



# **Driving more location visits**



# People visit Yelp to find a nearby business



🔍 Gym

🔍 Hotel

🔍 Pet store

🔍 Bank

🔍 Sports bar

**86%**

of searches on Yelp are  
unbranded.\*

**83%**

of users buy from  
a business they  
found on Yelp.\*\*



Yelp Internal Data, Searches and pageviews 1/23-12/23.  
\*Yelp Internal Data, Based on the top 100 terms, 12/1/2021 - 11/30/2022.  
\*\*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.

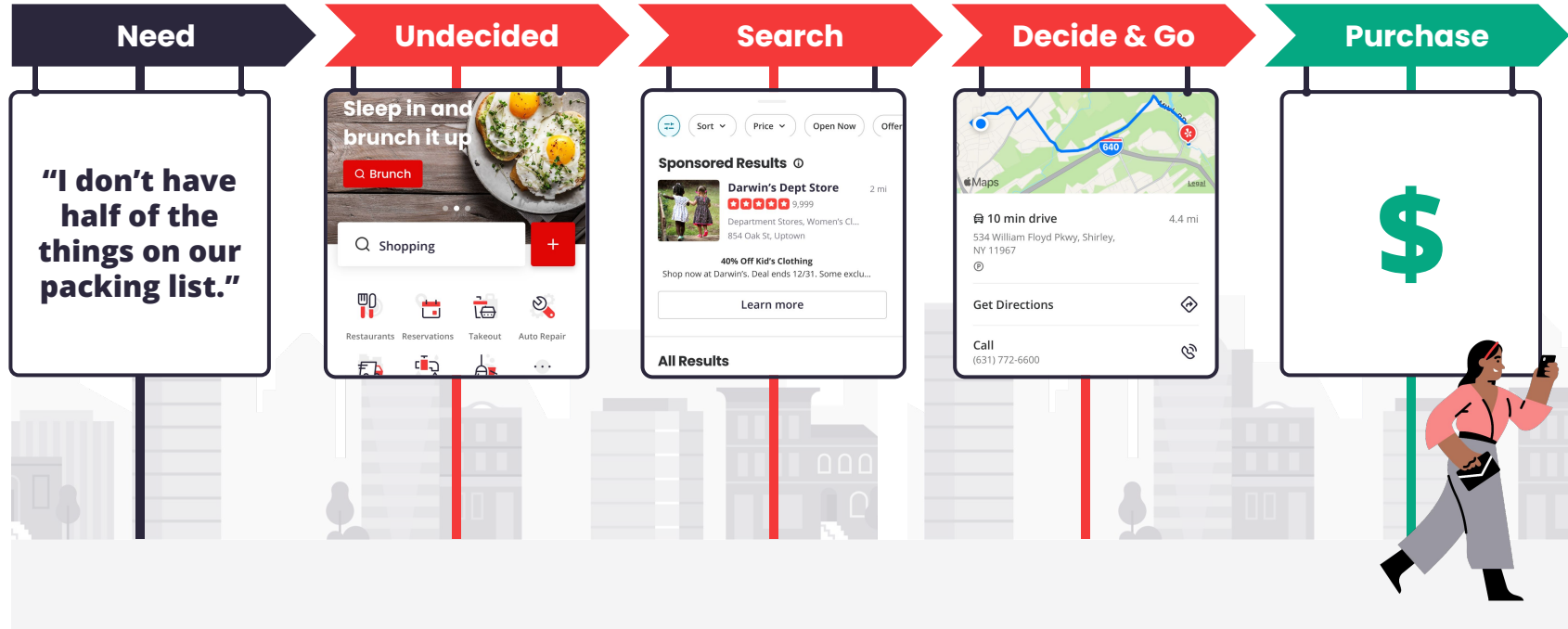
# Leading brands across industries successfully drive nearby store visits with Yelp Advertising



Yelp advertisers, Campaign active in 2023 as of 8/26/2023.

