



**Reach your ideal
B2B audience**



Yelp's business owner audience is unmatched

Target active and engaged business owners as they address their business needs on the Yelp for Business platform.

Unique & Precise



Yelp creates unique and precise audience segments with deterministic first-party data.

Verified & Active



Over 6.3M business claimed their listing on Yelp.* Each email login is verified by trusted moderators.

Recent & Relevant



Target business owners with Yelp's first party data, based on business listing data and app activity.

Fresh & Optimized

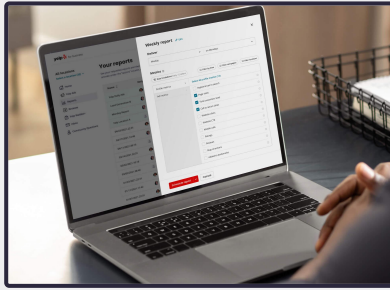


Yelp releases features and enhancements on Yelp for Business that benefit business owners.

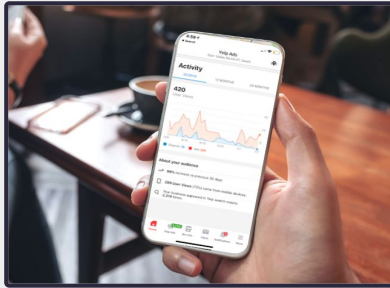


Target engaged business owners with Yelp

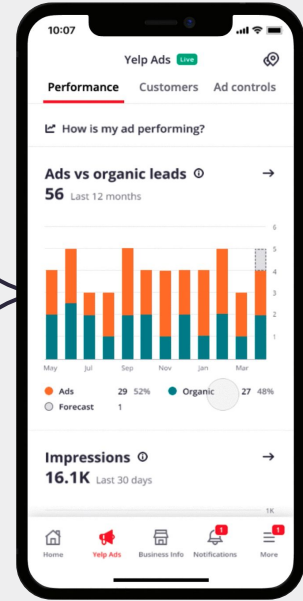
Recent and **relevant** behavior insights inform Yelp's first-party data.



We target business owners based on **business listing data** such as root categories, location (e.g. city, state, zip code), website or not*, accepts credit cards or not*, single location or multi location**



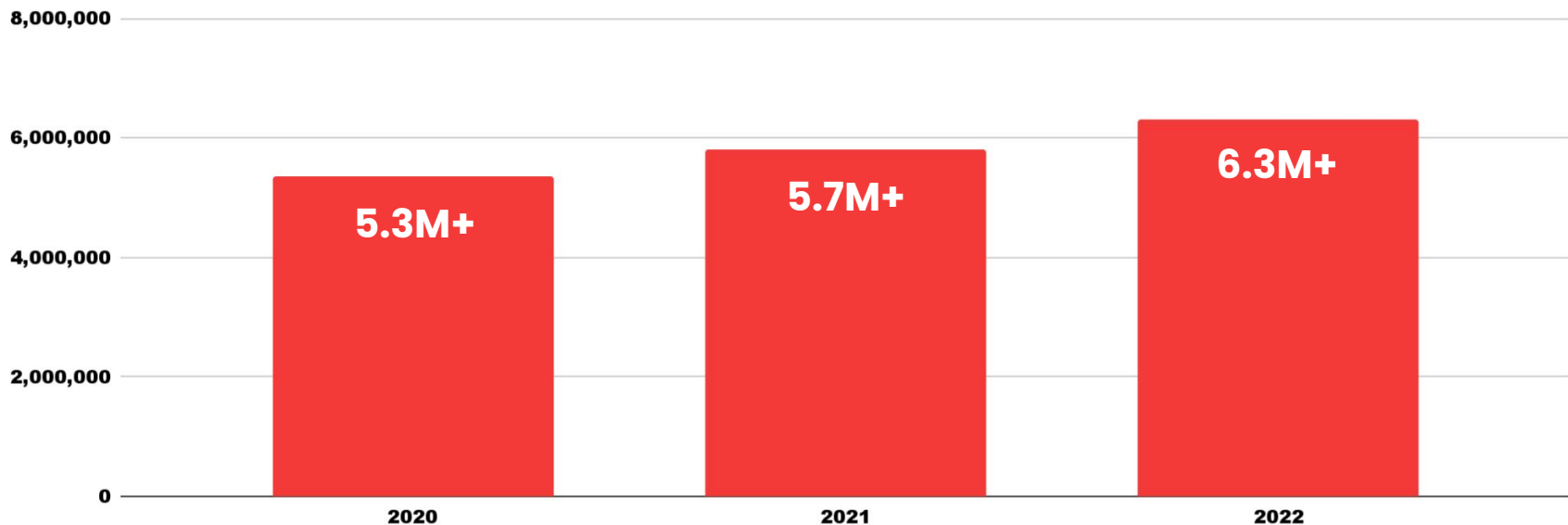
We expand audience relevance by targeting based on **app activity data** such as adjacent categories, review count*, average rating*, business creation date, business claim date, business activity date*



