

# A FULL-FUNNEL SOLUTION: HOW YELP FOR BRANDS FITS INTO YOUR BRAND'S MARKETING STRATEGY

PRESENTED BY: **yelp**  for brands





# INTRODUCTION

Reaching consumers who need what you sell only seems to get more difficult every year. The consumer experience is spread across a number of different channels, and brands face the pressure to be present across them all, while somehow keeping all messaging relevant to where the consumer is in the buyer's journey.

It's an uphill battle, but one that Yelp for Brands is uniquely situated to help businesses win. Yelp for Brands is committed to helping large (and growing) multi-location and locationless businesses in a range of industries reach the right customers with the right messaging at the right time.

When your business partners with Yelp for Brands, you gain a dedicated team of specialists that provide guidance for how to get the most from Yelp's various ad products and features based on your particular goals. And the Yelp for Brands approach has resulted in helping clients—across various industries with a wide range of goals—get the results they seek.

# WHY YELP FOR BRANDS?

You've got lots of advertising options to consider, so what makes Yelp for Brands a worthwhile investment? Yelp connects your business with high-intent customers—people who are actively looking for what you sell, haven't decided who to go with, and are ready to make a purchasing decision sooner rather than later.

More than 74 million consumers visit Yelp every month<sup>1</sup>—that includes plenty of your ideal customers. And 86% of searches on the platform are unbranded,<sup>2</sup> meaning the consumer knows what they need, but not what business to choose. That's the best possible moment for you to reach them with a case for why you're the best choice. And if you do, it's likely to pay

off in a sale. 83% of Yelp users make a purchase from a business they found on the platform, and 57% make contact within a day.<sup>3</sup>

Plus, Yelp users tend to have money to spend: Over 56% make \$100,000 or more a year.<sup>3</sup> They're more likely to be looking for the best option, rather than the cheapest. That makes them a more lucrative customer for you to win—and ideally you can impress them enough to earn long-term loyalty.

This guide will provide an overview of the advertising options available to companies that work with Yelp for Brands as well as the kinds of business goals Yelp for Brands' advertising can help you achieve.

<sup>1</sup> Comscore media metrix, Desktop 2+ and Total Mobile 18+, Average of January - December 2023

<sup>2</sup> Yelp Internal Data, January 2021

<sup>3</sup> Comscore; age and income data via Media Metrix Multi-Platform report as of December 2023

# **SPECIFICALLY, THE GUIDE WILL COVER HOW YELP FOR BRANDS CAN HELP YOU:**

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## CHAPTER 1

# DRIVE IN-PERSON VISITS TO YOUR LOCATIONS

While many consumers like having the option of e-commerce, [HubSpot research](#) found that 69% of people still prefer to buy a product in-store.<sup>4</sup> But while they like to *purchase* the product in person, when asked how they prefer to *learn* about new products, many in that same group said they like to search online.

In other words, reaching customers online is a crucial step in getting them to show up in person. But getting in front of consumers online—and doing so in a way where they'll actually direct their attention to you—is no easy feat. People encounter so much content online that breaking through the noise is a serious challenge. According to [Harris Poll research](#), 75% of consumers report tuning out the ads they see on digital devices.<sup>5</sup>

<sup>4</sup> Hubspot, The State of Consumer Trends in 2023

<sup>5</sup> OAAA, Consumer Research Shows Heightened Receptivity To Out Of Home Messaging, Especially In Big Urban Areas, 2021



# IMPROVING LOCAL DISCOVERY WITH YELP FOR BRANDS

You can't control the overall online environment people encounter, but what you can do is aim to reach them in a context where (the many) online distractions have less power. Yelp advertising solutions can help you accomplish that because:

## They reach people who are actively looking for a local business.

The ads consumers describe tuning out typically show up when they're in the midst of doing something else online, like scrolling social media or reading an article in their favorite publication. On Yelp, ads show up precisely when the consumer is searching for a local business that offers what they need. They're far less likely to tune out an ad that answers the need they have right at that moment.

**Pro tip:** Match the search terms you're targeting with the products and services offered at each location, so consumers can find what they need at the store most convenient to them.



## They're targeted.

An ad's success has a lot to do with how relevant it is to the consumer. Yelp's targeting features help your ads appear to people highly likely to be interested in what you sell. You can control who sees your ads based on factors like their specific search query, geographic location and business attributes the consumer cares about, such as being a Black-owned or veteran-owned business.



## They pair your ad copy with location details and reviews.

When a consumer encounters your ad, they don't have to do any extra work to learn how to find your business. They can easily click through to your Yelp Page which includes all the business details they need to show up in person, from that location's address to its days and hours of operation. And on that same page, they'll also see reviews that help showcase why your business is worth that visit.

**Pro tip:** Make sure to keep information like your address and hours accurate for each location so customers know when and where to go to find you.



# YELP SOLUTIONS FOR INCREASING IN-PERSON VISITS

## Search Ads

When a consumer does a search on Yelp for a term that relates to your business offerings, Search Ads (also known as Yelp Ads) are the best way to capture their attention. Your ad will show up in key places on Yelp.com and the Yelp mobile app, such as above or below relevant search results in the “Sponsored Results” sections and on your competitors’ pages—this gives your business the chance to be one of the first things consumers will see, helping increase your brand’s visibility. You can even set up competitor targeting with your Search Ads. As a Yelp for Brands advertiser, you can list the names of your competitors or specific, related keywords, and your ad will appear for those searches.

## Spotlight Ads

Spotlight Ads secure valuable real estate for your business on the Yelp homepage and on photo pages of other businesses. You can reach customers with engaging video ads in prime placements to catch their attention.

Multi-location brands can use Spotlight Ads to show localized messaging based on geographic location to better drive in-person visits to the location closest to that consumer. And when choosing the call to action (CTA) for your ad, you can even select “Get Directions,” which will open directions to the closest store in the consumer’s default navigation app.