# 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



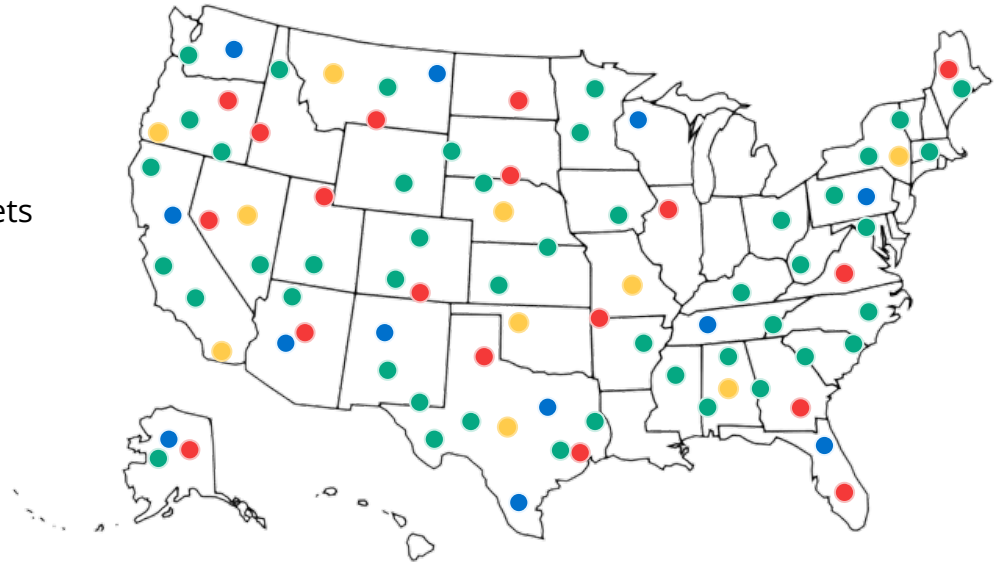
## **Promote Features**

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**



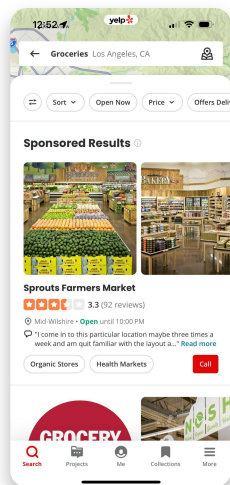
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# Yelp Ads



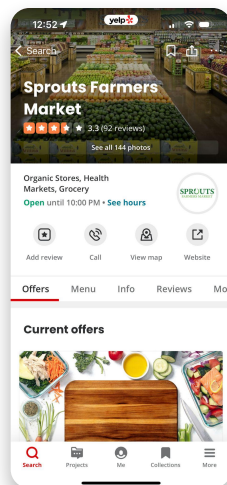
# Convert Yelp users into customers **when they are searching for a nearby store**

## Search



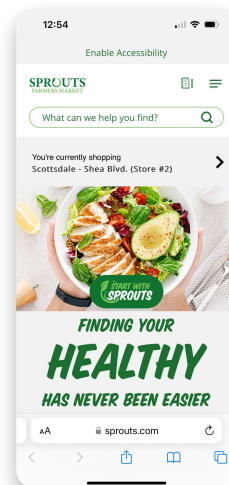
Category based search ads

## Consider Options



Profile enhancements  
Call-to-action buttons

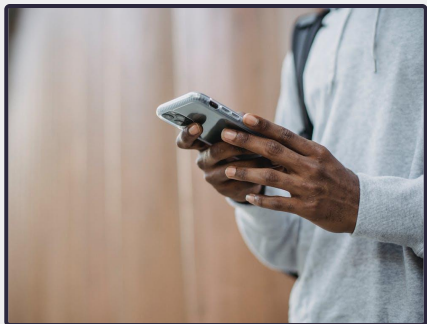
## Visit/Shop Online



## Shop In-Store or Pick-up



# 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



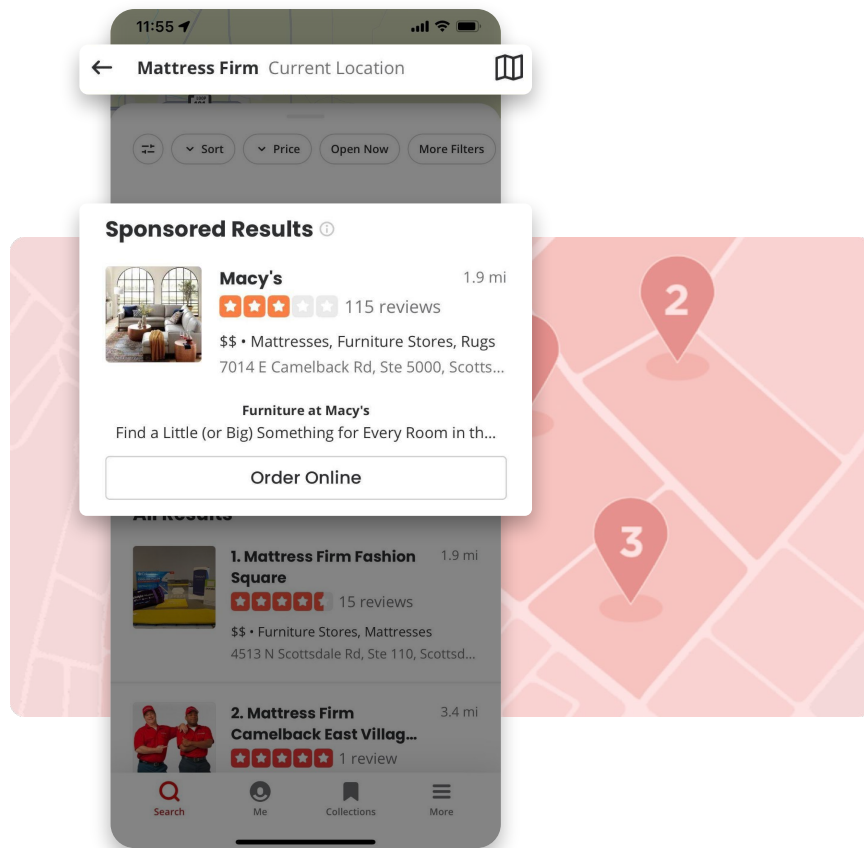
# Increase leads with Competitor Targeting



