

A photograph of two young women smiling and laughing. The woman on the left has curly hair and is wearing a colorful patterned scarf and a dark jacket. The woman on the right has straight hair and is also wearing a colorful patterned scarf and a dark jacket. They are holding coffee cups. The background is filled with warm, out-of-focus lights, creating a bokeh effect. The overall mood is joyful and festive.

yelp  for brands

# Attract people ready to spend

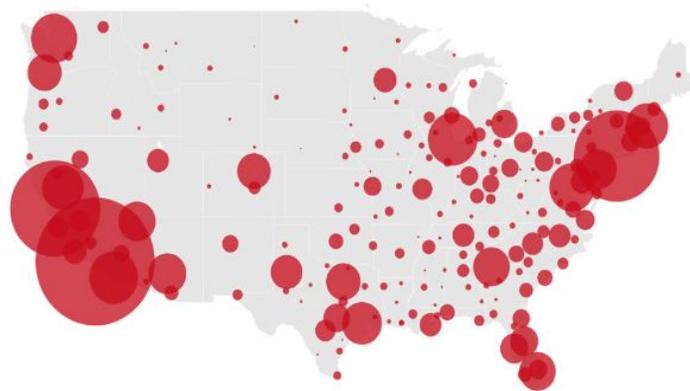
Get in front of people visiting  
Yelp to buy, visit, or hire.

---

# Connect with purchase ready consumers at scale

## 74M

unique visitors come to Yelp every month<sup>1</sup>



## 86%

of searches on Yelp are for a product or service, not a specific business<sup>2</sup>



## 83%

of users hire or buy from a business they found on Yelp<sup>3</sup>



1 - Comscore Media Metrix®, monthly average for 2023.

2 - Yelp Internal Data, January 2021

3 - 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 6.7B annual searches in various categories from restaurants to home services

4.2B

## Having Fun

Restaurant, Food & Nightlife searches & pageviews

< Vega

📍 Current Location

🔍 Vegan Food

🔍 Vegan Friendly Restaurants

🔍 Vegan Burger

< Home Cl

📍 Current Location

🔍 Home Cleaning

🔍 Home Cleaning Service

🔍 Professional Home Cleaners

2.5B

## Getting It Done

Auto, Retail, Home Services searches & pageviews

# Who will you reach?

People come to Yelp to make spending decisions about everything from mechanics to hair salons to restaurants and more.

People looking to **visit**:



- Rose is hungry and wants a quick bite before work.
- She hops on the Yelp app to find a restaurant that serves breakfast early in the morning.
- She spots a cafe within a couple blocks and maps directions.

People looking to **buy**:



- James needs to buy a nice gift for his 7th wedding anniversary.
- He looks on Yelp for shopping nearby and decides to check out products on a website of a clothing store.
- After browsing the site, he discovers the perfect gift and orders it online.

People looking to **hire**:

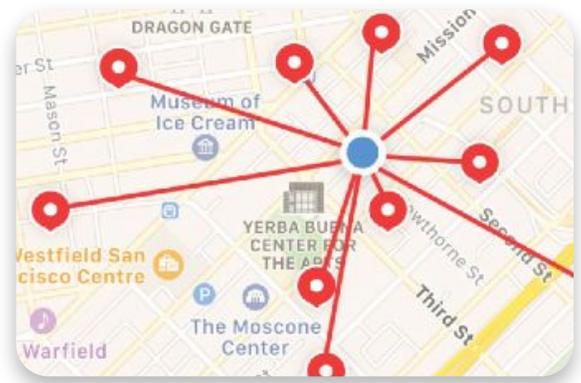


- Christina woke up this morning to find her ceiling leaking.
- She types “plumbing” in the Yelp search bar and several companies offer online quote requests.
- She requests a quote through Yelp and books a plumber to come to her house that day.

# Even more ways to bring in new business

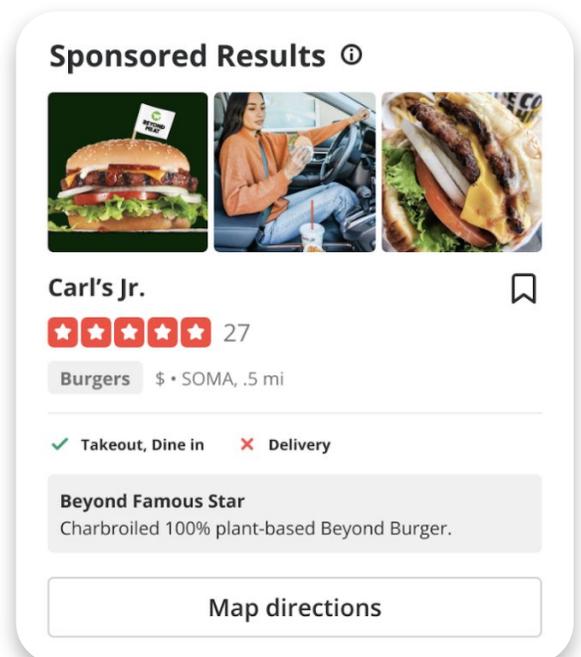
## Target specific competitors

Competitor Targeting shows your ad to people when they search for businesses similar to yours.



