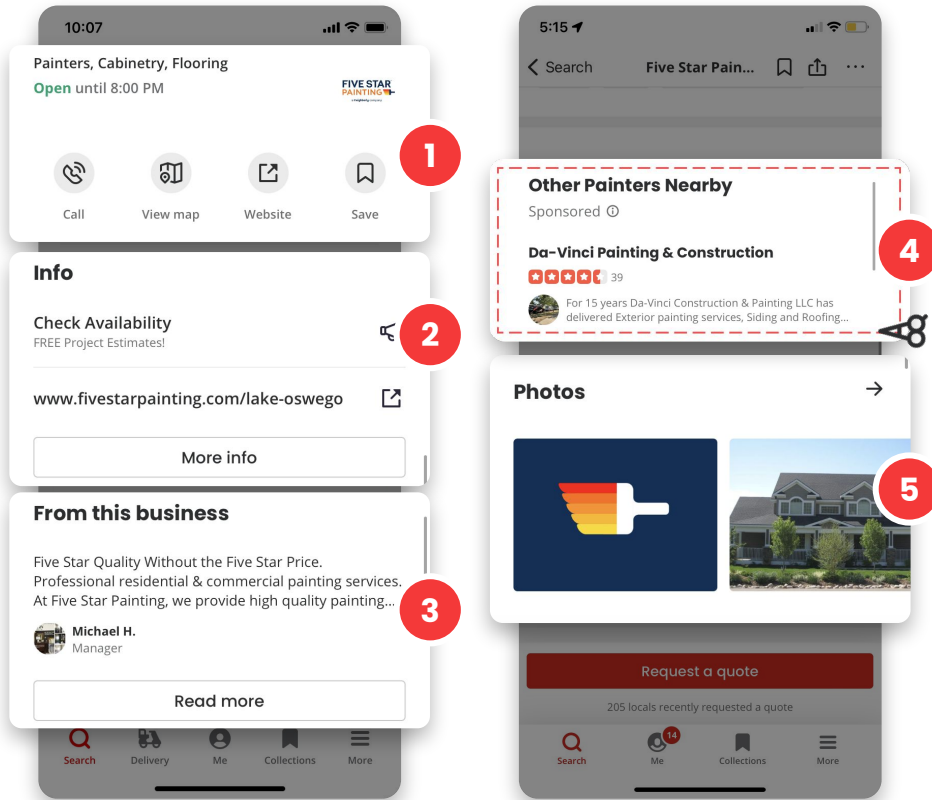
Yelp Business Page



Website



Enhanced profile features & benefits



1. Update business info
2. Call-to-action unit
3. Share history and specialties
4. Competitor ad removal
5. Control photo order



Get noticed with **Portfolios**

What are Portfolios?

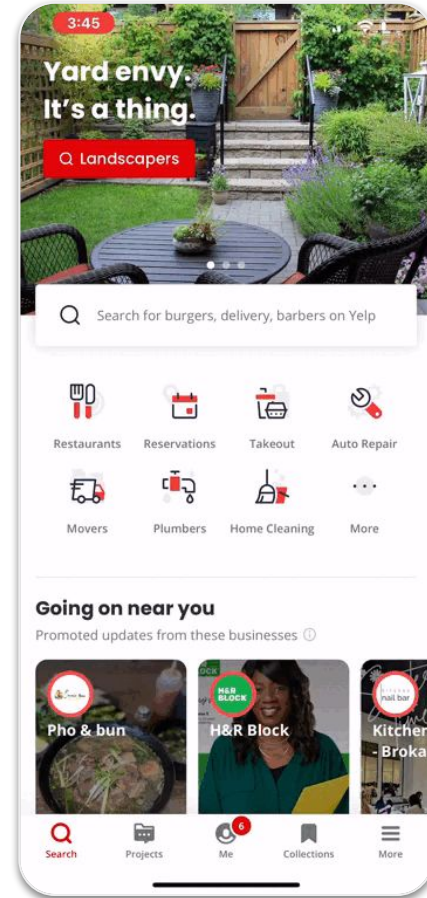
Portfolios are collections of images that allow businesses to promote the best of what they offer through words, photos and showcasing services.

Why it's valuable

Portfolios allow you to tell your story and build trust with the consumer by showcasing products, services, cost, timeline and more...