Specify a list of competitors you want to target.\*



Advertise when consumers are searching near your competitors.

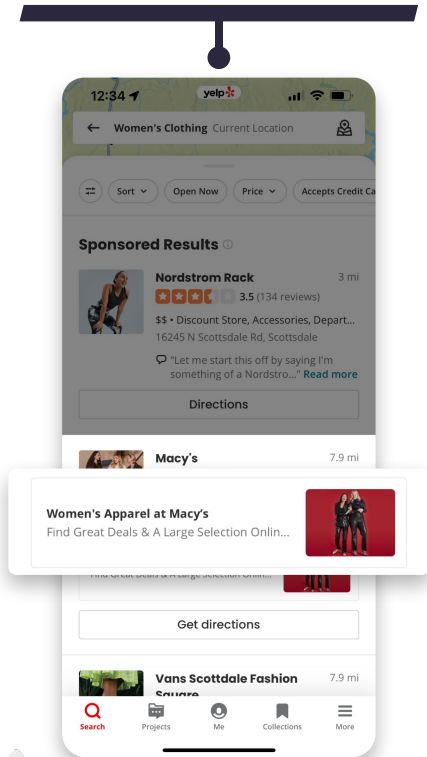


\*Advertisers may only select competitors without Enhanced Profiles for Competitor Ad Targeting.

