



**More online sales
for your brand**





People visit Yelp to find a nearby business

Need

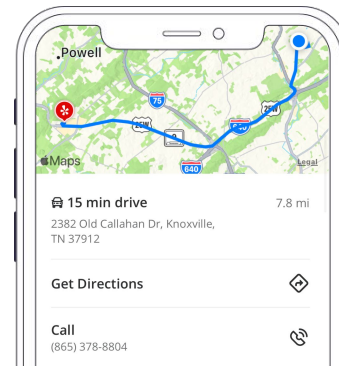
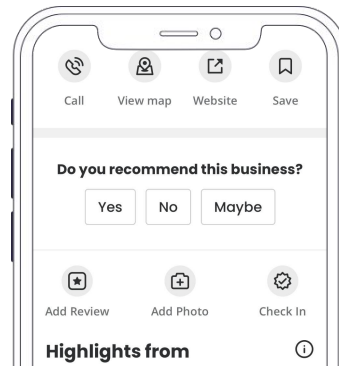
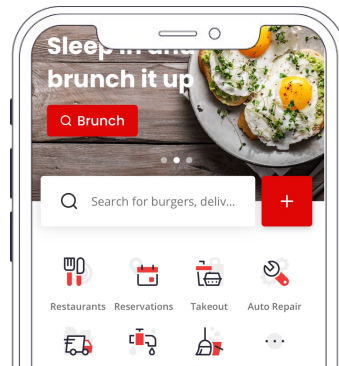
"I need to find an jeweler for an engagement ring"

Search

"I'm curious to learn more about this business"

Action

"I'll stop by to shop their selection of jewelry"



People who visit Yelp are **undecided and ready to spend**



Q Jewelry

Q Shoes

Q Mattresses

Q Tutoring

Q Teladoc

86%

of searches on Yelp are for a product or service, not a specific business.**

83%

of users purchase from a business found on Yelp.+



*Yelp Internal Data, Based on the top 100 terms from the {child category}, 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.

Over 7.2B annual searches and pageviews
across **more than 1,500 categories** on Yelp



4.6B

Having Fun

Food, Restaurants, and Nightlife

2.6B

Getting It Done

Auto, Retail, Home Services, and more!







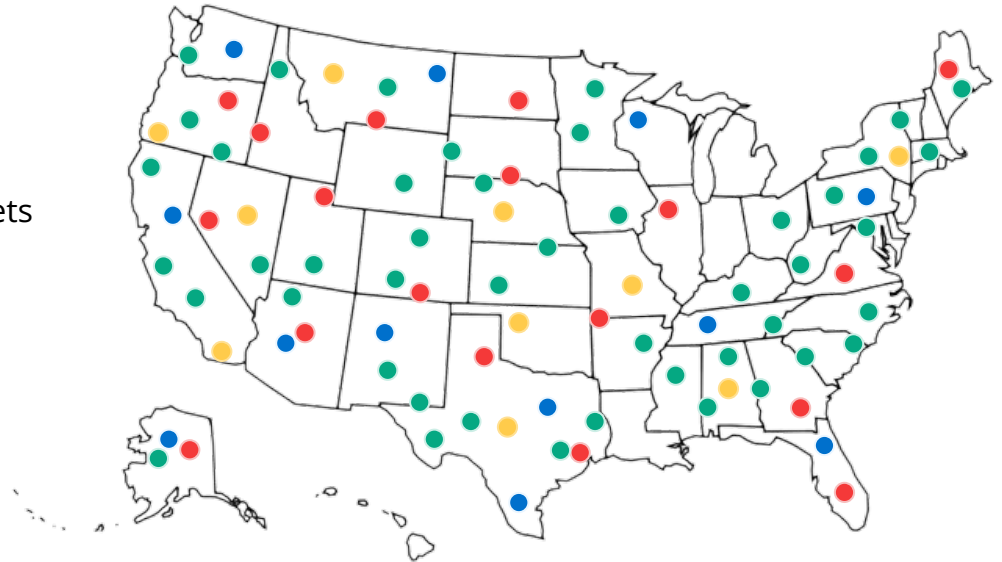
Leading brands across various industries see success advertising with Yelp for Brands