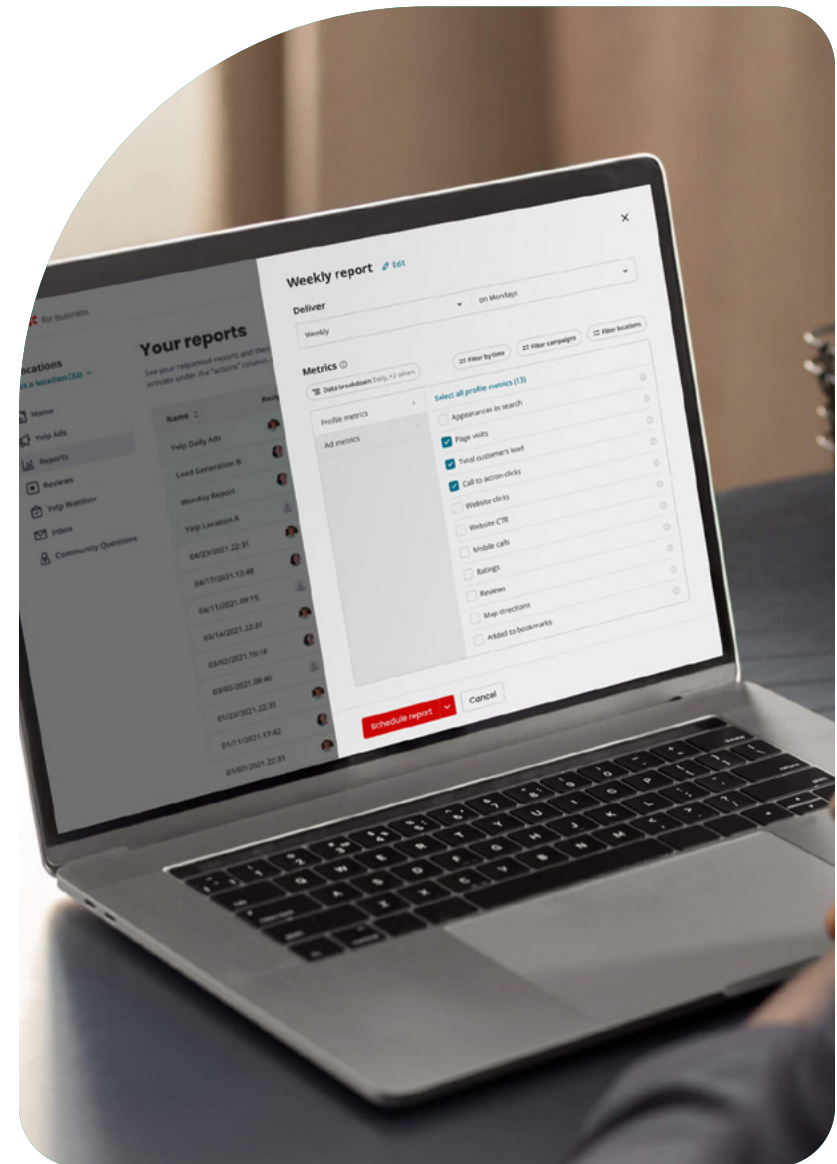


## Yelp Audiences

For users that show an interest in your business on Yelp, but aren't ready to make a purchase right away, Yelp Audiences helps you keep their attention even when they're not on Yelp. Yelp Audiences uses engagement data—such as what Yelp searches a consumer has made and the Yelp Pages they've clicked on—to offer ad targeting across the web, ConnectedTV and audio. That helps you stay top of mind for customers until they're ready to show up at the store.

## In-store attribution

Modern marketing tools make tracking the link between clicks and purchases easy, but drawing a line between online activity and offline behavior is trickier. Yelp for Brands partners with Foursquare as well as offering its own proprietary attribution tool, Yelp Store Visits (YSV), to help you measure when your Yelp Ads and page visits turn into in-person trips.





# A YELP FOR BRANDS SUCCESS STORY ON DRIVING LOCATION VISITS

For [Bowlero](#), a national entertainment chain with over 300 locations, driving foot traffic is a top priority. With so many locations, spanning four different brands, they need an advertising approach that combines national brand goals with the needs of individual locations. With Yelp for Brands, they can launch national campaigns that achieve localized marketing, highlighting details about individual locations that make people nearby more likely to show up.

*"I think one of the really unique things about Yelp is because of the way that our footprint is. It's challenging through other mediums to actually support each and every center, but Yelp enables us to put something unique to that center out into the market."*

Colie Edison  
Chief Customer Officer of Bowlero Corp



Working with Yelp for Brands has given Bowlero better tools to not only drive in-person visits, but also better measure how many of those visits relate to online interactions, as well as how much revenue they bring in. The team uses the monthly Yelp Store Visits report to monitor the success of their Yelp Ads and has been able to track double-digit returns on their ad spend.

*“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



## CHAPTER 2

# GENERATE INQUIRIES AND BOOKINGS AT SCALE

The business category that [generates the most reviews on Yelp](#) isn't restaurants as you might think—it's home and local services. And 2.5 billion searches and page views on the platform each year are for service needs like auto and home services.<sup>6</sup>

Consumers frequently include Yelp in their research process when looking for service businesses, and Yelp makes it easy for them to take the next step with your business. Consumers can request a quote or set up an appointment right there on your Yelp Business Page. In fact, over 60,000 new requests for quotes, consultations or other messages are sent to businesses on Yelp every day.<sup>7</sup> And 65% of people who request a quote through Yelp are in the “ready to hire” phase.<sup>8</sup> And with the Leads API, your business can ingest these requests into your own CRM platform, allowing your team to respond quickly and easily and win the business.