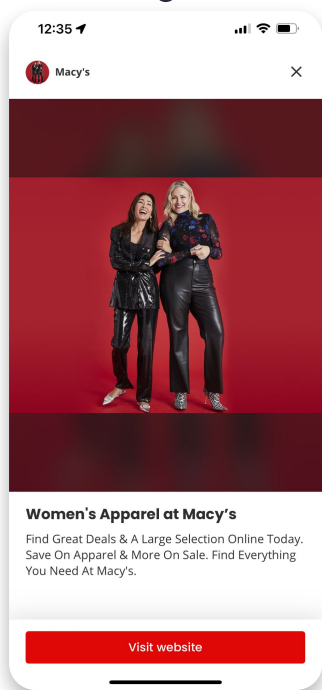


# Highlight products and offers with **Showcase Ads**

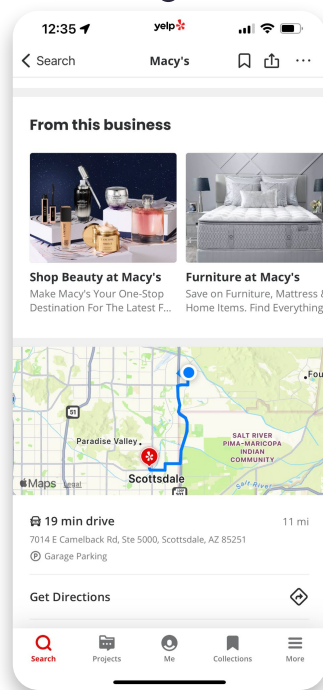
Search



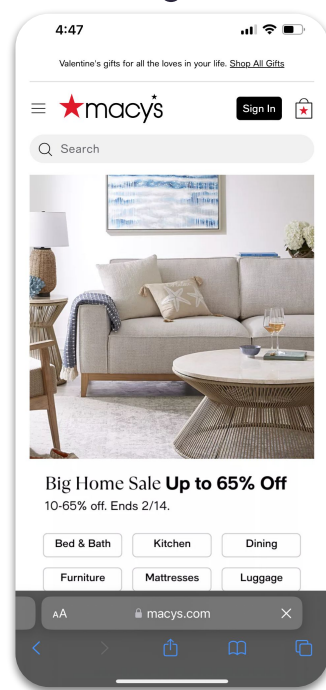
Detailed offer page



Yelp Business Page

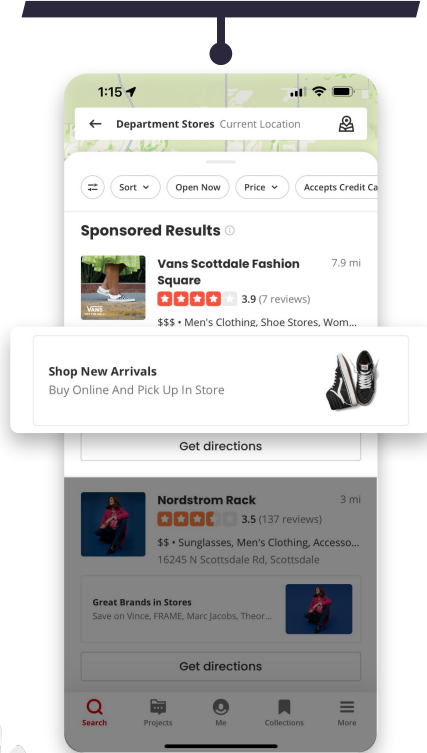


Website

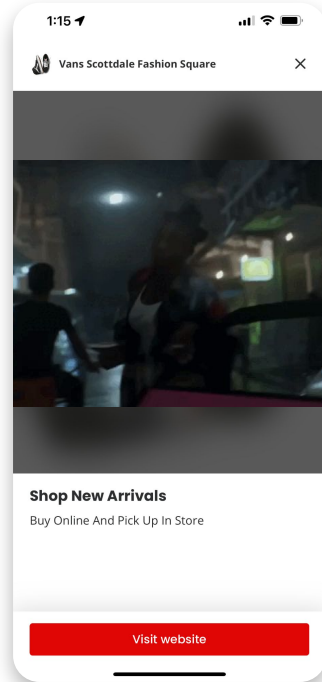


# Highlight products and offers with **Showcase Video**

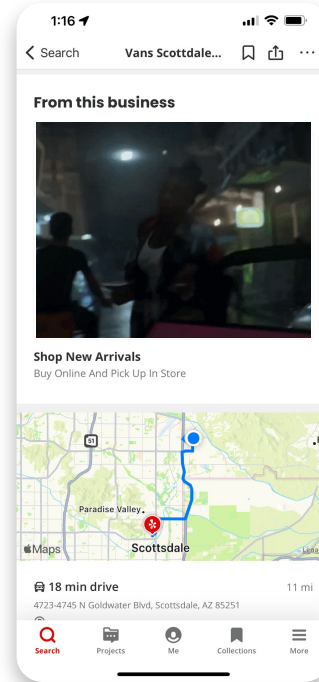
Search



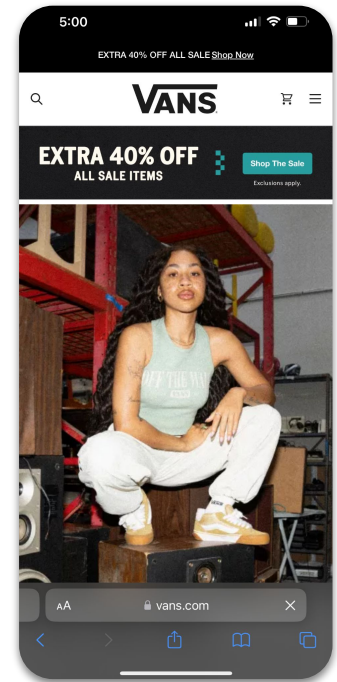
Detailed offer page



Yelp Business Page



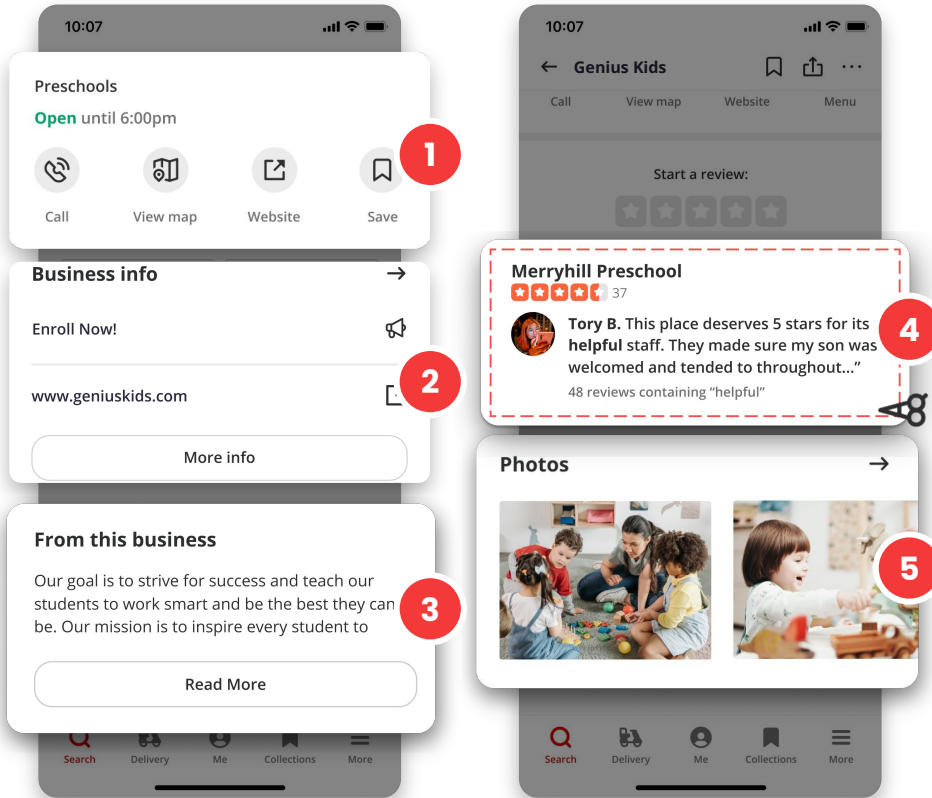
Website



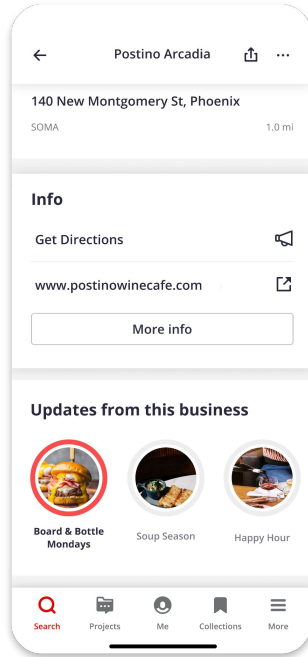