## Promote special offers and products

Showcase campaigns help you highlight a seasonal special or new product right in your ad unit. Plus, showcase multiple offerings on your business pages.

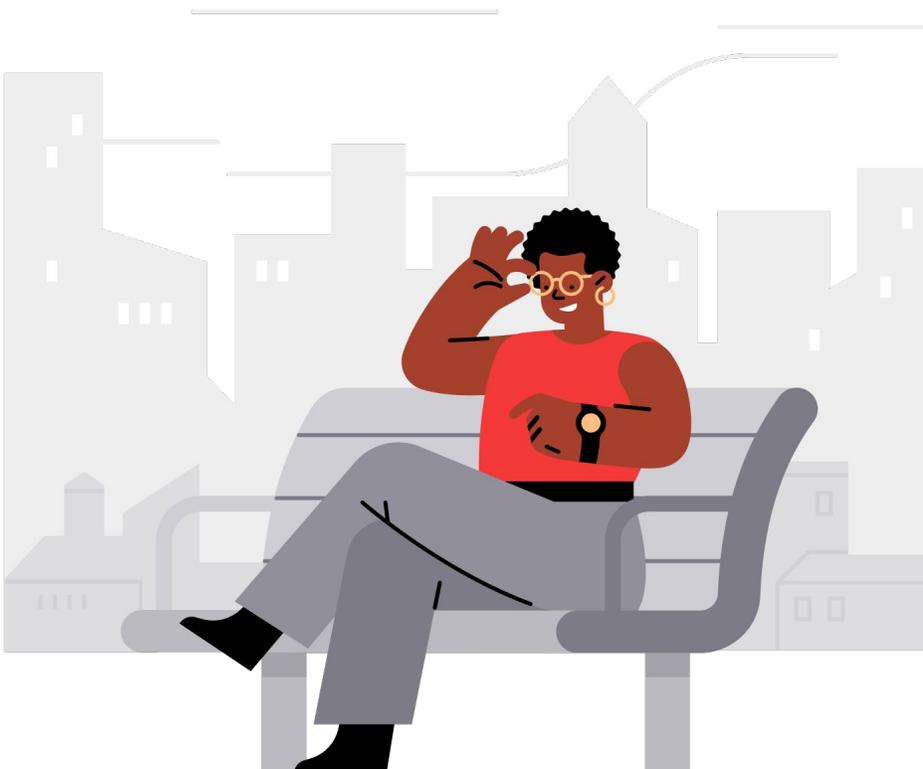
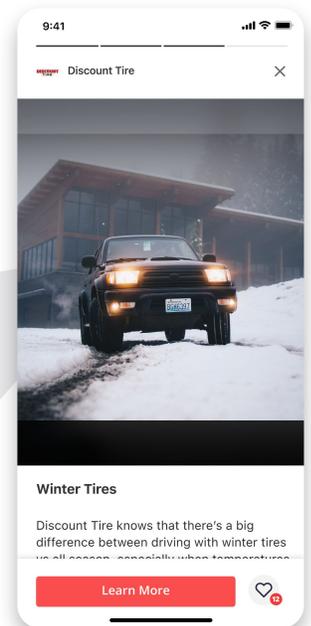
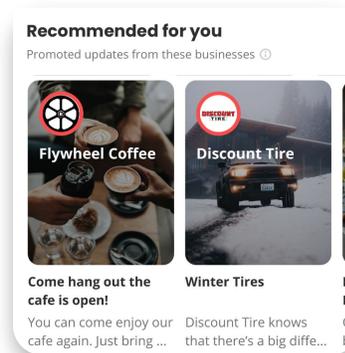


## Encourage the actions you care about most

Campaign Goals lets you customize ad campaign to get more calls, website clicks, or mapped directions.

# Drive awareness for your products and services

Broadcast seasonal messaging and special offers to all users on Yelp's iOS homepage with **Spotlight**.