How it works

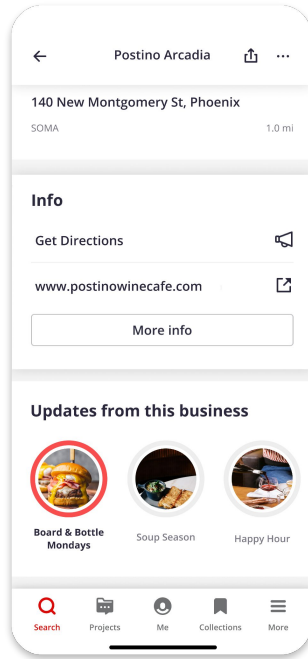
- Each portfolio can include up to 50 photos
- Add “before” labels to photos
- Custom descriptions that highlight your work, timeline, and pricing
- Call-to-action button



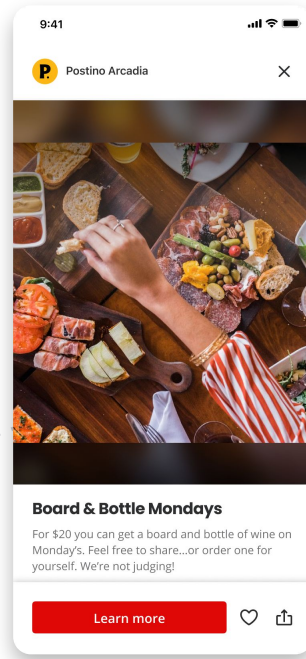
Live Search



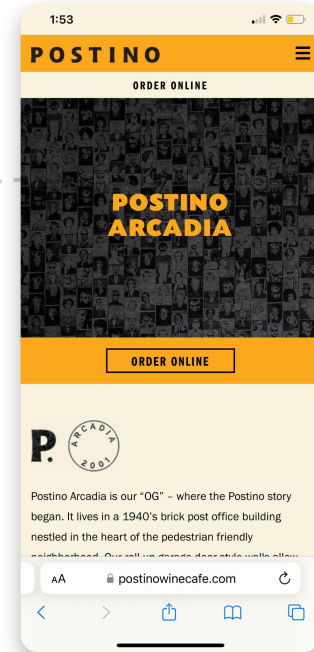
Engage & inspire consumers with **Yelp Connect**



Business Page



Connect Post



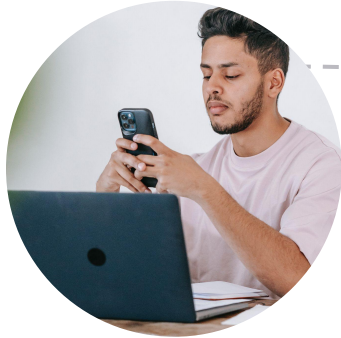
Landing Page



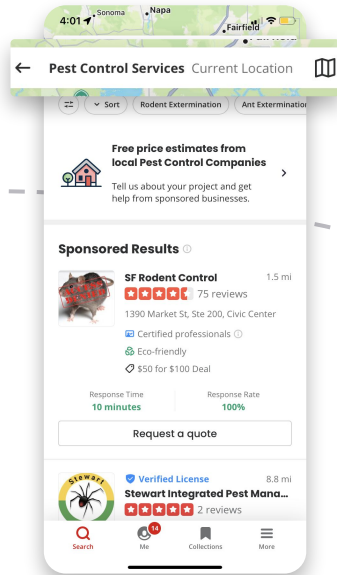
Yelp Audiences



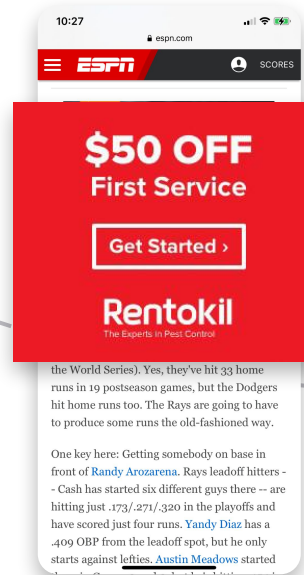
Continue reaching **purchase-ready consumers** as they travel across the web



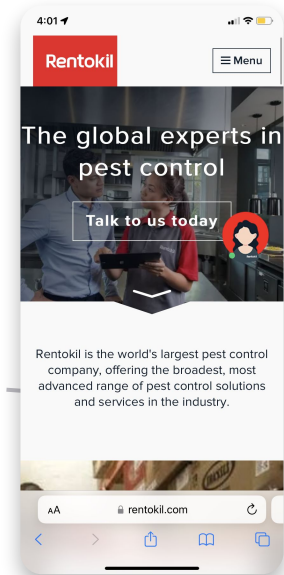
Sam is **homeowner** with a **pest problem**.



He **searches for Pest Control** on Yelp.



Later that morning, while browsing ESPN, **he's targeted with your ad**.



He **visits your website** for pick up.



Deliver relevant ads quickly on **Yelp Audiences CTV**

Reach users within a few minutes from their activity on Yelp.