<sup>6</sup> Yelp Internal Data, 2023 annual searches and pageviews for all categories excluding Food, Restaurants and Nightlife

<sup>7</sup> Yelp Internal Data, 2022; based on an analysis conducted between April 2021 and April 2022

<sup>8</sup> Source: Yelp Internal Data, Consumer RaQ CSAT Survey, 2019





# YELP SOLUTIONS FOR BOOKING AND LEAD GENERATION



## Contact options

You want to make it as seamless as possible for interested consumers to contact you—the fewer steps between learning you exist and setting up an appointment, the better. Yelp for Brands offers multiple options for driving contact.

If you invest in [Enhanced Profiles](#) (more on that below) and/or [Showcase Ads](#), you can choose a custom CTA to highlight on your Yelp Page or ad. Choose from CTA button options like Call Now, Book an Appointment, and Get a Quote—all of which make it easy for the customer to go straight from the research stage to being on your books. Some service-based businesses also have access to the Request a Quote feature, which makes it extremely easy for consumers to hire and schedule jobs with their chosen provider with even fewer clicks.



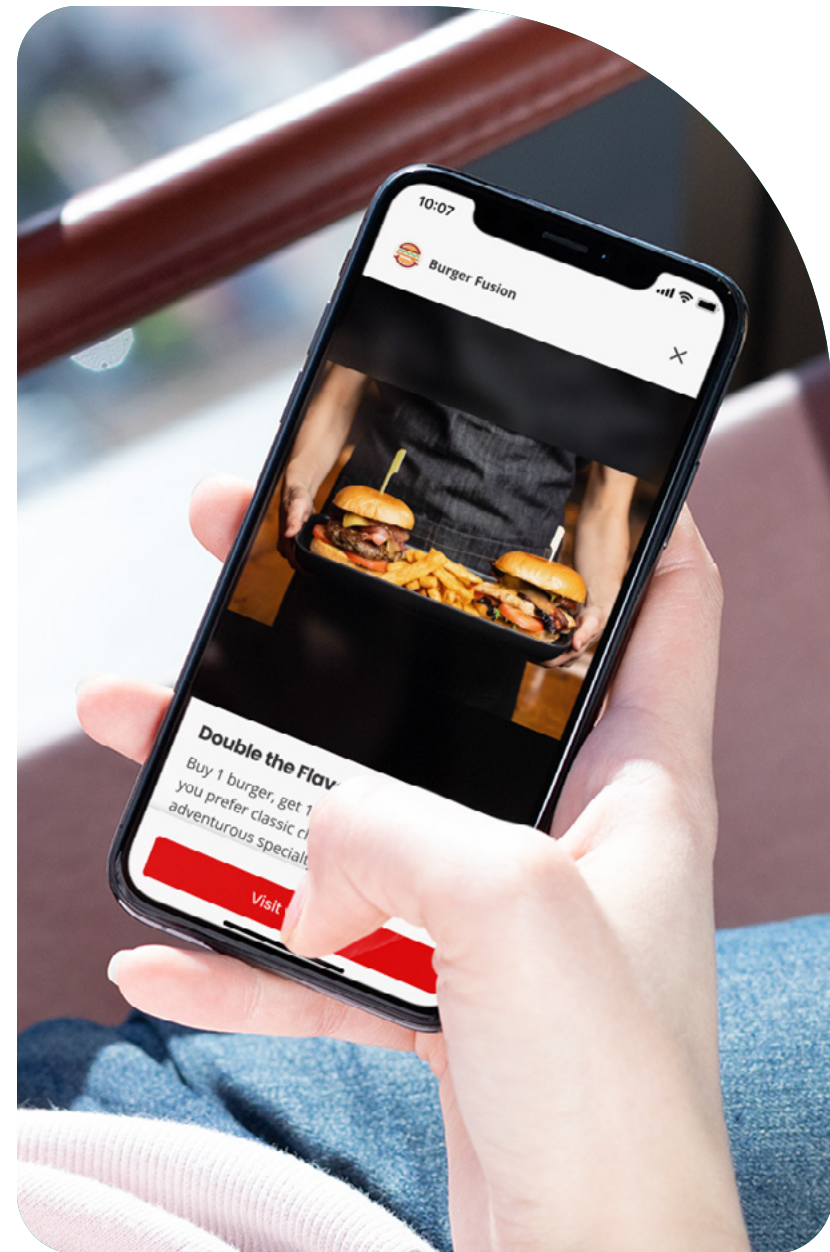


## Search Ads

Businesses that use Search Ads—also known as Yelp Ads—receive 2.5 times as many leads as those that don't.<sup>9</sup> Search Ads can reach people right when they're looking for the kind of services you offer. Paired with the right CTA—like “Request a Quote” or “Book an Appointment”—your ads can make it easy for interested consumers to take action.

## Attribution options

Yelp for Brands doesn't just help drive leads your way, it also offers tools that enable sophisticated tracking. You can easily track how often people request a quote, make a call, send a message or book an appointment through the platform. Yelp for Brands can also help you track any actions on your own website that originated with Yelp traffic, such as contact form submissions, bookings and online transactions.



<sup>9</sup> Yelp Internal Data, 2022; based on the average number of leads for businesses that bought Yelp Ads versus those that did not between March 2021 and February 2022; results may vary



# A YELP FOR BRANDS SUCCESS STORY ON INCREASING ENGAGEMENT

[Christian Brothers Automotive](#) has over 270 locations around the United States, many owned by franchisees. And while they've clearly made a name for themselves, they know there is still plenty of opportunity to secure new customers who are in need of their services.

They decided to give Yelp a try to secure new customers, although some franchisees were skeptical about how well it would work. To address their concern, they focused on provable goals. After implementing tracking phone numbers for their cost-per-click campaigns, they were able to collect proof of a 4x return on their investment. That prompted more investment in a four-month ad campaign which resulted in a 9x return on ad spend (ROAS).