Over 6.3+ million claimed business listings on Yelp

+10% YoY increase in active claimed business locations on Yelp.

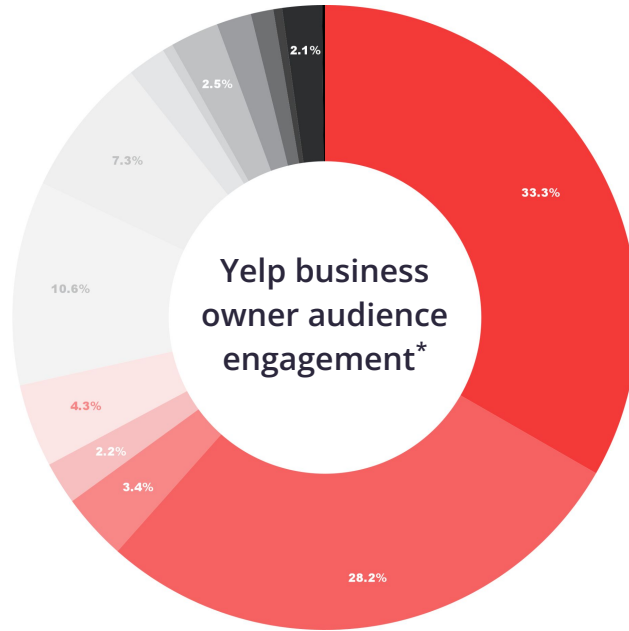
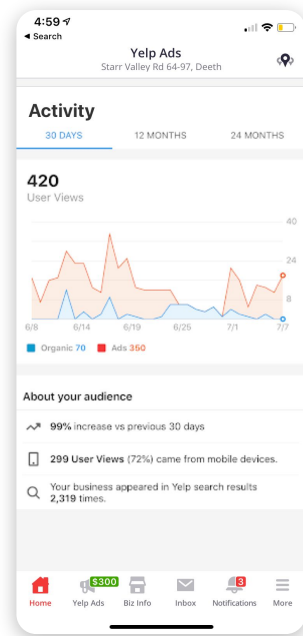
Active claimed local business locations