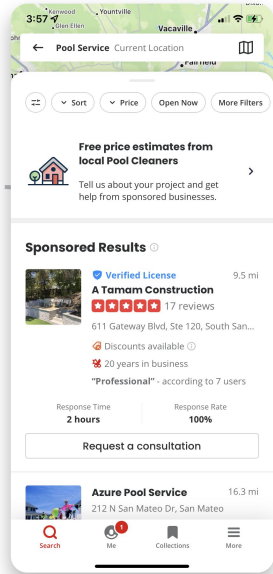
🔍 Window Installation



Increase **brand exposure** to Yelp users based on purchase intent



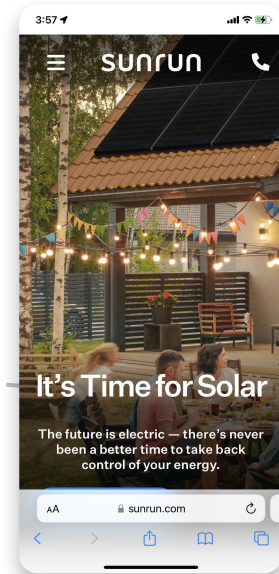
Jane needs **her pool cleaned**.



She **searches for pool services** on Yelp.



Later that evening, while browsing ESPN, **she's targeted with your ad**.



She **visits your website** to learn more.



Target business owners & promote business products



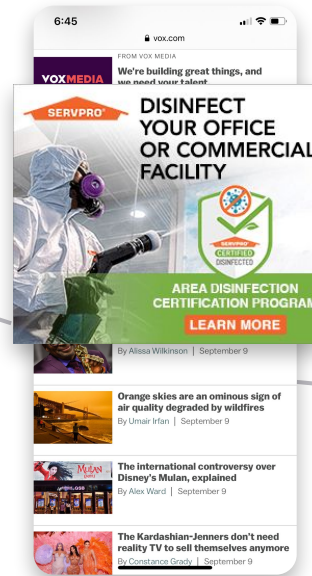
Robert **owns a car dealership.**



He checks his **Yelp business account.**



Later that morning, while browsing Vox, they're **targeted with your ad.**



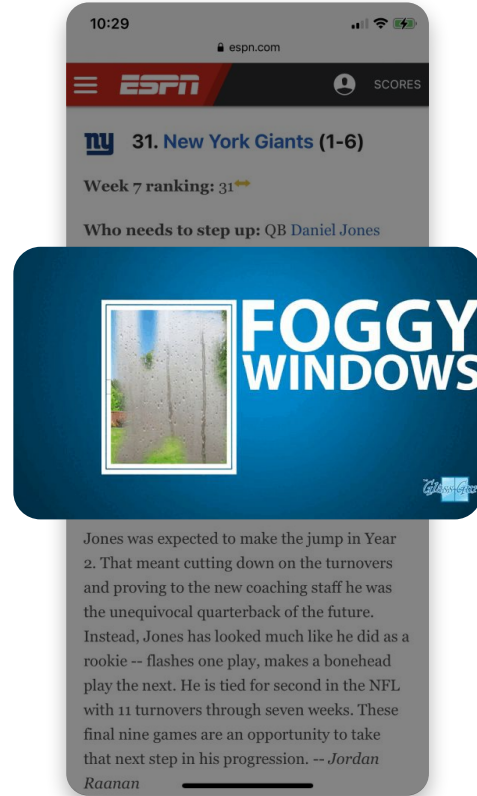
They **visit your website** for more information..



Yelp Audiences Video Display connects with users off-platform

High-quality, brand-safe
Platforms such as:

- ESPN
- Weather.com
- Marketwatch
- USAtoday
- Reuters
- ...and more



Jones was expected to make the jump in Year 2. That meant cutting down on the turnovers and proving to the new coaching staff he was the unequivocal quarterback of the future. Instead, Jones has looked much like he did as a rookie -- flashes one play, makes a bonehead play the next. He is tied for second in the NFL with 11 turnovers through seven weeks. These final nine games are an opportunity to take that next step in his progression. -- Jordan Raanan