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





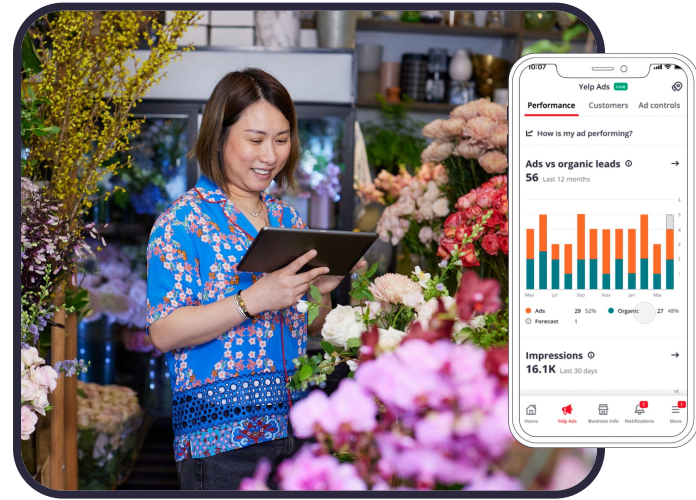
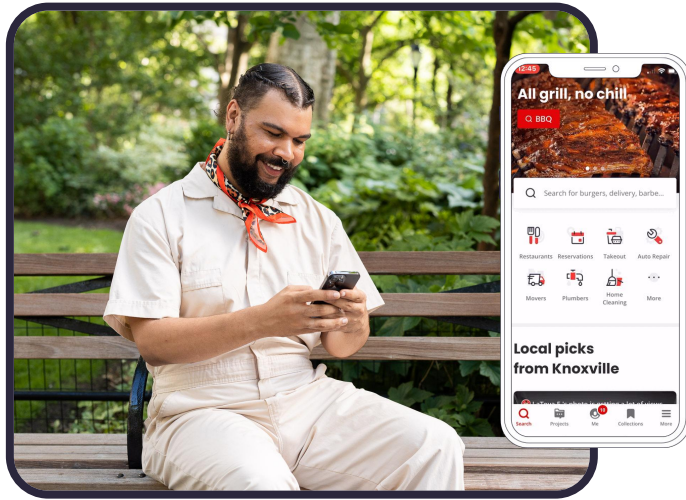
Solutions for your brand



Yelp Audiences



You can reach two distinct audiences on Yelp: **consumers** and **business owners**



74M* consumers visit Yelp monthly when they're searching for a nearby business.

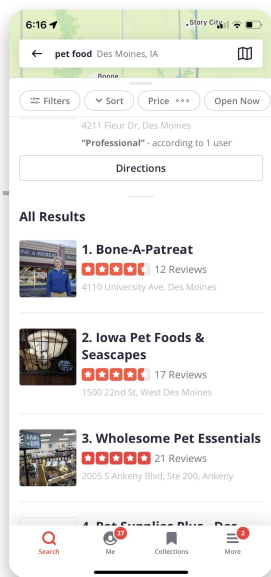
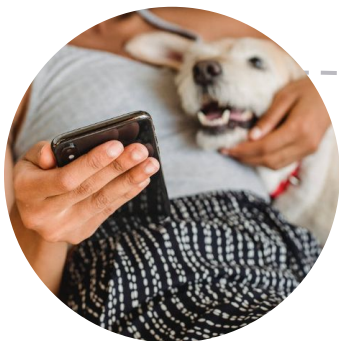
6.3M** business owners visit Yelp to manage their Yelp ads and listings.

*Comscore media matrix, Desktop 2+ and Total Mobile 18+, Average of January - December 2023.