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



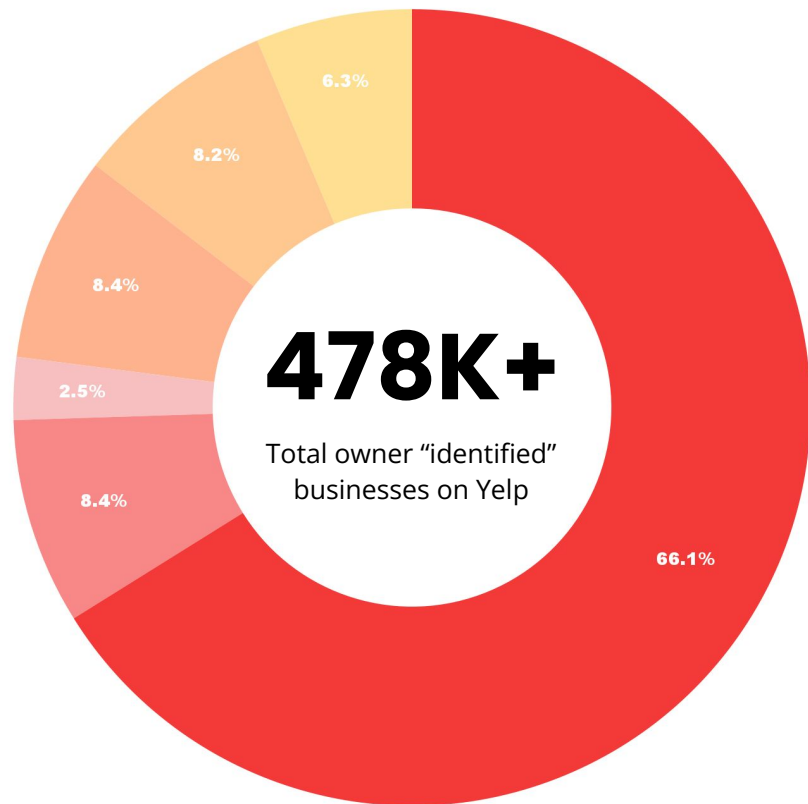
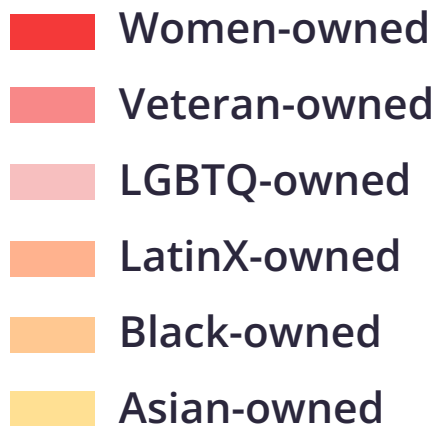
Reach the **most active Yelp business owners** across various industries



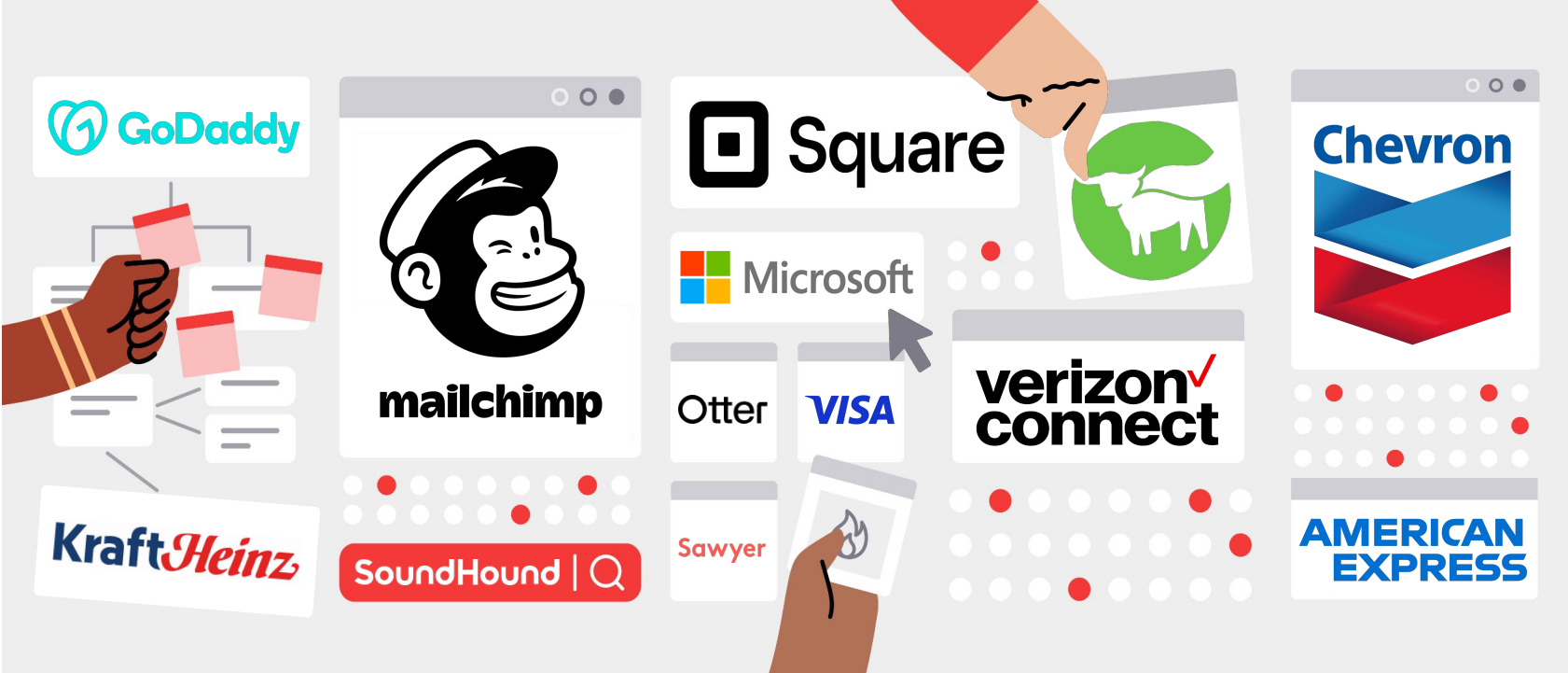
- **Home & Local Services**
- **Restaurants, Food and Nightlife**
- **Shopping**
- **Professional services**
- **Health & Medical**
- **Beauty**
- **Auto**
- **Real Estate**
- **Arts & Entertainment**
- **Active Life**
- **Hotels & Travel**
- **Financial Services**
- **Education**