# Enhanced profile features & benefits

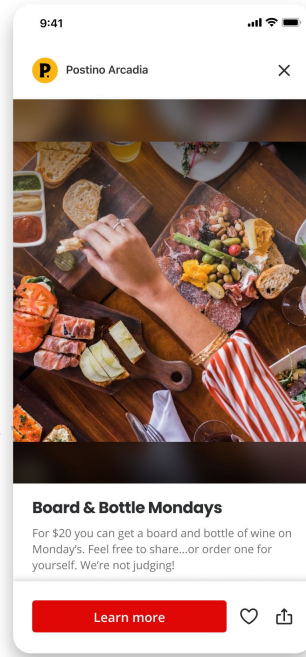
1. Update business info
2. Call-to-action unit
3. Share history and specialties
4. Competitor ad removal
5. Control photo order



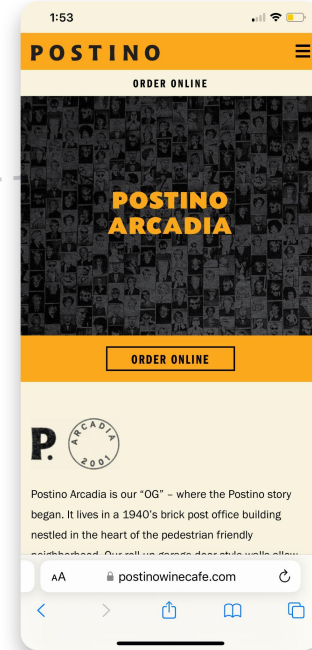
# Engage & inspire consumers with **Yelp Connect**



**Business Page**



**Connect Post**



**Landing Page**

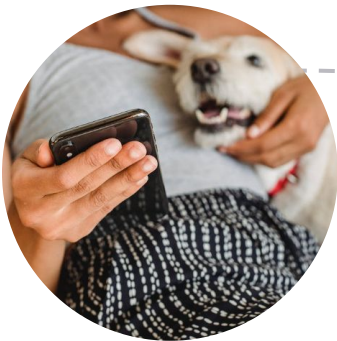


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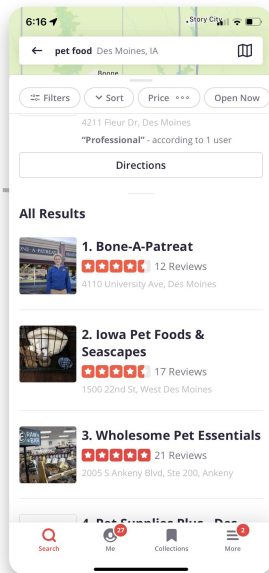
# Yelp Audiences



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



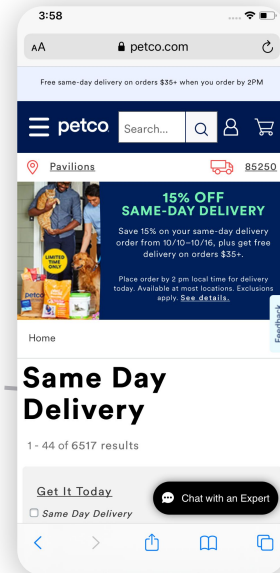
Sam realizes she is out of pet food on her way out.