# Drive awareness for your products and services with **Yelp Audiences**



Audience segments based on our first-party search data



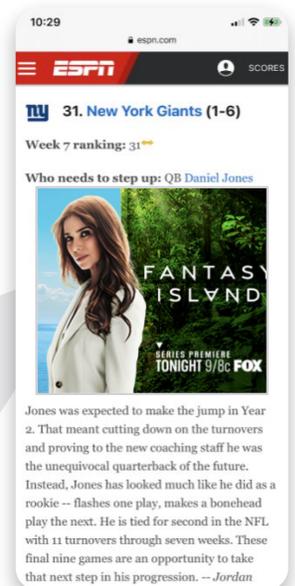
Premium network of publisher websites and apps



Custom brand safety



Full-service campaign management



Jones was expected to make the jump in Year 2. That meant cutting down on the turnovers and proving to the new coaching staff he was the unequivocal quarterback of the future. Instead, Jones has looked much like he did as a rookie -- flashes one play, makes a bonehead play the next. He is tied for second in the NFL with 11 turnovers through seven weeks. These final nine games are an opportunity to take that next step in his progression. -- Jordan

## How does it work?

- 1** A user searches Yelp to buy, visit or hire.
- 2** Yelp uses the user's search and thousands of similar searches to build custom audience segments.
- 3** Yelp is then able to target Rachel across a premium network of publishers.

# Attract more customers with Yelp Ads

Reach people while they're searching with sponsored results.

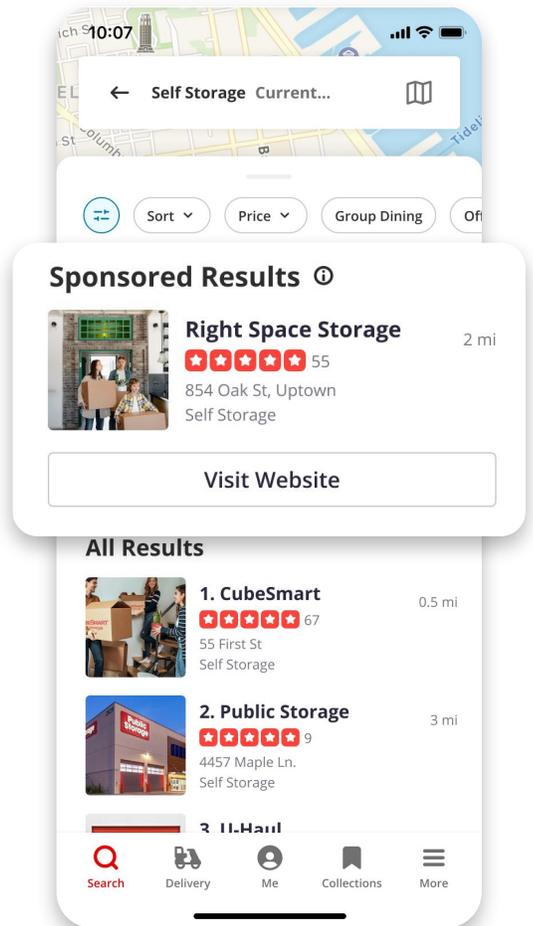
## Sponsored Results:

 Help you **appear on more searches**

 Are **geo-targeted**

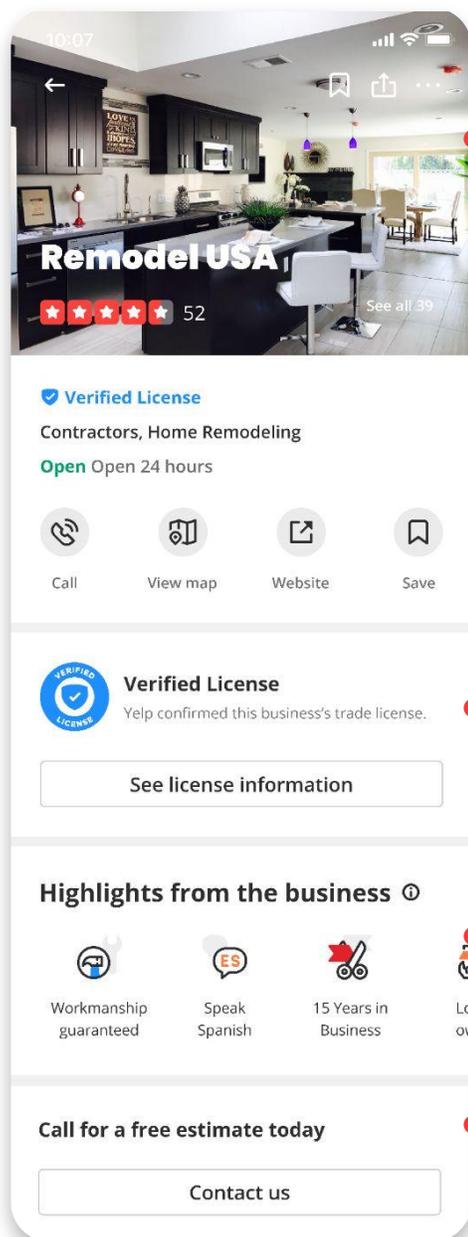
 Run on **Yelp pages of similar businesses**

