



# **Promote Product Sales**



# Hungry people visit Yelp to find a nearby favorite



🔍 Fast food

🔍 Doctor

🔍 Pest Control

🔍 Roofing

🔍 Real estate agent

**86%**

of searches on Yelp are unbranded.\*

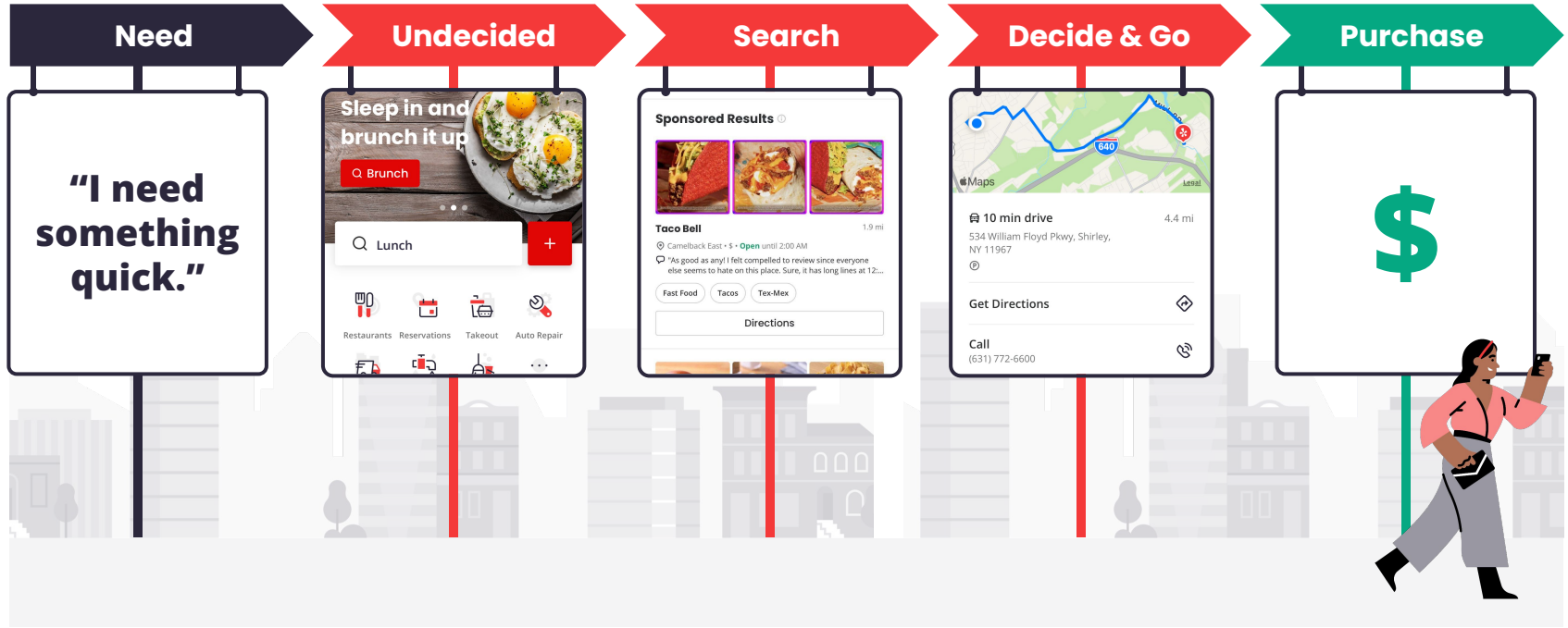
**83%**

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



# People visit Yelp to find a nearby business

57% convert within **one day** of search.



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 has solutions for non-location brands, too

Co-Branded Showcase ads has expanded reach for brands without a storefront.