Yelp business owners are proud to share what makes them unique



Brands trust Yelp to connect with business owners



Yelp's business audience

-  **6.3M** claimed listings*
-  **62%** are women**
-  **56%** are between 25-54 years old**
-  **25%** manage a total \$49,999 to \$99,999 annual business budget**



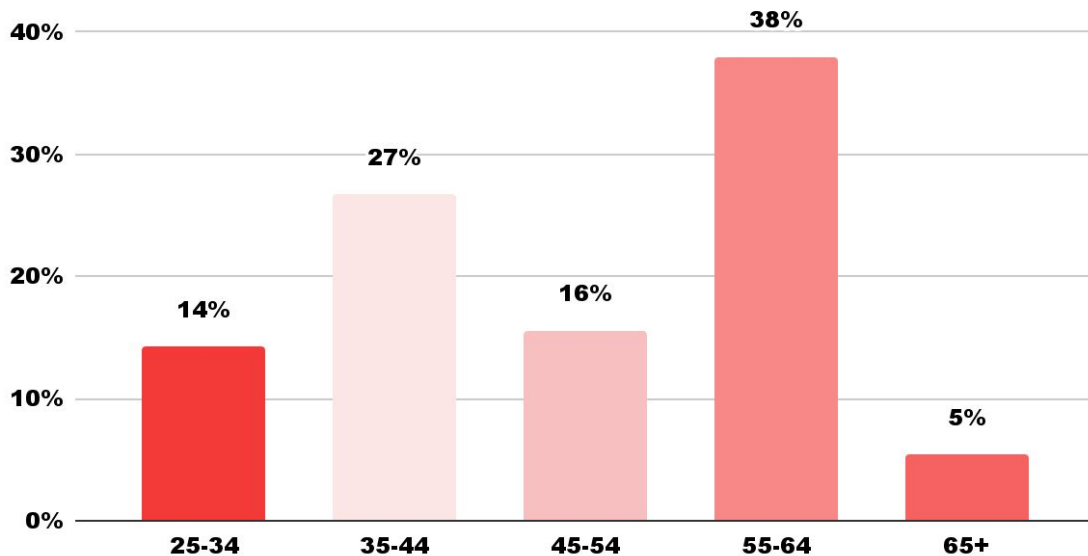
*Yelp Internal Data, [Yelp Investor Relations](#), As of 12/22/2023, Updated annually
**Comscore Plan Metrix, Multi-Platform, Total Audience 18+, [C] Yelp for Business, November 2023, As of 1/5/2024, Updated bi-annually



