

Yelp drives purchases for a popular online mattress brand

Objective

A high-end mattress retailer aimed to drive an increase in online sales and a goal to beat their previous campaign that had a return on ad spend of 6.5x.

Solutions

Products: Yelp Audiences

Targeting: Yelp users searching for mattress and furniture store categories as well as pet owners and moving audience segments.

Measurement: Pixels on conversion pages.

Results

15x

Total return on ad spend

22x

Return on ad spend in the pet owner persona.