# **Solutions to promote product sales**



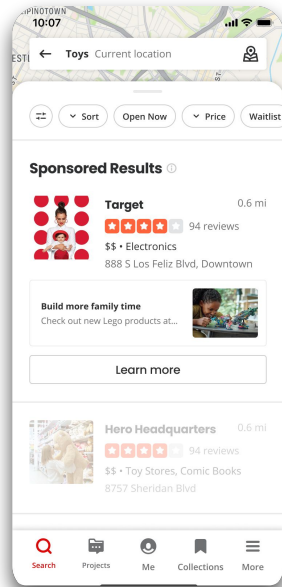
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# On-platform



# Cross-promote with your brand partner when people are looking for a place to shop on Yelp

## Search

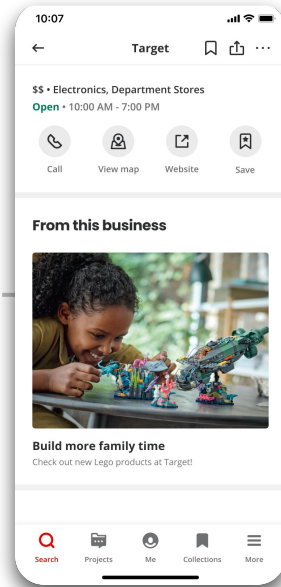


Co-branded sponsored results

## Consider Options

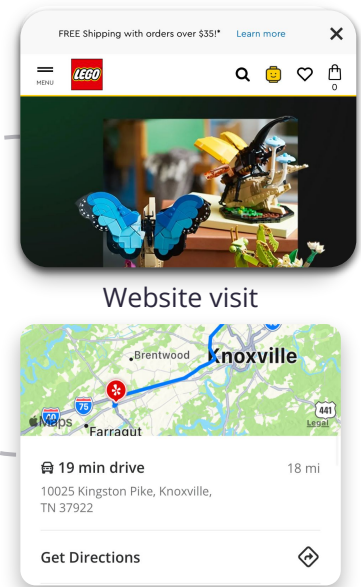


Prominent call-to-action



Business page placement

## Visit or view online

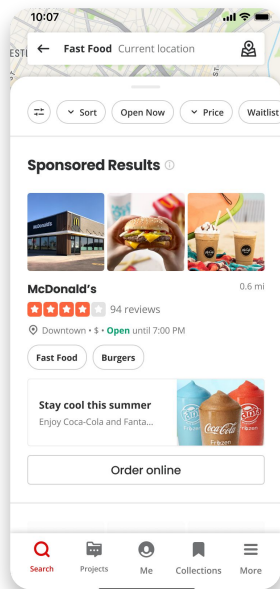


Get directions



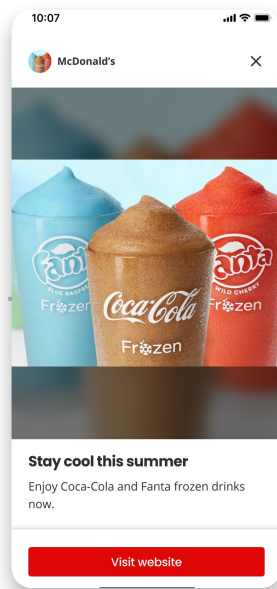
# Cross-promote with your brand partner when people are looking for a quick meal on Yelp