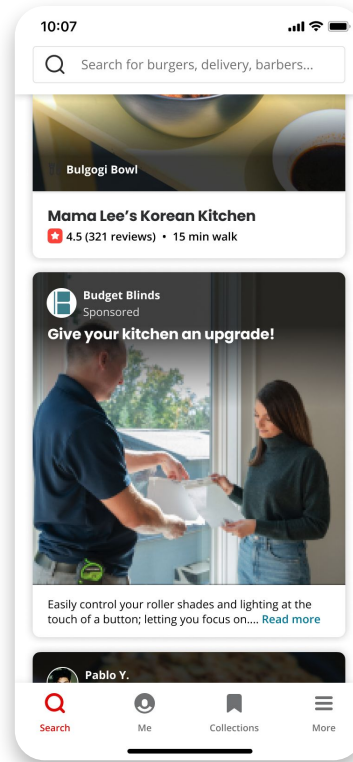


Spotlight

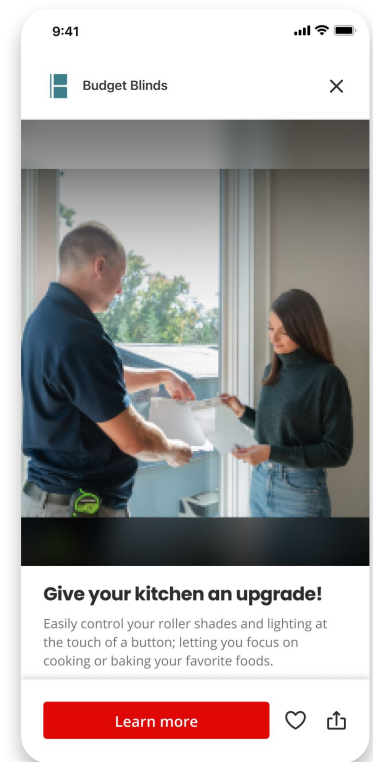


Reach consumers on the Yelp iOS home page

- ✓ Prominent home page placement to feature your custom messaging with home page impressions.
- ✓ Create multiple posts throughout the month (we recommend 5).
- ✓ Exclusive placement in the first or second spot, only one multi-location brand will be featured at a time.
- ✓ Video content.



Home Page Placement



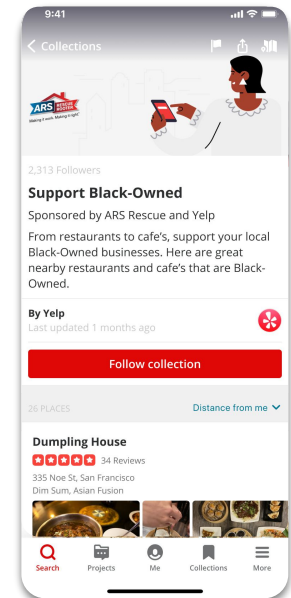
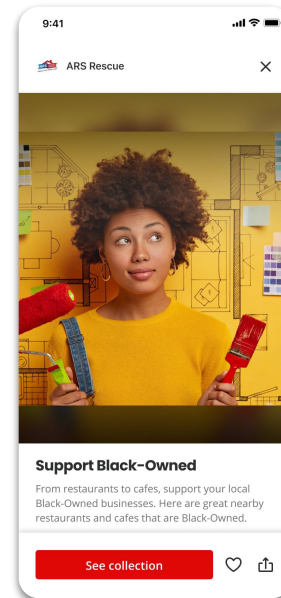
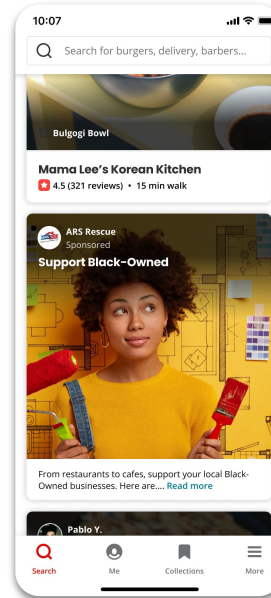
Static or Video Posts (expanded view)



Amplify your message on the Yelp Home Screen using **Spotlight with Sponsored Collections**

Align your brand with Yelp's trusted content to drive local impact

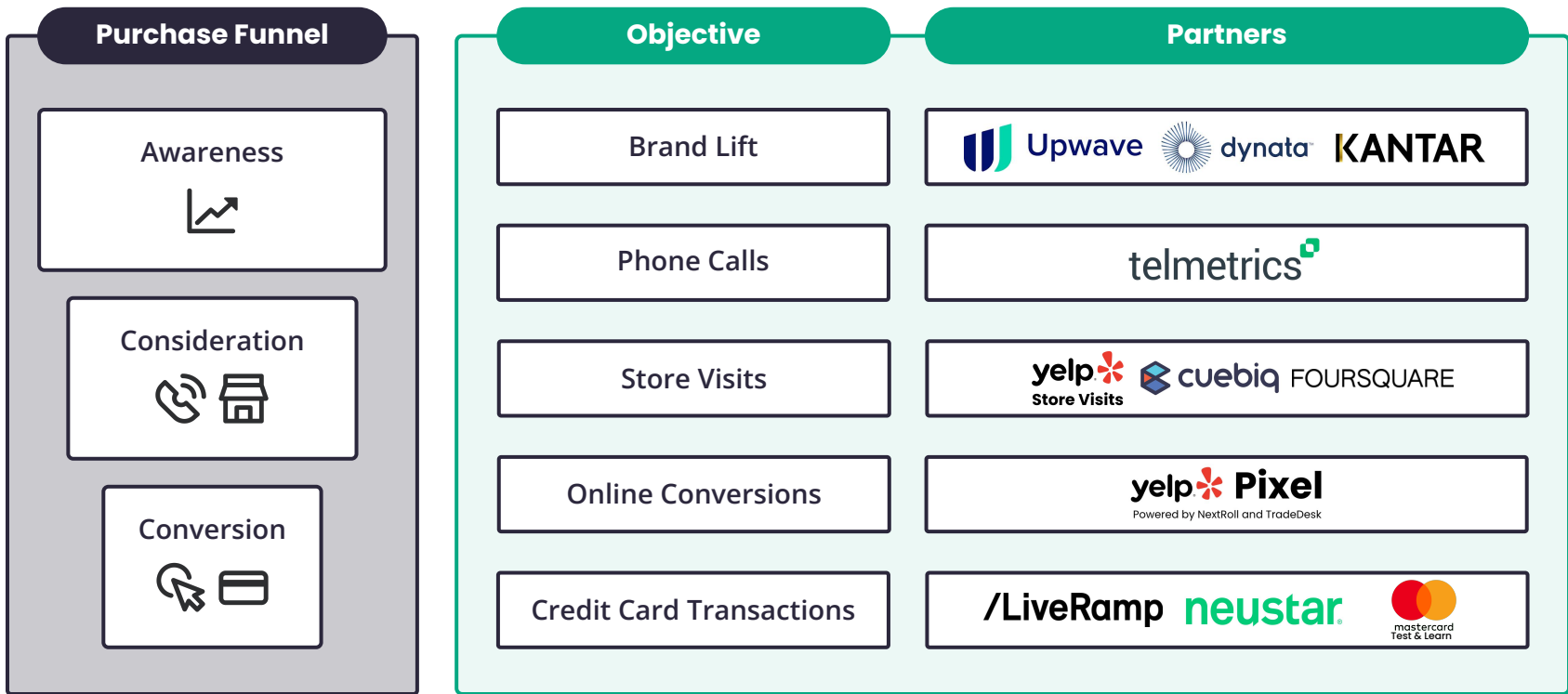
Engage consumers with a custom, branded collection of local businesses or activities