 Make it **easy to run a campaign** for multiple locations at scale



# Turn page views into customers

Upgraded profile features will reinforce your branding and allow you to highlight the best of your business. You'll be able to:



## Decide which photos to showcase

Choose which photos appear on your business pages to ensure consistency across all of your locations with Photo Slideshow.

## Build trust

Verified License is a badge that confirms your valid trade to ultimately boost trust with your customers by allowing them to make informed purchase decisions quickly.

## Stand out from the competition

Business highlights share important attributes that set your business apart; like how long you have been operating, if you are vegan friendly or women-owned, etc.

## Keep consumers focused on you

Remove competitor ads from your business pages so people are focused on you.

## Drive consumer action

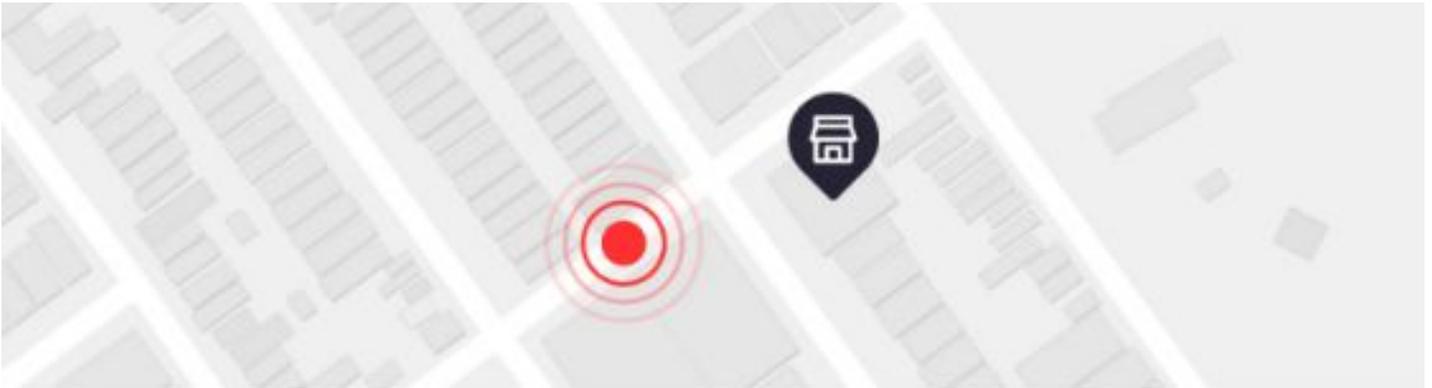
A Call to Action button links potential customers to your website, an order form or coupon, or even mobile phone mobile.

---

# Measure your success

## Track Store Visits

Yelp makes it possible to know whether people who engaged with your ad visited your business.

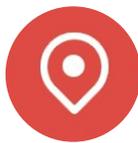


## Measuring the impact of your ads is easy with Yelp

Track your results with:



Impressions



Mapped Directions



Clicks



Call Tracking



Mobile Calls



Online Conversions



Brand Lift



Store Visits

---

# Yelp Ads drove guests to Jack in the Box at an average **\$0.81** per incremental visit as measured by Foursquare

*“Ultimately, our marketing strategy is to drive foot traffic into our store. Through our work with Yelp, we’re able to better understand how many people visited one of our restaurants as a results 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



---

# National entertainment chain sees double-digit returns

Bowlero, a national chain of entertainment centers, has used Yelp Ads to drive new customers. For them, it's all about foot traffic. With Yelp Ads, Bowlero's marketing team has been able to monitor the success of their Yelp Ads via their monthly Yelp Store Visits report.