**Yelp Internal Data, [Yelp Investor Relations](#), As of December 31, 2022, Updated annually



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

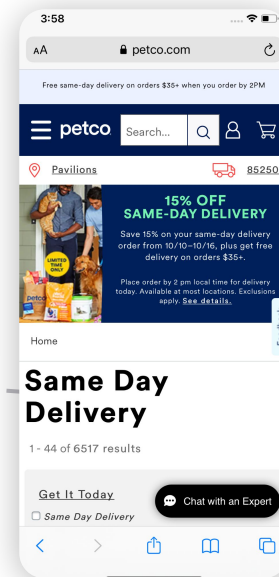


Sam realizes she is out of pet food on her way out.

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



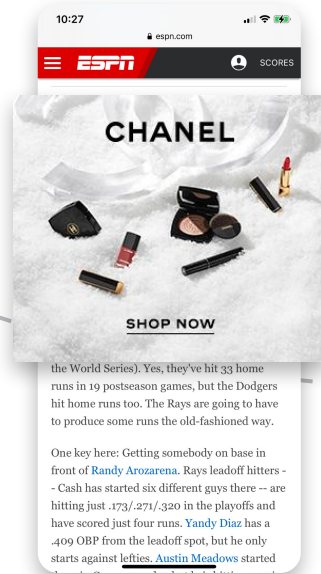
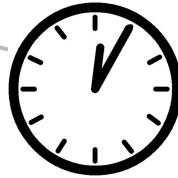
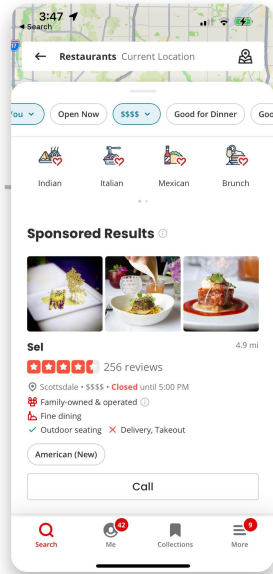
Later that morning, while browsing on her phone **she's targeted with your ad.**



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.



🔍 Hotels

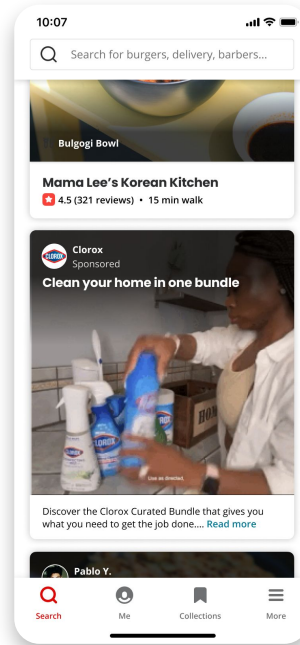


Spotlight

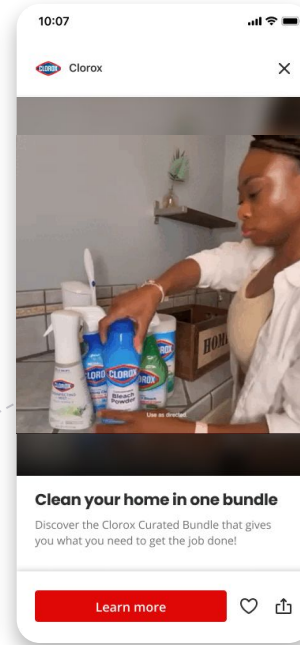


Reach consumers on the Yelp iOS homepage

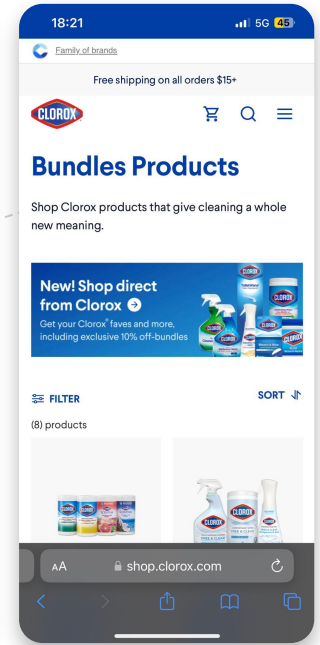
- ✓ Prominent home page placement to feature your custom messaging with 10MM home page impressions.
- ✓ Create multiple posts throughout the month (we recommend 5).
- ✓ Exclusive placement in the second spot, only one national or multi-location brand will be featured at a time.
- ✓ Video content.