Measurement

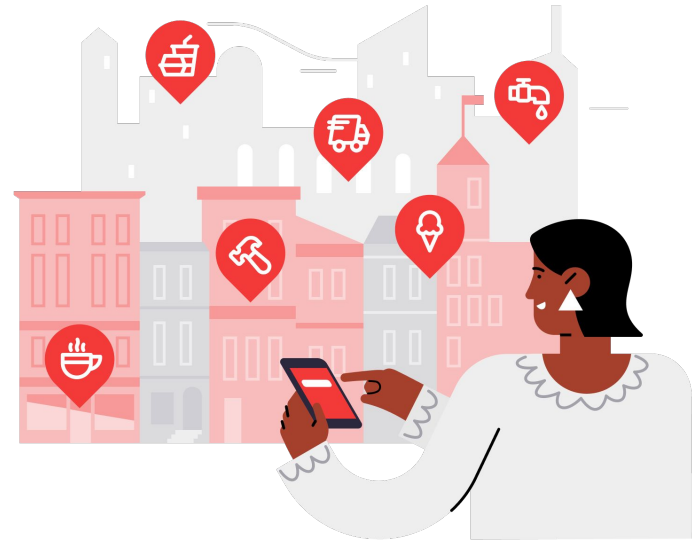


Measure Yelp results with full funnel attribution



Yelp provides first party tools to measure the impact of ads

Attribution Solution	What does it measure?
Yelp Store Visits	Store visits
Yelp's 1st Party Pixel	Form fills, transactions, bookings, etc.
UTM Codes	Form fills, transactions, bookings, etc.
Call Tracking	Calls





Yelp trends in service industries



Yelpers are investing in the functionality of their homes



Searches up **182%**

Create more flow within your home by hiring a professional.



Searches up **15%**

Add functionality to your space with versatile shelving

*Yelp Blog Post: [Yelp's 2024 Trend Forecast](#), November 15, 2023

*To spark inspiration for your space, Yelp is revealing the top 2024 home improvement and design trends as part of our annual trend forecast. Each year, we analyze millions of Yelp reviews for words, phrases, and businesses across home improvement categories that saw significant interest between 2022 and 2023. Plus, we topped trend expert Tara Lewis, along with top interior designer Dani Dazey (featured on Max's "Trixie Motel"), to bring to life what will be mood board material in 2024.



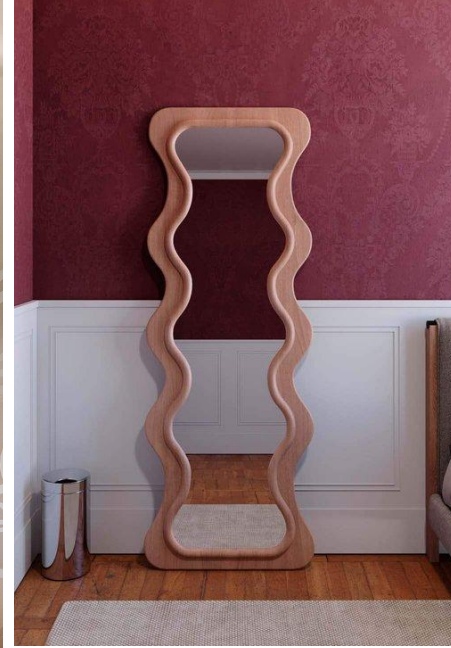
Yelp users are enhancing their homes

Mirrors and lighting are among the hottest home decor trends in 2023.