*"There's 5 million searches a month that come through on Yelp looking for 'auto repair near me.' 96% of them are unbranded. It means that people aren't searching specifically for our name with 275 stores throughout the country."*

Janis Jarosz  
Chief Brand Officer  
Christian Brothers Automotive

*"Some owners who were doubters, not only are believers, but now they're evangelists. They're out there beating the drum for Yelp... because it works."*

Janis Jarosz  
Chief Brand Officer  
Christian Brothers Automotive



# BEST PRACTICES FOR GENERATING LEADS WITH YELP FOR BRANDS

## Upgrade to an Enhanced Profile

Investing in an [Enhanced Profile](#) gives you more control over what consumers will see on your Yelp Page. You can include more information on your history and specialties with Business Highlights, control which photos appear first on your page with Slideshow, and add Call to Action button links that help drive the actions you want visitors to take.

## Invest in the Verified License feature

For service professionals that work in consumers' homes or on their cars, people want to know they'll be in good hands. A license is a clear indicator of trustworthiness and professionalism, and Yelp helps you clearly showcase your credentials. Licensed professionals can submit a business or employee license to Yelp for verification to have the Verified License badge added to their business page. Having it can immediately increase your odds of getting hired—[82% of Yelp users](#) say they're more likely to choose a business that has the badge than one that doesn't.<sup>10</sup>

<sup>10</sup> 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



## Promote specific services

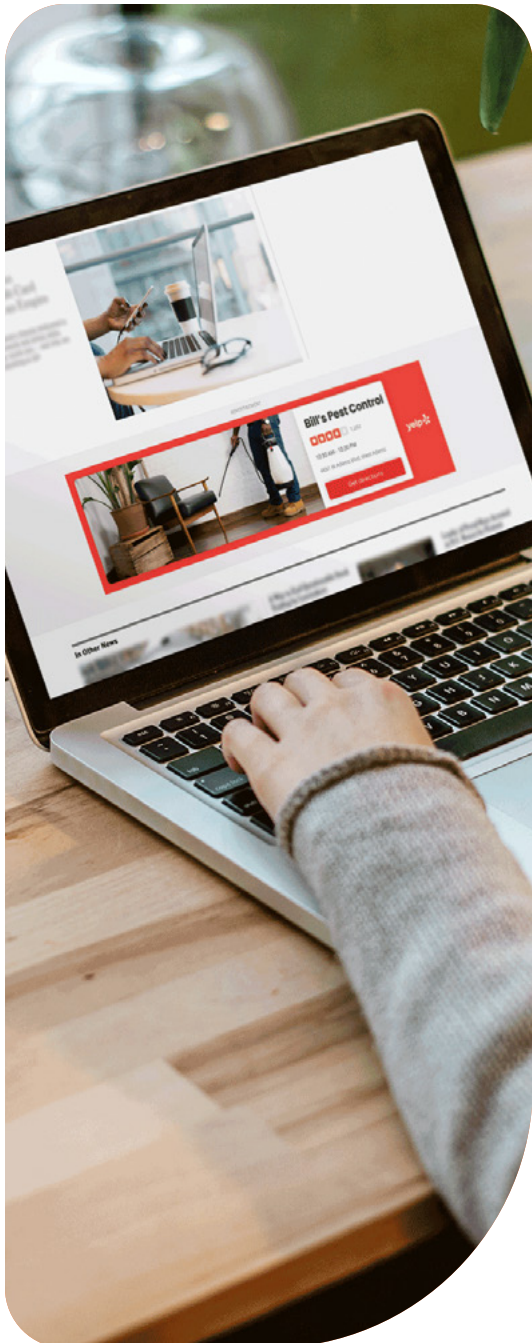
When people come to Yelp looking for a service provider, they typically have a specific need in mind. Someone looking for a pest control business may not need general “pest control” so much as help getting rid of the mice living in their attic. You can increase your chances of showing up for what they need by using Yelp’s ad products to highlight specific services you offer. This also gives you a way to optimize for the services that earn you the most profit. If a salon makes more on color treatments than haircuts, promoting your color services can help you win more valuable customers.

## Respond quickly

When someone requests a quote or sends a message to a business on Yelp, they likely have an immediate need. Monitoring your Yelp messages and [responding quickly](#) is crucial to earning their business. Responding quickly is easy to do with lead management tools, like Yelp Inbox or [Leads API](#). Yelp displays the average response time for businesses on their Yelp Pages, which can influence how likely a customer is to reach out to you versus a competitor. Businesses that respond to messages and requests within 24 hours get 3x times as many messages as those that don’t.<sup>11</sup>



<sup>11</sup> Yelp Internal Data, 2022; based on an analysis conducted between April 2021 and April 2022



## CHAPTER 3

# INCREASE ONLINE SALES

Yelp for Brands isn't just for businesses trying to drive in-person visits and services; there are also products designed to drive online sales for e-commerce and locationless businesses. Any business with an e-commerce component—including restaurant takeout, retail buy-online-pickup-in-store (BOPIS), online services, and more—can make use of Yelp ads to increase website traffic and online purchases. Even businesses without any brick-and-mortar locations can benefit from Yelp's audience of over [74 million monthly users](#).<sup>12</sup>

<sup>12</sup> Comscore media metrix, Desktop 2+ and Total Mobile 18+, average of January – December 2023





# YELP SOLUTIONS FOR DRIVING ONLINE SALES

## Yelp Audiences

Yelp Audiences lets you (ethically) use Yelp's rich first-party data to effectively target relevant audiences across platforms. You can run brand awareness campaigns that reach consumers around the web, on [Connected TV](#) (CTV) and on audio platforms, along with conversion-focused campaigns that drive people back to your website to fill out a form, make an online purchase or take another desired action.