Home Page Placement



Posts Detail (expanded view)



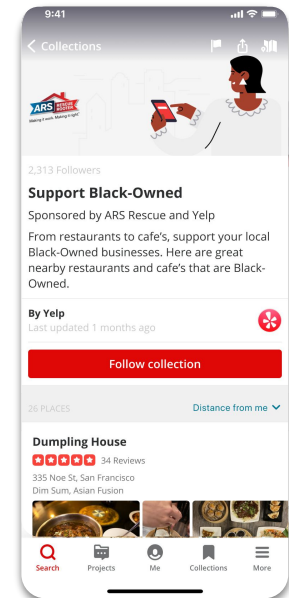
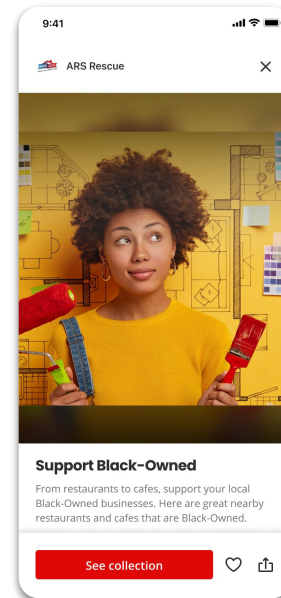
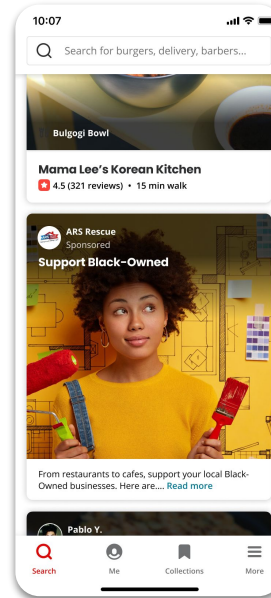
Advertiser Website



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

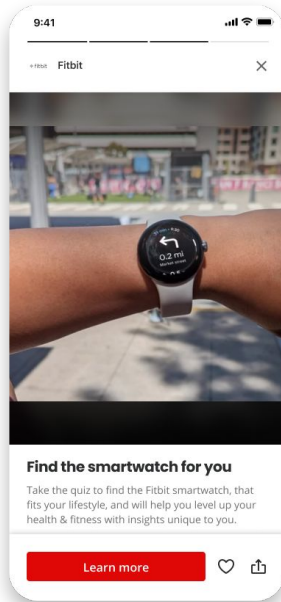


Pending feasibility and design subject to change.



What should I post?