She **searches** for the closest pet store.



Later that morning, while browsing on her phone **she's targeted with your ad.**



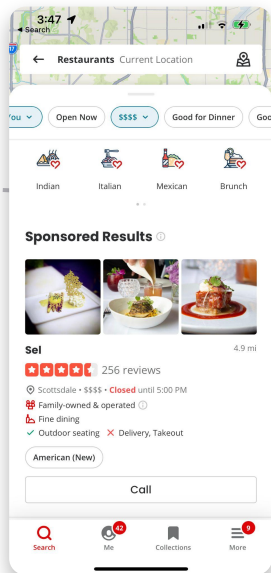
She **visits your website** and orders.



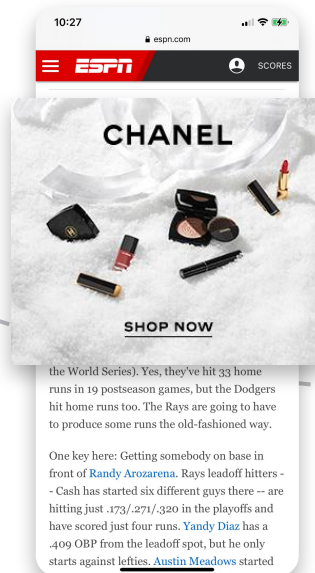
# Increase **brand exposure** to Yelp users based on purchase intent



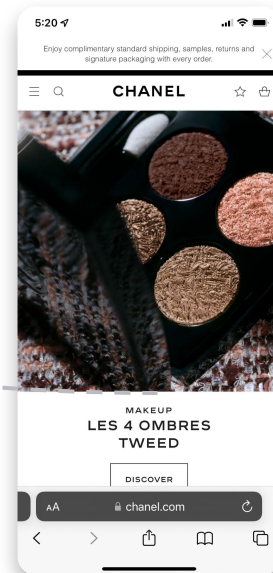
Sam is a busy **professional** planning for his day ahead.



He **searches** for **\$\$\$** **Restaurants** on Yelp.



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



He **visits your website** to purchase a gift.



# Deliver relevant ads quickly on Yelp Audiences CTV

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



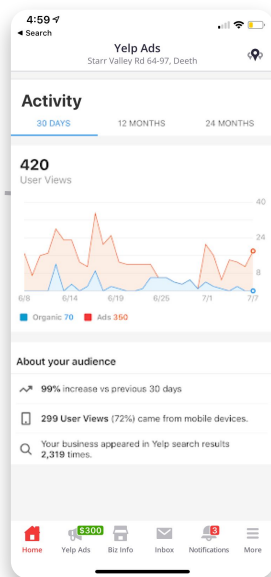
Q Hotels



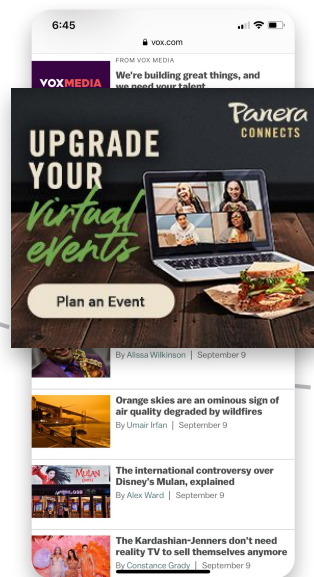
# Target business owners & promote business products



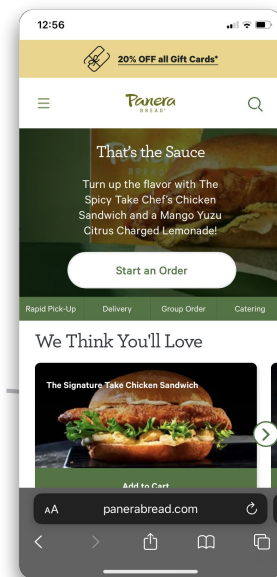
Sammy and Meg own a marketing company.



They check their **Yelp business account**.