## Search

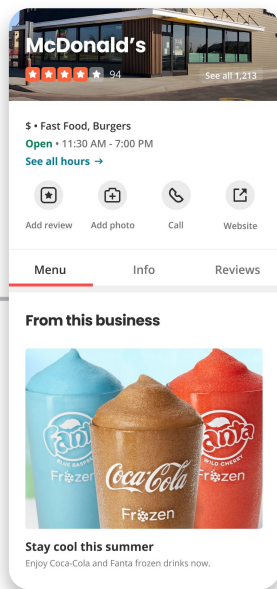


Co-branded sponsored results

## Consider Options

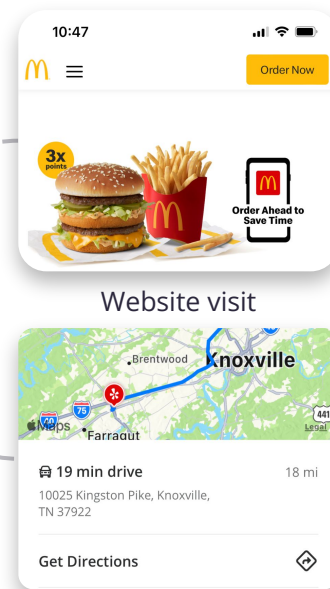


Prominent call-to-action



Business page placement

## Visit or view online



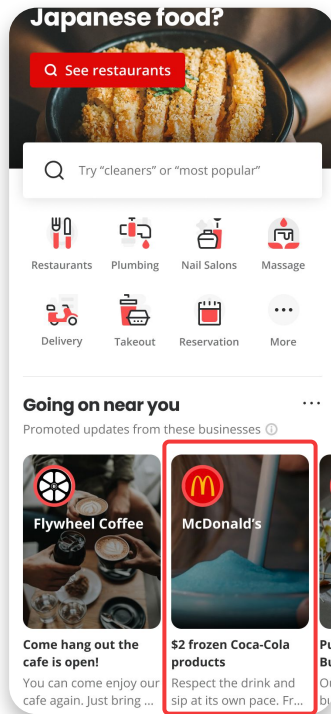
Get directions





# Extend your reach to Yelp's homepage

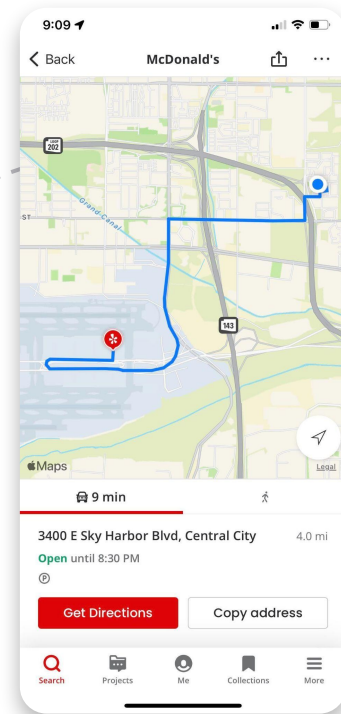
- ✓ 10MM home page impressions.
- ✓ Multiple posts throughout the month
- ✓ Exclusive placement in the first or second spot



Home Page  
Placement



Posts Detail  
(expanded view)



Map View

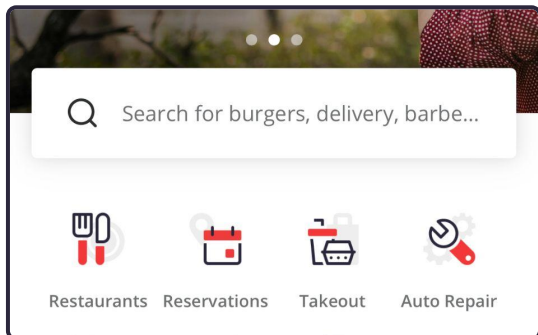


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# Off-platform

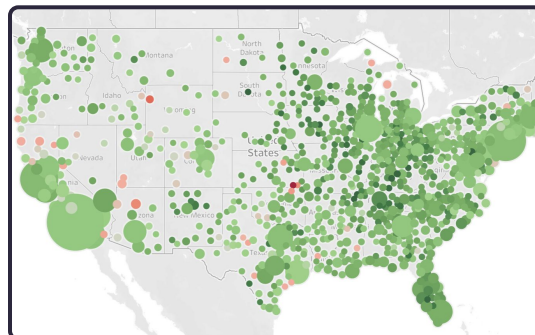


# Retarget users who are performing relevant searches on Yelp, with Yelp's first-party data



## Search Activity

Target people based on the categories they search for on Yelp.



