

Luxury online clothing retailer wins with Yelp Audience

Challenge

A high-end online retailer and consignment company wanted to drive online sales and customer form fills for a second line of business.

Solutions

Products: Yelp Audiences

Targeting: Affluent audience segments and Yelp users searching for women's clothing and accessories categories

Measurement: Pixels on order confirmation page

Results

\$3.64

Cost per Online Purchase

\$11.9M

Attributed revenue