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



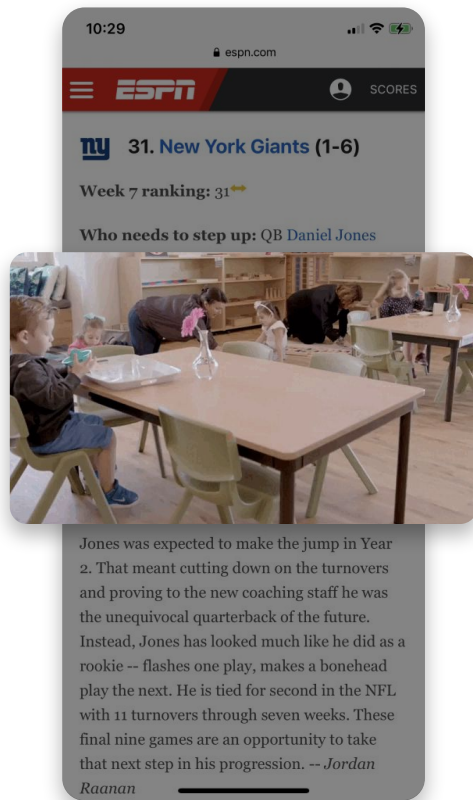
They **visit your website** for catering pick up.



# Yelp Audiences Video Display connects with users off-platform

High-quality, brand-safe  
Platforms such as:

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





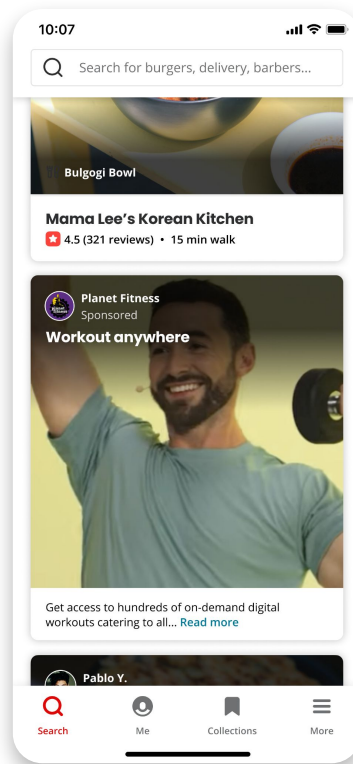
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# Spotlight

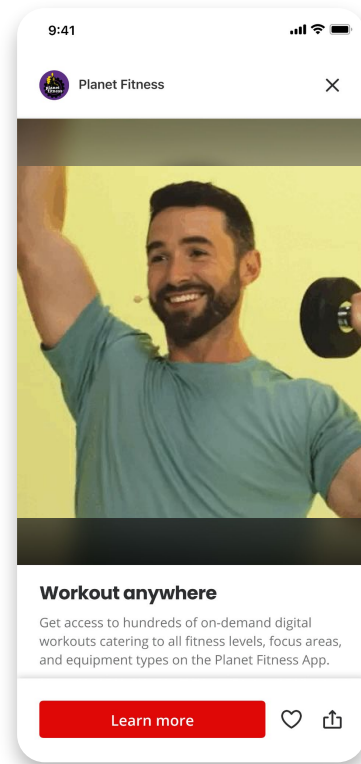


# Reach consumers on the Yelp iOS home page

- ✓ 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



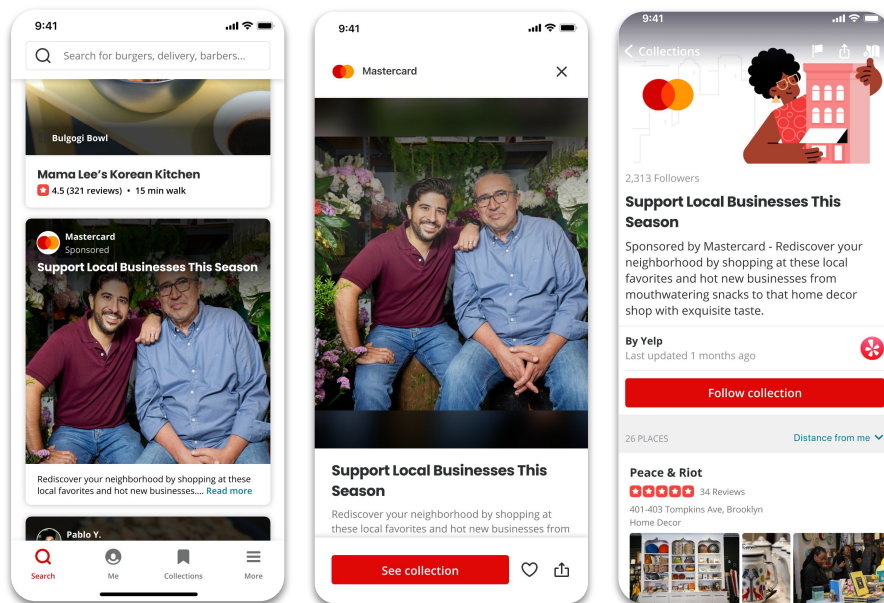
Static or Video Posts  
(expanded view)