76% of Yelp for Business users are between 25-64 years old

Age breakdown of Yelp for Business audience

Comscore, November 2023

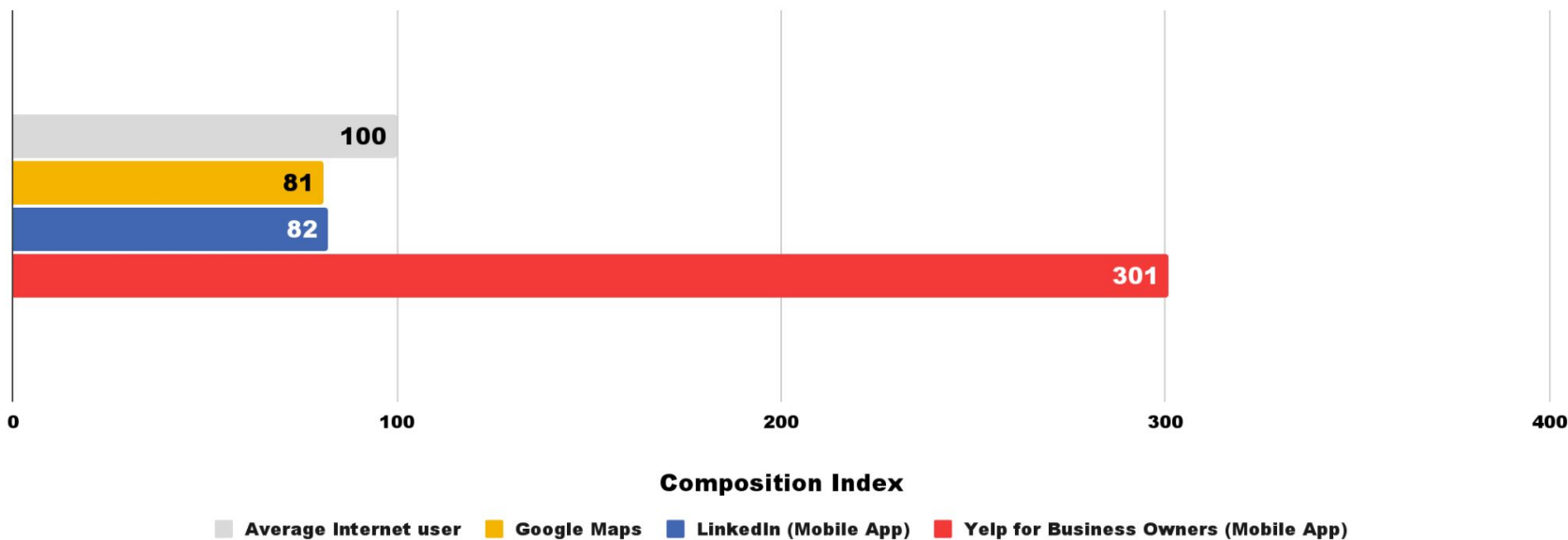


Comscore Plan Metrix, Multi-Platform, Total Audience 18+, [C] Yelp for Business, November 2023, As of 1/5/2024, Updated bi-annually



Yelp business owners are 828% more likely to have \$500K to \$999K annual budgets