'Mirror Installation' +34%

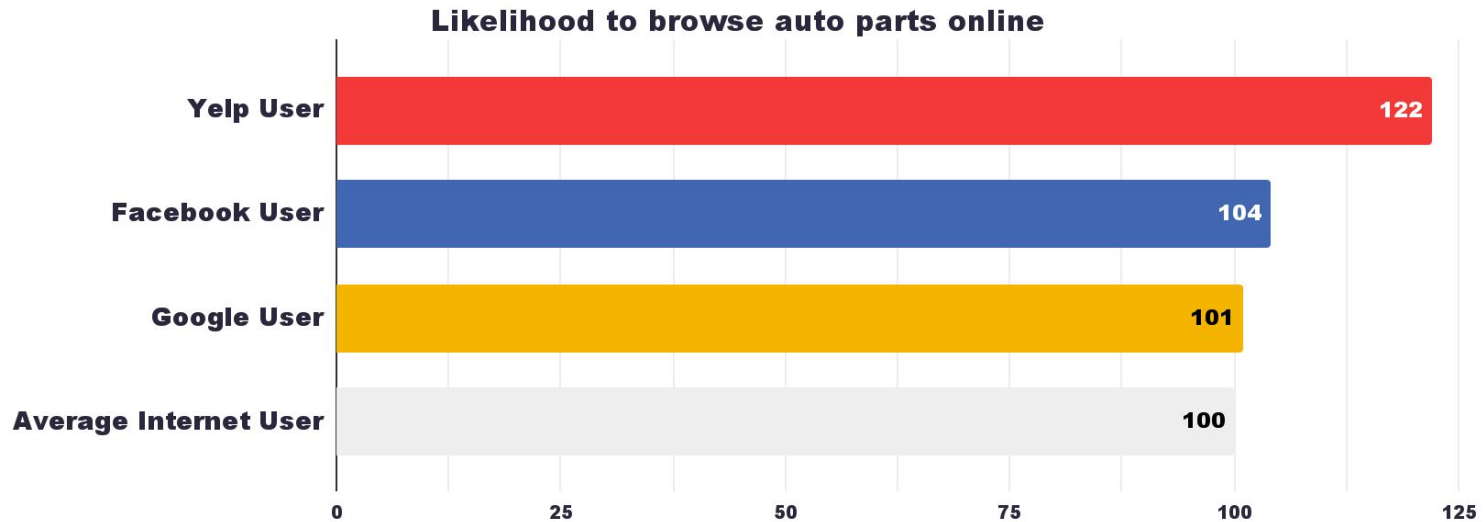
'Lighting installation' +15%

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*To spark inspiration for your space, Yelp is revealing the top 2024 home improvement and design trends as part of our annual trend forecast. Each year, we analyze millions of Yelp reviews for words, phrases, and businesses across home improvement categories that saw significant interest between 2022 and 2023. Plus, we tapped trend expert Tara Lewis, along with top interior designer Dani Dazey (featured on Max's "Trixie Motel"), to bring to life what will be mood board material in 2024.



Yelpers **browse auto parts online** more than most

Yelp is competitively placed amongst top sites for interest in auto parts.



**Yelp is a great place
to find prospective
banking clients**

 **9%**

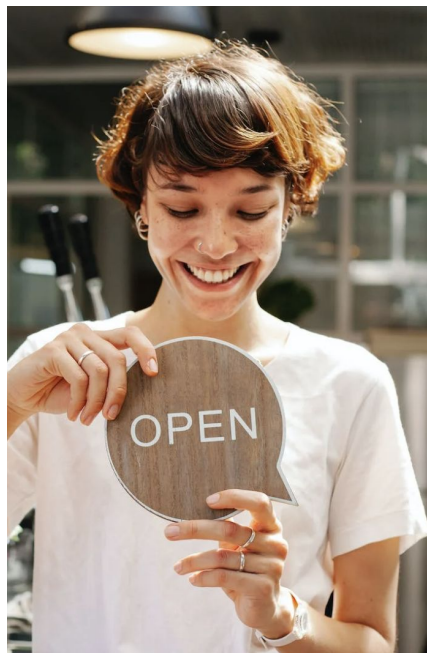
**YoY increase in Finance
searches on Yelp**