# A YELP FOR BRANDS SUCCESS STORY ON USING YELP AUDIENCES

A high-end online mattress retailer used Yelp Audiences to drive online sales. They started out targeting audiences looking for mattresses, hoping to beat their previous campaign return of 6.5x. Their Yelp Audiences campaign was so successful that they expanded it to target additional relevant personas, including people searching for furniture stores, pet owners and movers.

**The result:** 15x total ROAS<sup>13</sup>

## Spotlight Ads

Spotlight Ads allow you to reach users with video ads on the home page and on photo pages of other businesses. A click on Spotlight ads takes Yelp's high-intent users to a detail page with more information and a call-to-action that can drive to your website or business page, making it an easy way to improve brand awareness, promote special offers and drive traffic back to your website.

## Online attribution

Yelp for Brands provides attribution tools, like the Yelp Pixel, to help you clearly see how often Yelp page visits and ads lead to online orders. Track the relationship between sales on your website and revenue from online orders with Yelp ad impressions and clicks.

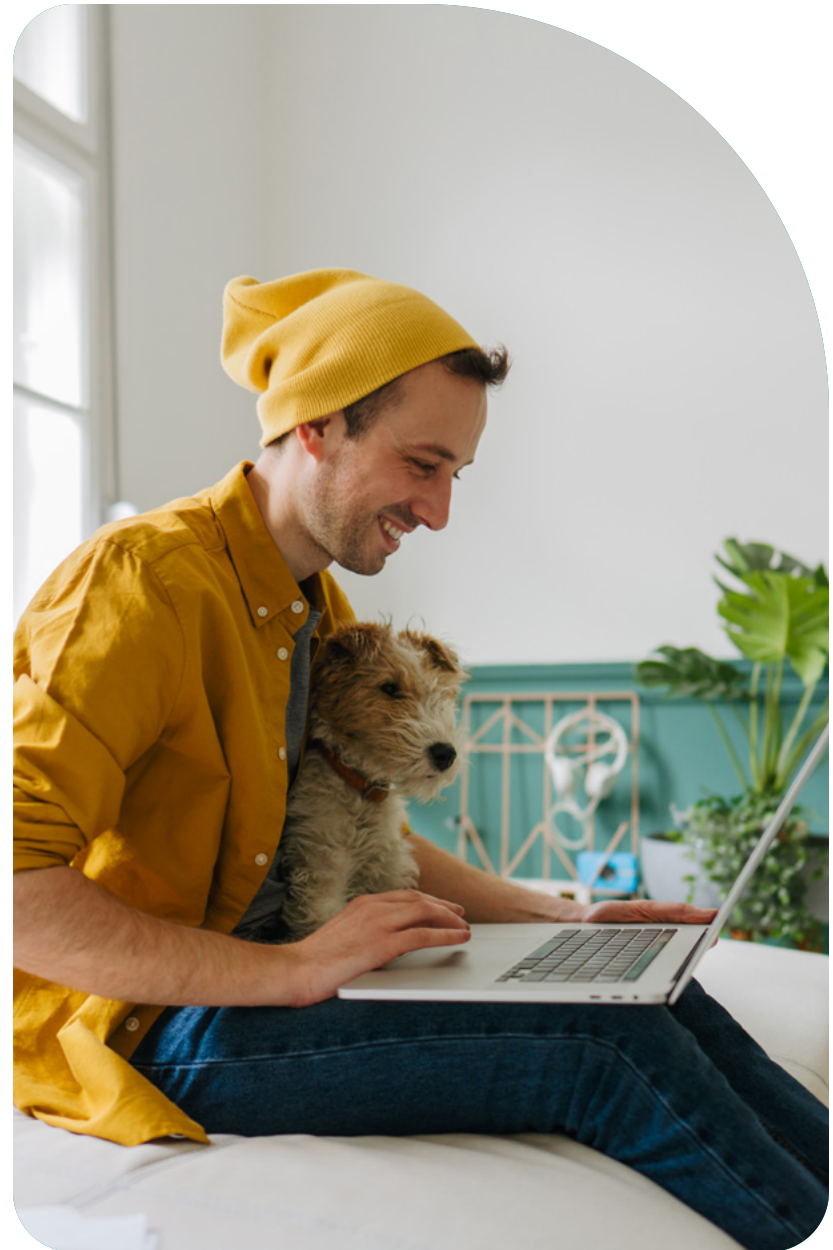
<sup>13</sup> Yelp internal data measured by Pixels via Yelp Audience Product, and by ROAS provided by client; campaign reporting dates of February-July 2021.



# A YELP FOR BRANDS SUCCESS STORY ON ATTRIBUTION

A national pet food brand used Yelp Audiences to target consumers who search for pet-related categories with the aim of driving website visits. They used the Yelp Pixel to measure the results of the campaign. Not only did they earn 7.2 million impressions, but they were able to measure the specific cost of the website visits they got from the campaign. Their goal was to spend \$15 or less for each website visit.