## Geographic Data

Target people based on where they search (e.g. states, cities, DMAs, or zip codes).



## Audience Personas

Target custom Yelp audience personas created from search activities in related categories.



# Continue to educate and **convert** customers down **funnel** with Yelp audiences

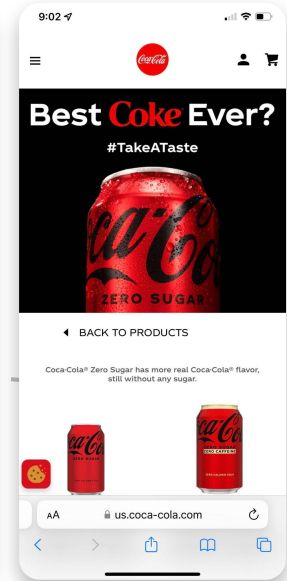
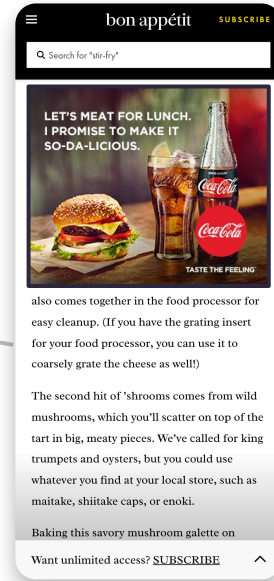


🔍 Grocery

🔍 Bars

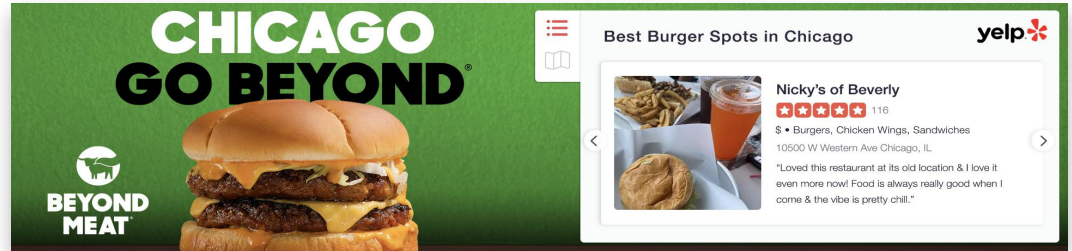
🔍 Snacks

Target bucket audiences based on **buying signals** and expand your messaging to unique personas.



# Deliver unique messaging with **custom Yelp** **co-branded ads**

**Dynamic Yelp Content ads** lend Yelp's trust and credibility within the restaurant industry while delivering **personalized** and **informed messaging** for greater conversions.



↑  
**Brand integration** drive brand consideration at scale

↑  
**Yelp integration** will leverage our proprietary map & business listing technology to encourage sales on premise