Yelp can tap dozens of real estate personas

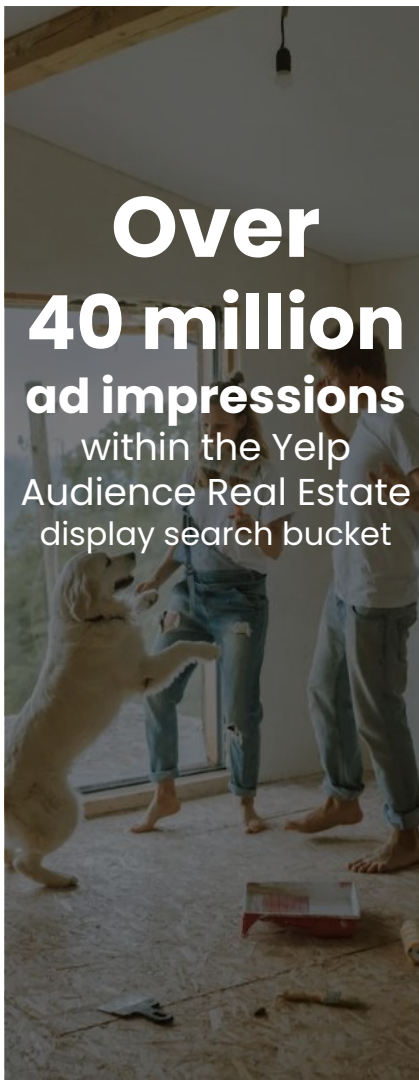
- Shared Office Spacers
- Kitchen Incubators
- Getting Married
- Home Builders
- Pet Parents
- Refined & Renting
- University Renters
- Future Agents
- Young families
- Seeking Property Managers

...and more!



Over 40 million

ad impressions
within the Yelp
Audience Real Estate
display search bucket

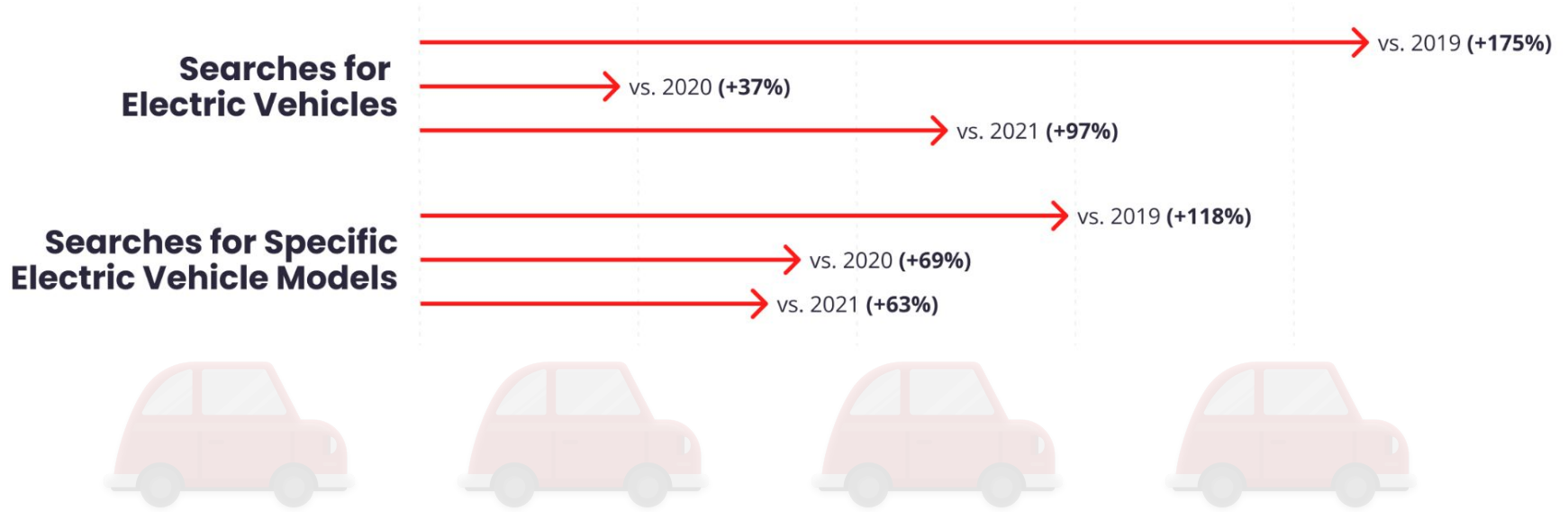


YA inventory geo: U.S | B2C only,
excluding CTV inventory. Max spend
available of \$4M+ over 30 day
period. Inventory subject to
downsize based on parameters