**The result:** \$0.89 per website visit, 94% less than their target KPI <sup>14</sup>



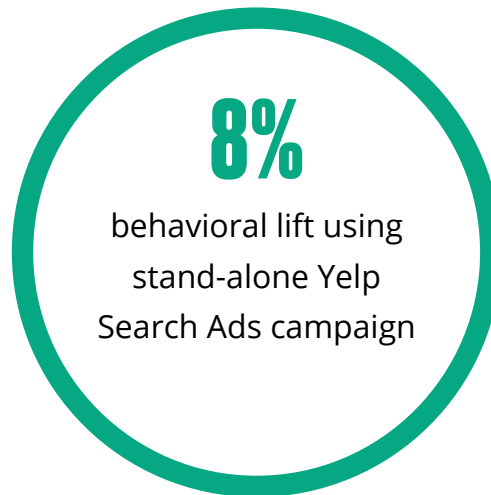
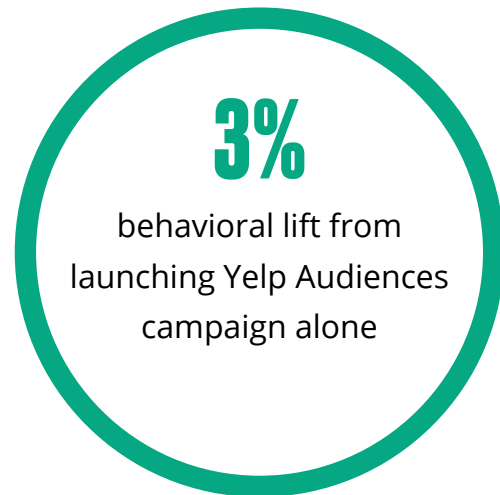
<sup>14</sup>Yelp Internal Data, Pixels, 6/1/21 - 8/31/21. Pet Parents related categories such as Pet Stores, Pet Insurance and Pet Groomers.



# BEST PRACTICES FOR DRIVING ONLINE SALES WITH YELP FOR BRANDS

## Use a mix of ad products

Focusing on one ad product can certainly lead to meaningful results, but combining multiple ad types in your campaigns can net even bigger returns. For example, a client that launched a Yelp Audiences campaign alone saw a 3% behavioral lift; their stand-alone Yelp Search Ads campaign produced an 8% behavioral lift. But when they used a combination of both Yelp Ads and Yelp Audiences together, they saw a 20% increase in behavioral lift—more than double the results of either ad type alone.<sup>15</sup>



<sup>15</sup> Store visit data reported by Foursquare, a Yelp Attribution Partner, 2020 YA/core overlap analysis



## Use targeting features

Smart targeting is crucial to getting the best results from advertising on Yelp. But it pays to think outside the box. When the aforementioned mattress brand focused on the specific audience of people looking for mattresses, they got good results. But when they included additional relevant personas in their ad campaign, their return on ad spend (ROAS) only grew. The most lucrative persona turned out to be pet owners at a 22x ROAS—that’s not the most obvious audience to target for mattresses, but clearly a worthwhile one.<sup>16</sup>

## Partner with local businesses

Many locationless businesses can get a boost by partnering with local businesses. For example, a locationless consumer packaged goods (CPG) brand can run co-branded ads that encourage consumers to check out the local stores that stock their products. And a national brand can earn goodwill by running ad campaigns that encourage supporting relevant small businesses.



<sup>16</sup> Yelp internal data measured by Pixels via Yelp Audience Product, and by ROAS provided by client; campaign reporting dates of February-July 2021.





# A YELP FOR BRANDS SUCCESS STORY ON CO-BRANDING

A national beverage brand used co-branded Showcase Ads combined with Yelp Audiences to drive online sales and encourage visits to local retail stores that sell the product.

## The results:

- » 757,000 store visits at \$0.37 a visit
- » 7,083 online sales<sup>17</sup>



<sup>17</sup> Yelp Internal Data. Based on campaign running Nov '20 - Jan '21 measured by Foursquare Store Visits and Yelp Pixels.



## CHAPTER 4

# GAIN B2B LEADS AND SALES

Yelp may not be the first platform that comes to mind when you think about B2B (business-to-business) advertising, but it's a smart channel to add to your marketing mix. 6.3 million business owners have active accounts on Yelp to manage their business listings.<sup>18</sup> And that number's growing—there's been a 10% year-over-year increase in claimed business locations.<sup>19</sup>

<sup>18</sup> Yelp Investor Relations, as of December 31, 2022

<sup>19</sup> Yelp Internal Data, Yelp Investor Relations, as of December 31, 2022; updated annually



Business decision-makers tend to have packed, stressful schedules, and they encounter a bombardment of sales messaging throughout a typical day. [Gartner research found](#) that 40% of leaders and 30% of managers report high levels of information burden—business communications that require a lot of work and can easily consume more than three hours a week.<sup>20</sup> Cutting through that noise to reach them with a sales message they're willing (and ready) to hear is a constant challenge. Your best bet is ensuring relevance—reaching the right business contact with a message that addresses their needs.

Yelp for Brands has sophisticated first-party data that can help with that. And as an added bonus, you can gain a competitive advantage by accessing data and ad tools that other businesses in your space haven't thought to use.



<sup>20</sup> Harvard Business Review, Reducing Information Overload in Your Organization, 2023



# YELP SOLUTIONS FOR REACHING B2B BUYERS

When businesses are active on their Yelp Pages, it shows that they care about how their business is presented and marketed online, as evidenced by their desire to claim, log in and manage their digital storefront on Yelp. The first-party data about those businesses can then be used to create targeted B2B campaigns.

While many other platforms require guesswork using demographic and firmographic data only, Yelp's data goes well beyond that. Yelp for Brands provides clients with dedicated support to help create the most relevant personas based on the data of those engaged businesses. This includes:

- » The business location(s)
- » If they have a website
- » If they accept credit cards
- » If they have multiple locations
- » Applicable industry categories
- » Number of reviews
- » Average customer rating
- » Business age
- » How long ago they claimed their business page
- » How recently the business was active on Yelp

This data helps you focus your ads on B2B contacts who are active, engaged and highly likely to need what you have to offer. Once you create your target personas, you can build Yelp Audience campaigns that reach your audience wherever they spend their time across the web.





# A YELP FOR BRANDS SUCCESS STORY ON REACHING B2B BUYERS

A payment solutions company used Yelp Audiences to launch a lead generation campaign targeting the platform's business users. Their goal was to drive form fills.