\$500,000 to \$999,999 annual budget/business purchases, Comscore November 2023

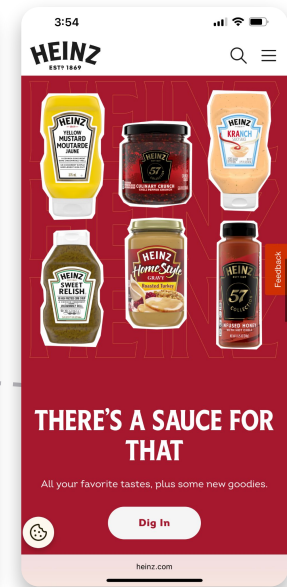
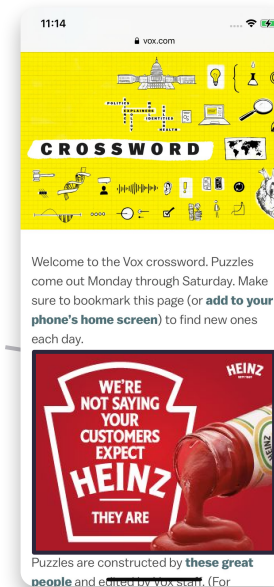
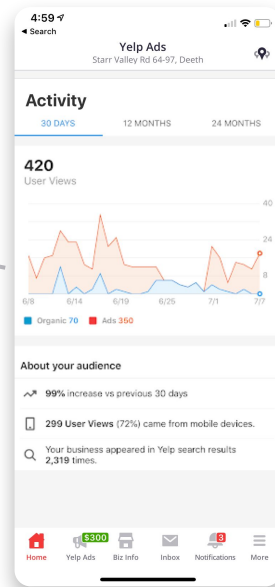
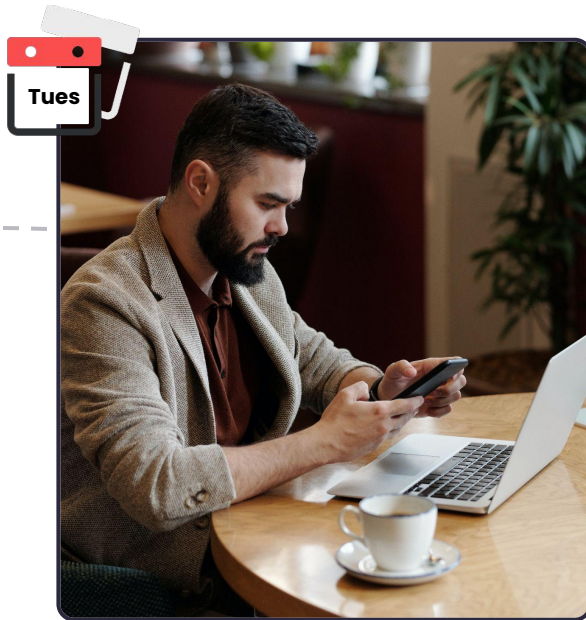


Yelp Audiences



Reach Yelp business owners with **Yelp Audiences**

Darren logs into his restaurant's Yelp listing on the Yelp for Business app. Later, while browsing online, he sees an ad targeted to him as a restaurant owner.



How does Yelp Audiences target business owners?

Target the audience you want to reach using proprietary 1st party data.

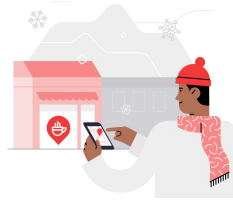
Business owners **engage** with Yelp for Business to manage listings and ads.

Create a business account for free

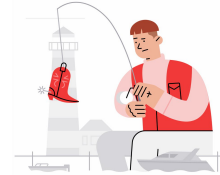
Log in to your business account



Yelp uses **business listing data** and **app activity** to build custom audiences.



Yelp **targets** these users across a premium network of publishers.



Highly skilled analysts **observe** and **optimize** your campaign for success.



Brands **influence** and **convert** to purchase because we connect with your audience at the right time.