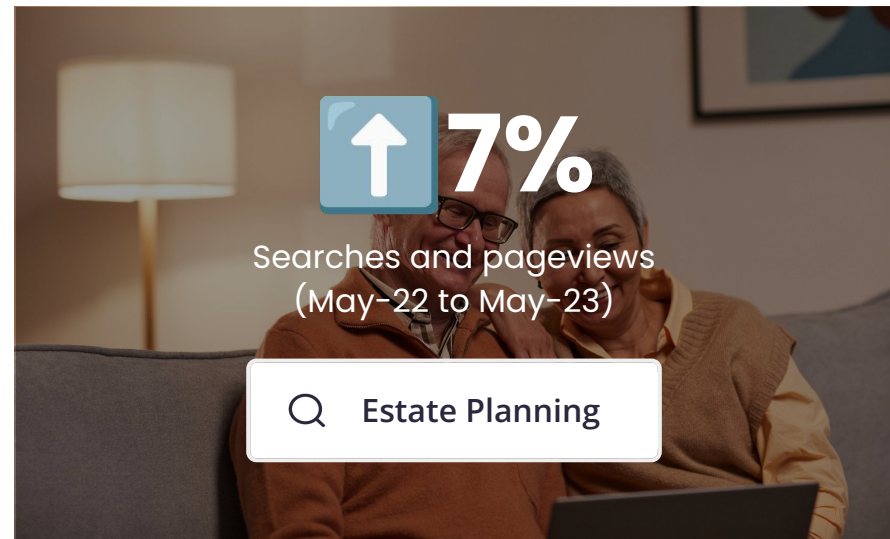
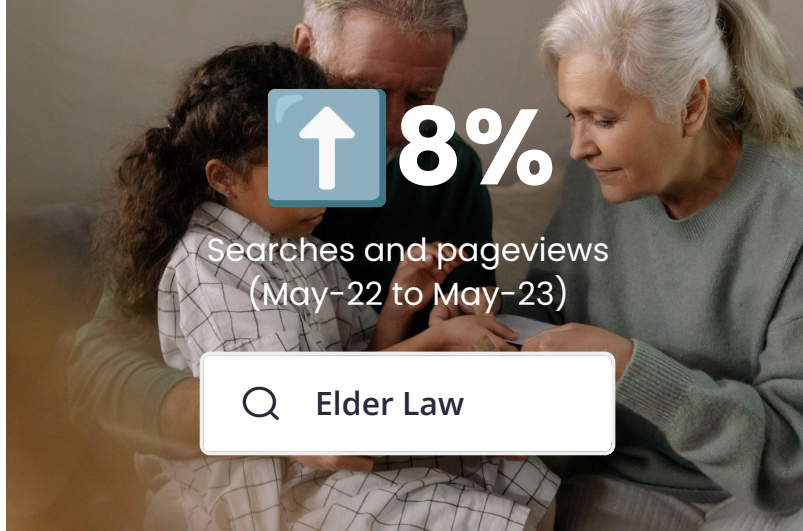


Consumers turn to electric vehicles to combat raising gas prices

Consumer searches on Yelp for “electric vehicles” and specific EV models are up this year from 2019, 2020, and 2021.



Yelp users seek ways to plan ahead for their families

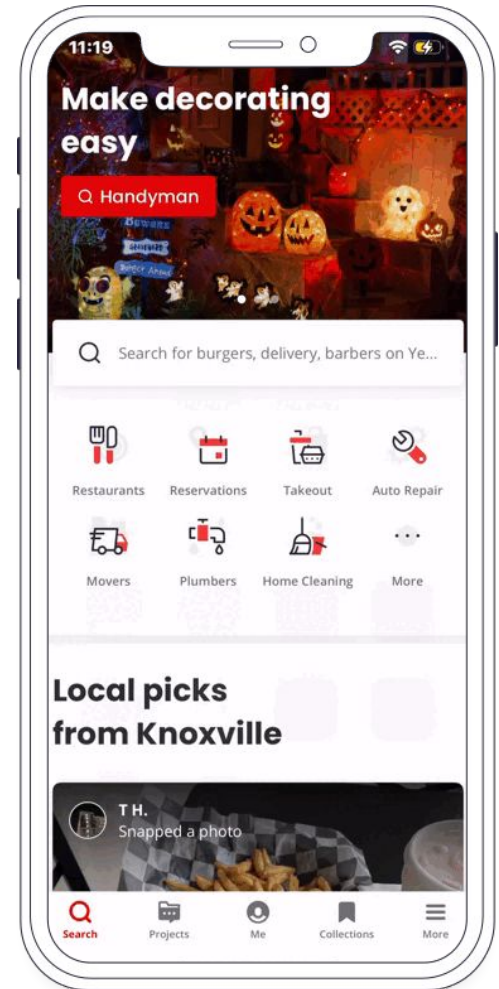


Yelp Internal Data, Searches and Pageviews,
compared from May 2022 to May 2023



People search on Yelp for health services and professionals

Yelp offers **over 60 categories** in the Health & Medical parent category.



View list of all Yelp categories [here](#)



Yelp users seek various Health & Medical services



10M+

annual searches and pageviews for **Urgent Care** related Yelp categories



25M+

annual searches and pageviews for **Primary Care** related Yelp categories



194M+

annual searches and pageviews for **Specialty Care** related Yelp categories



Convert Yelp users into patients when they're searching for a doctor

Annual searches and Pageviews for Health & Medical categories on Yelp:



Thank You!