## The result:

- » 3.8 million unique users reached
- » \$30 cost-per-acquisition for form fills
- » \$0.01 cost per business reached<sup>21</sup>



<sup>21</sup> TradeDesk and Adroll data, 2020





# BEST PRACTICES FOR REACHING B2B USERS WITH YELP FOR BRANDS

## Create detailed personas

The most important step in getting the most out of a Yelp B2B campaign is getting your personas right. Where Yelp stands out most for B2B companies is in the data attributes that you're unlikely to encounter elsewhere. Take advantage of that. Your Yelp for Brands representative will work closely with you to clearly define the personas you want to reach and help you strategize how to match your messaging to their specific needs.

## Clearly define your goals

Think through what you want to get out of each campaign. What action do you most want consumers to take, and how will you define success? If you want a campaign to result in a specific action—form fills,

online purchases, applications submitted, or booked appointments, to name a few—choose a CTA for your ads that matches your goals. If you have a specific goal related to ROAS, Yelp for Brands will help you track how closely your campaign meets (or beats) it.

## Make use of Yelp's measurement options

Yelp for Brands provides extensive measurement options to ensure you can track the success of your campaigns. That includes tracking store visits, in-person transactions, online transactions, other online activity, and phone calls. Measuring your results enables you to prove how effective your investment is and refine your approach over time for even better results.

## CHAPTER 5

# PROMOTE PRODUCT SALES

Consumers on Yelp aren't necessarily looking for the general category you belong to, like "retail business." They're more likely to be looking for a specific product or service, like "tacos" or "shoes." To capture the customers with a specific need, use Yelp advertising solutions to highlight popular products you sell.

The customers looking for a particular product are precisely those most likely to make a purchase soon after seeing an ad. Several of the Yelp ad products we've covered can help you capture those sales:

- » With **Showcase Ads**, you can share information about specific products and promotions above the search results for relevant searches
- » **Spotlight** can be used to bring awareness of popular products or limited-time offers to a large audience
- » **Yelp Audiences** can extend your product-focused campaigns beyond Yelp itself so reminders of your products and offers reach relevant audiences around the web, on ConnectedTV and audio platforms





# BEST PRACTICES FOR PROMOTING PRODUCTS WITH YELP FOR BRANDS

## Highlight specific consumer-packaged goods (CPGs)

Driving awareness of your overall brand is valuable, but many consumers are more likely to go straight to the sale if you're promoting something specific that they need or want. Yelp campaigns can help drive purchases of CPGs both in-store and online. They're a particularly useful option for national brands wanting to drive more local in-store sales. You can launch co-branded ads that direct consumers to stores nearby that sell your products.

## A Yelp for Brands success story on boosting CPG sales

A popular department store wanted to increase sales of specific CPGs in a few key categories, like beauty, home, decor and jewelry. They used Search and Showcase Ads to highlight limited-time offers for specific products.

### The result:

- » 12x ROAS for all categories targeted
- » In the top performing category, beauty, ROAS was 14.9x<sup>22</sup>

<sup>22</sup> LiveRamp campaign data Q1 - Q3 2023. Attribution window on 1 in 28 day window.



## Promote seasonal and limited-time offers

Limited-time offers give consumers a reason to act fast, which can help effectively drive sales. Kerry research found that, in the restaurant industry, 64% of consumers buy limited-time offers (LTOs) on occasions when they might not have otherwise bought anything.<sup>23</sup> Yelp ad products help you alert relevant consumers to your LTOs and when they'll end, so they know to show up to your store or website in time to take advantage of the offer.

## Emphasize new product launches

A lot of work and resources go into creating a new product. Once it's ready, you want to make sure the right consumers know about it. Yelp's ad products are a strong option for raising awareness of your new product and how it will benefit each audience category you target. You can reach people who already love your business, to encourage them to show up and try something new. And you can also use Yelp ads to reach new audiences that the product will likely appeal to, potentially winning them over as a new customer for your brand.

## A Yelp for Brands success story on pushing LTOs

A quick-service restaurant used a combo of Spotlight and Showcase Ads to drive awareness of their LTOs for specific products. They hoped to achieve at least a 1% behavioral lift as a result of their campaigns.

### The result:

- » 14.84% behavioral lift<sup>24</sup>

<sup>23</sup> Kerry, New Research: Are Limited Time Offers Worth It?, 2022

<sup>24</sup> Foursquare campaign, Campaign Dates: 6/29/23-8/29/23 (Spotlight 7/10-8/7). Categories include: Mexican, Tacos, Fast Food, Chicken Shops, and Salads

## CHAPTER 6

# INCREASE AWARENESS AND LOVE FOR YOUR BRAND

Winning new sales is always an important goal for businesses, but being a brand customers love can be just as valuable for long-term success. Yelp for Brands doesn't just help clients make sales—the team works closely with you to craft campaigns and strategies that will help you earn and increase brand recognition and customer loyalty.







# YELP SOLUTIONS FOR BRAND BUILDING

## Enhanced Profile

Your Yelp Page is a place to better connect with customers and show them who you are. Enhanced Profiles give you more tools to accomplish that. You can add more photos to show off your work, highlight employees to humanize your brand, and emphasize popular products. Plus you can add badges that highlight [unique business attributes](#) customers care about, like being minority-owned or having gender-neutral bathrooms.

## Brand lift measurement

Brand awareness can be difficult to measure, but Yelp for Brands ensures you can determine how well your campaigns are paying off. We partner with Dynata, Kantar, and Upwave to run brand lift studies so clients can gain clear intel on how well your campaign results match your goals.

