Yelp Ads drove guests to Jack in the Box at an average of $0.81 per incremental visit as measured by Placed.

"Ultimately, our marketing strategy is to drive foot traffic into our stores. Through our work with Yelp, we're able to better understand how many people visited one of our restaurants as a result of engagement with our ads on Yelp. We are seeing tremendous returns since implementing these new tools."

Jason Climaco

Manager, Media Strategy and Communications at Jack in the Box