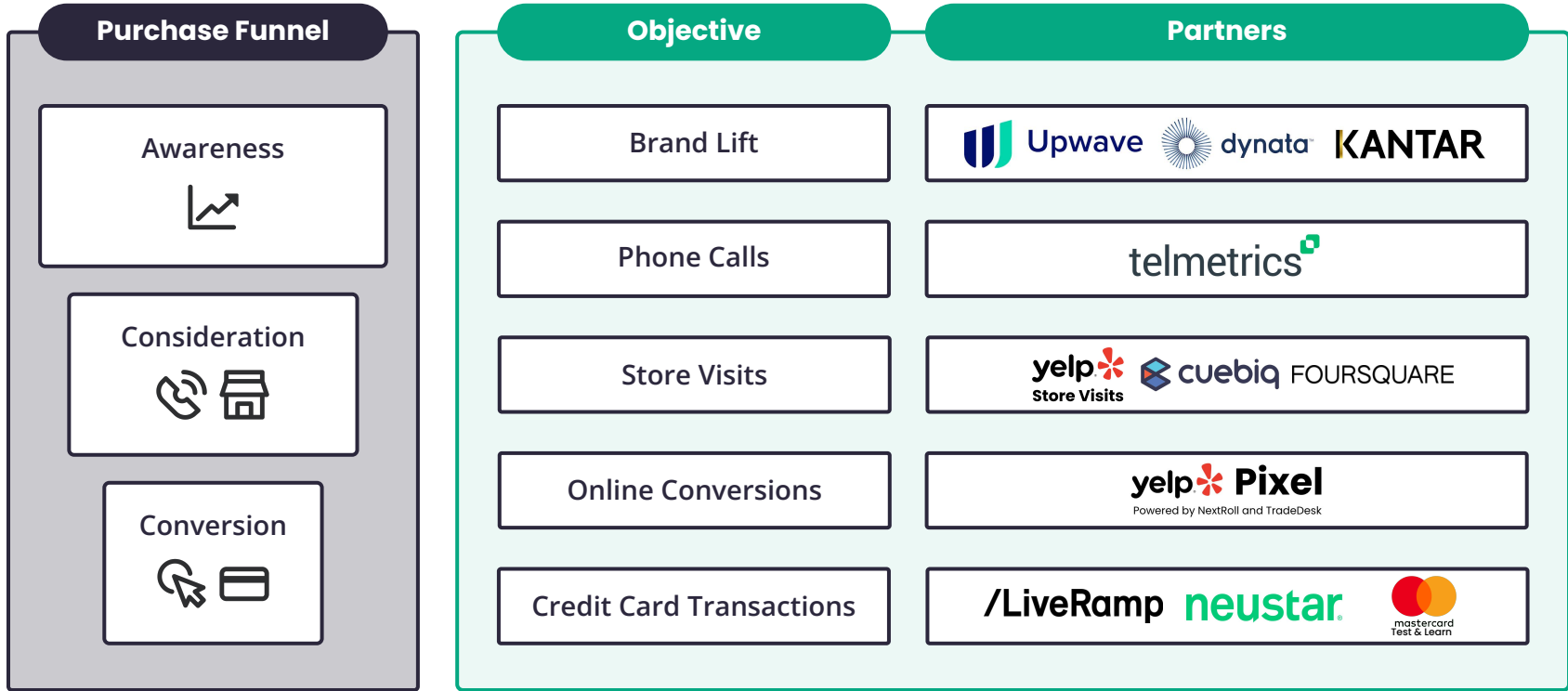
Use Yelp Spotlight to update customers, promote seasonal or limited time offers, promote new services, and stay top of mind.



Measurement

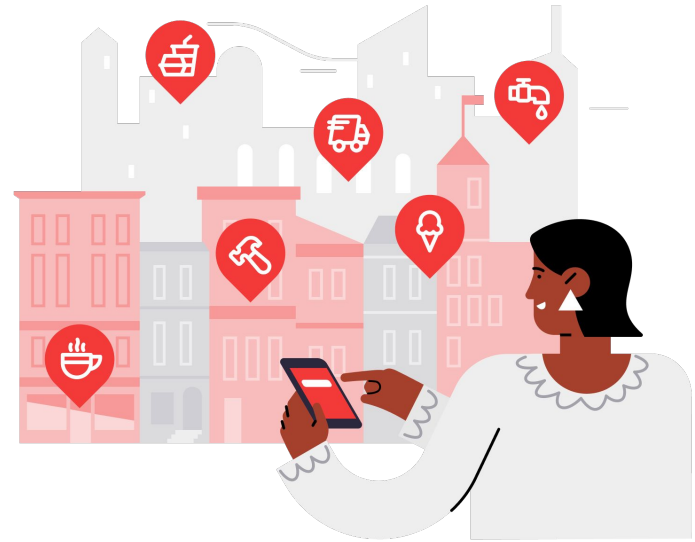


Measure Yelp results with full funnel attribution



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



Thank You!