# 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



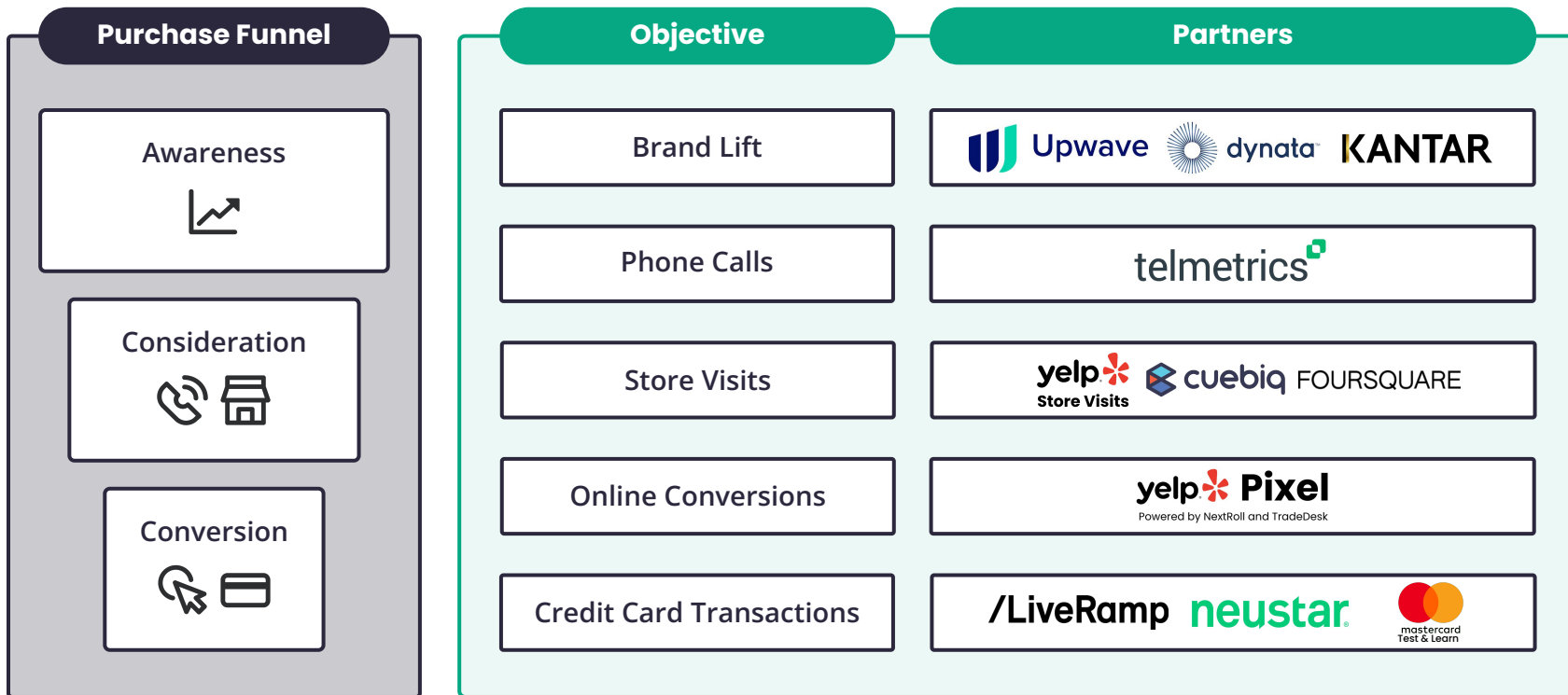
Pending feasibility and design subject to change.



# Measurement

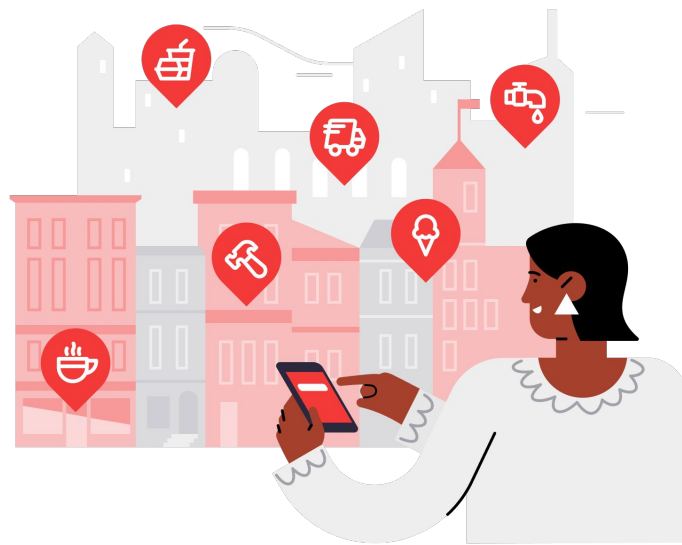


# Measure Yelp results with full funnel attribution



# Yelp provides first party tools to measure the impact of ads

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



**Thank You!**