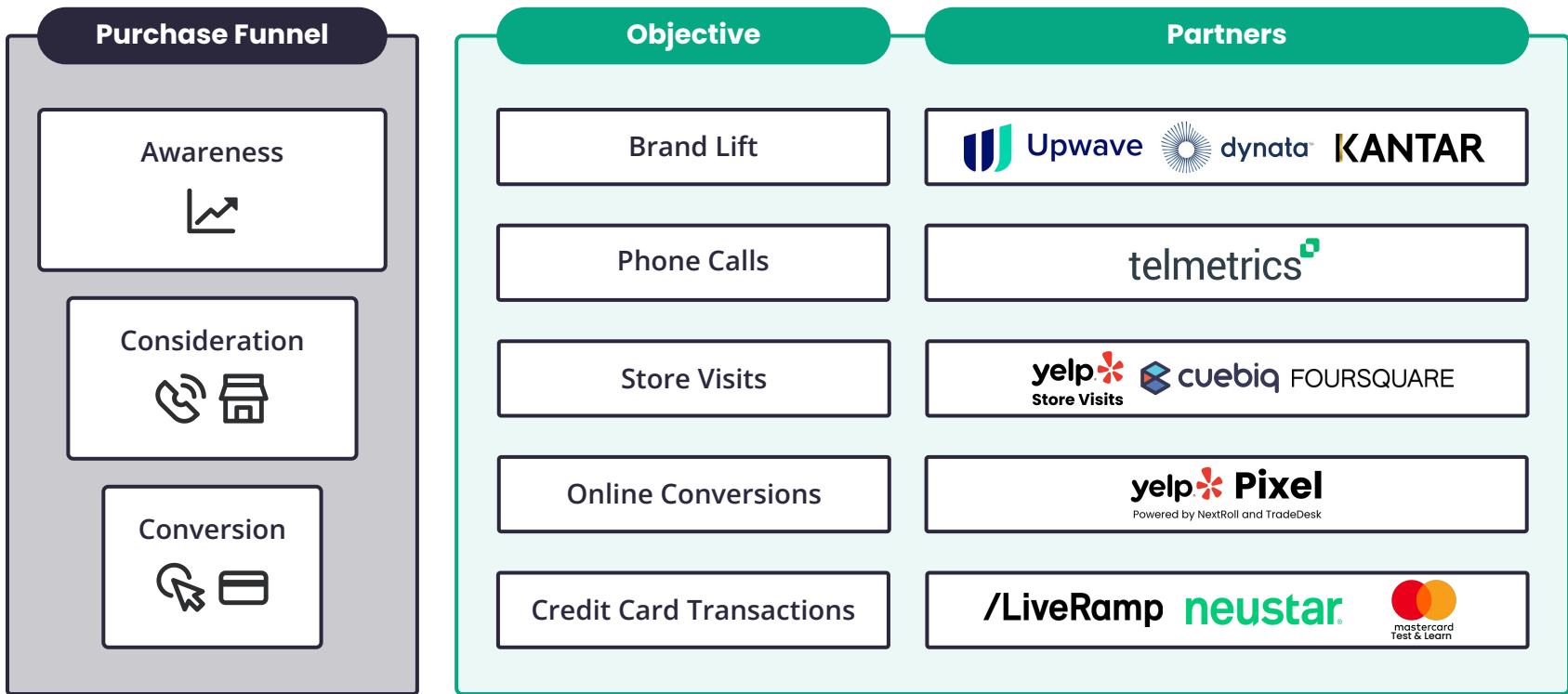
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# Measurement

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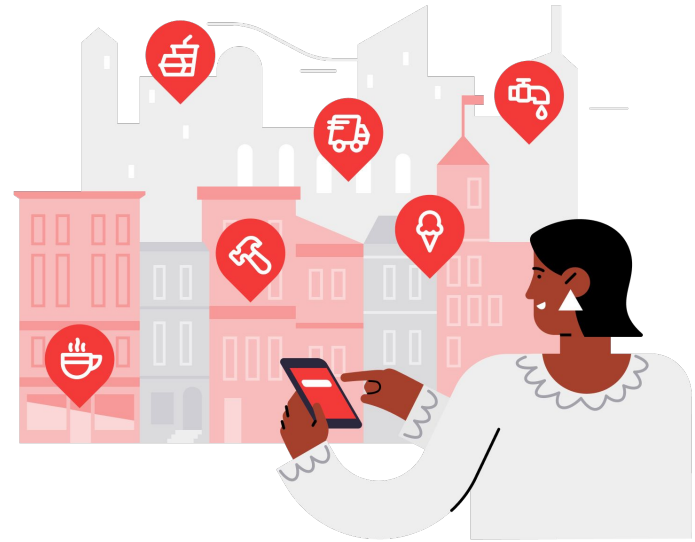


# Measure Yelp results with full funnel attribution



# 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!**