*"It's ultimately about driving foot traffic...and that's why we're really excited about the new Yelp products that are enabling us to do that."*

– **Colie Edison,**  
Chief Customer Officer at Bowlero Corp



*"What it's measuring for us is how many people either saw or interacted with our ads and then were driven to the center."*

– **Megan Wintersteen,**  
Director, Digital at Bowlero Corp

---

# Peet's Coffee paired Yelp Connect with Yelp Ads to drive retail store visits

## Challenge:

Peet's Coffee wanted to boost foot traffic at their retail coffee bar locations. They turned to Yelp Connect to promote content about their cold beverage platform, including Cold Brew and Frappes.

## Results:

### Foursquare measured

- \$0.07 cost per visit, \$0.24 under industry median
- After seeing great results from their summer campaign, Peet's decided to make Yelp Connect a key component of their fall campaign.



---

# Visa increased brand awareness among small business shoppers with Yelp

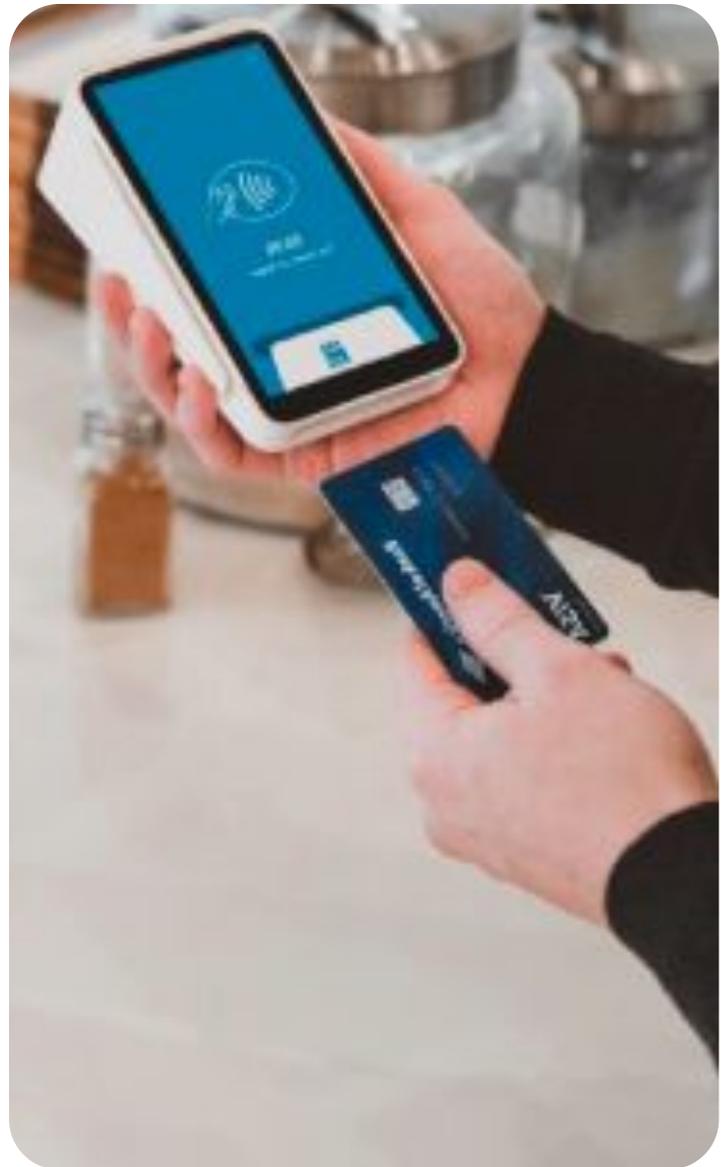
## Challenge:

Visa aims to be seen as a brand that empowers small businesses. The brand ran a display campaign with Yelp Audiences to educate consumers.

## Results:

### Kantar measured

- **+12PT lift** in consumer sentiment that Visa is a brand that empowers small businesses.
- This finding applied to all consumers on Yelp not just small businesses shoppers.



---

# Dwyer Group more than doubled conversion rate after partnering with Yelp

## Challenge:

Dwyer Group was looking for an innovative marketing platform to drive high intent user actions for its franchisees. Dwyer group decided to make Yelp an official vendor partner with the goal of helping franchisees gain new clients.

## Results:

Since partnering with Yelp and purchasing Branded Profiles for franchisees, Dwyer Group has experienced a **133% increase in user actions\*** from Yelp and the **average conversion rate doubled** in user view to user action.



---

# Start reaching more consumers now

Ready to advertise? Want to learn more and get a one-on-one consultation? We'd love to learn more about your business goals and get you set up for success.

Reach out to us today at [nationalbrands@yelp.com](mailto:nationalbrands@yelp.com)