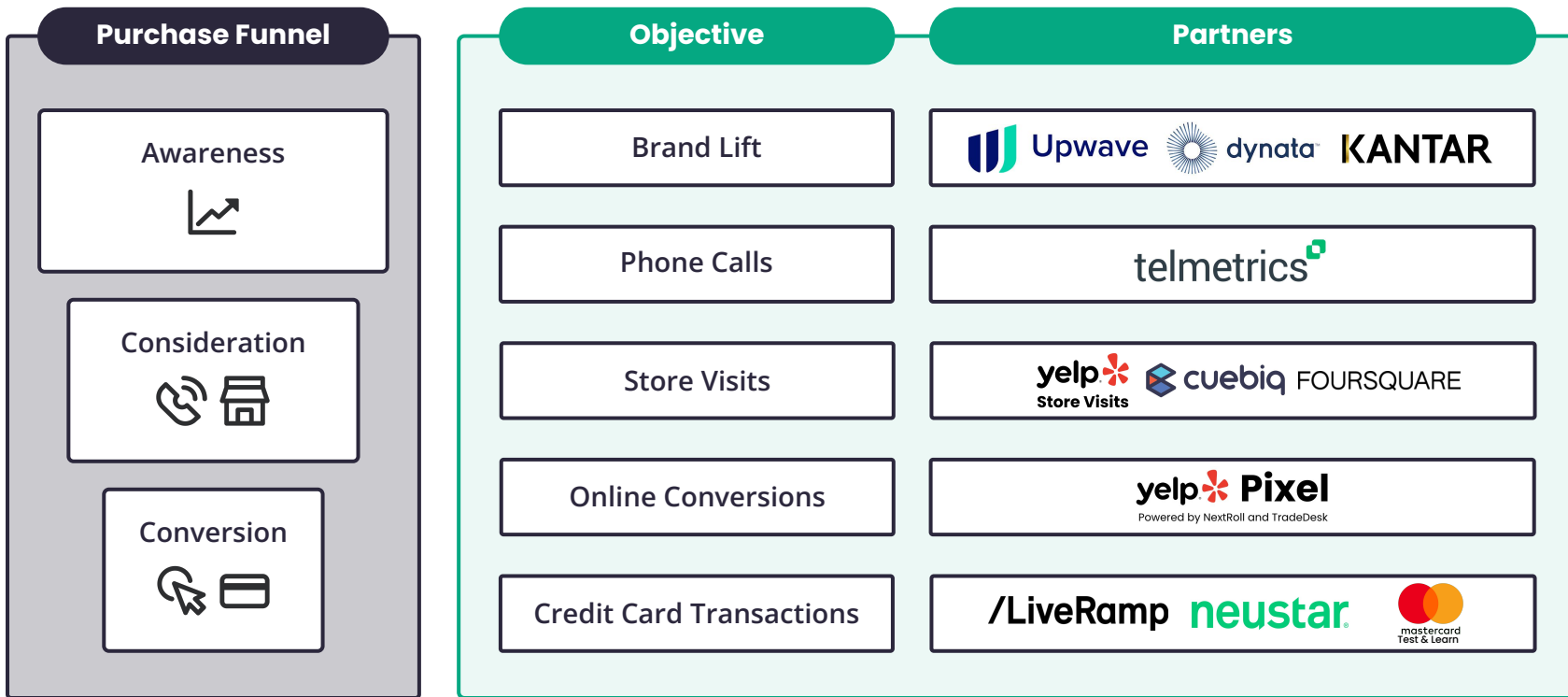
Discover new audiences and insights about your brand for future planning.



Measurement

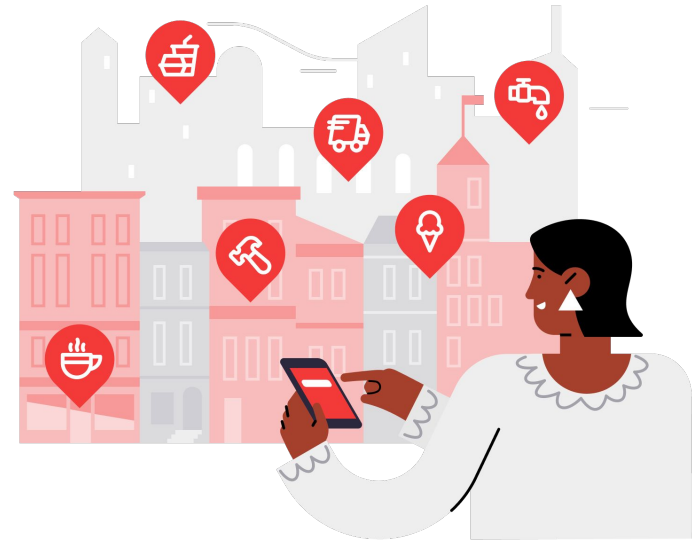


Measure Yelp results with full funnel attribution



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!