## Yelp Audiences

Yelp Audiences is a great fit for brand awareness campaigns because you can reach people around the web in the places they already spend their time. Notably, that includes CTV and audio platforms, like Spotify, Pandora iHeart and more. When people in your target audience are settling in to stream their favorite TV show or sporting event, you can serve them reminders of your brand and what makes you special. You can even use Yelp Audiences to deepen your relationship with current customers by creating a target persona based on people you've worked with—serving them ads that emphasize your commitment to earning their loyalty through a great customer experience.



# A YELP FOR BRANDS SUCCESS STORY ON BRAND LIFT

Visa ran a display campaign with Yelp Audiences to educate consumers on their efforts to support small businesses. Yelp for Brands worked with Kantar to measure how the campaign impacted consumer sentiment.

## The result:

- » 12-point lift in consumer sentiment that Visa is a brand that empowers small businesses<sup>25</sup>



<sup>25</sup> Yelp Audience Platform campaign, Brand lift study by Kantar Group



# BEST PRACTICES FOR BUILDING BRAND AWARENESS AND LOYALTY WITH YELP FOR BRANDS

## Optimize your page

Your Yelp Page is the main way customers on the platform can interact with your brand. Make good use of the space you have there. Fill in every relevant field, and make a point of keeping the information there accurate. Even just covering the basics can make a big difference—pages that include a photo, website, phone number and business hours averaged 7.6x more page views than those without.<sup>26</sup>

## Invest in co-branding campaigns

For big brands, especially locationless brands that don't have their own Yelp Pages, co-branding campaigns can be a smart way to boost consumer sentiment by aligning yourself with other businesses that match your brand values. For instance, if you know your audience cares about supporting the LGBTQ community, you could run a campaign that helps drive traffic to relevant local LGBTQ-owned businesses, aligning your brand with a cause consumers care about.

<sup>26</sup> Yelp Internal Data, 2022; based on an analysis of businesses that added a photo, URL, phone number and business hours to their business page between March 2021 and March 2022



# A YELP FOR BRANDS SUCCESS STORY ON CO-BRANDING

KitchenAid used Yelp Audiences' Dynamic Yelp Content Ads to serve off-platform, geo-targeted ads encouraging customers to support women-owned businesses in their area.

## The result:

- » Localized searches and page views for women-owned businesses on Yelp increased 18% that month
- » KitchenAid earned a 12% lift in preference for the brand<sup>27</sup>



<sup>27</sup> Yelp's SVP and Head of GTM, National discusses Yelp Audiences, a new advertising platform reaching high-intent audiences off Yelp", July 14, 2021 Yelp Blog Link. Yelp internal data + Kantar study May 2021, exposed vs unexposed. The Yelp campaign was able to drive an uptick in overall KitchenAid preference along with significant lifts in consideration and preference for dish products.





# RESPOND TO REVIEWS

Reviews are one of the greatest strengths of Yelp for both businesses and customers. On the business side, they give you an invaluable opportunity to interact with your customers directly—and not just any customers, your most *engaged* customers. Responding to a review lets you start (or continue) a relationship with the customer. If the review is positive, you can thank them and increase the odds they'll keep coming back. If it's critical, you can take the opportunity to try to make the situation right and use relevant feedback to make changes that improve the overall experience for all of your customers.

Review responses also signal to prospective customers that you care. [BrightLocal research](#) found that 88% of consumers are more likely to use a business if they see the business owner responds to all reviews.<sup>28</sup> By making an effort to [monitor your Yelp Page](#) and reply to the customer feedback that comes in, you can earn the goodwill of current customers and win over potential new ones.



<sup>28</sup>BrightLocal, Local Consumer Review Survey 2024: Trends, Behaviors, and Platforms Explored





# A YELP FOR BRANDS SUCCESS STORY ON LEVERAGING REVIEWS

Bulwark Exterminating is a family-owned pest control company that's committed to building customer loyalty through exceptional service—and they have over 15,000 5-star reviews across 30 locations to show for it. Those well-earned reviews are a powerful marketing tool they can use to help convert more customers, but only if those consumers are exposed to them first.

*"One of the strongest and best things in marketing is that instead of me saying that 'we're a fantastic pest control company, and we're going to take care of you,' is having somebody else say, 'Those guys, I use them. They're a fantastic pest control company, and I recommend them.'*

Thomas Ballantyne  
Director of Marketing, Bulwark Exterminating





To grow their customer base, they started investing in Yelp ad products years ago, starting with Enhanced Profiles. The company pays close attention to the return on investment for all their ad campaigns—when their ad spend pays off, they have more money to invest in their people. Their early spend on Yelp paid off enough that over the years they've expanded to multiple Yelp products including Search Ads, Yelp Audiences, and Spotlight.

As a result, they've seen a 21% increase in leads and a 20% increase in sales. When they measured the brand lift of their brand awareness campaigns, they found that consumers were as familiar with their brand as with much bigger businesses that had been around for 100 years—a huge feat for a brand of their size and age. Even better, the customers they earn through Yelp stick around. Yelp is on par with customer referrals in sending high-retaining customers.

*"When it comes to keeping my employees and my family at Bulwark growing, Yelp—with the number of accounts that we got last year—employed four new employees for us."*

Thomas Ballantyne  
Director of Marketing, Bulwark Exterminating



## CHAPTER 7

# REACH CUSTOMERS ACROSS THE WEB

Showing up for customers on the Yelp platform is a powerful way to reach a purchase-ready audience. But consumers that use Yelp also spend time online in a number of different places—online newspapers, social media sites, popular blogs and streaming sites, just to name a few. [Yelp Audiences](#) gives you a way to stay top of mind with your target audience even when they're not on Yelp.

Yelp Audiences is a useful option across industries and use cases—every business category and goal covered in this guide can benefit from an investment in Yelp Audiences. You can also choose from a variety of ad formats, including display, video, audio and Dynamic Yelp Content Ads—or employ a mix of a few.





Yelp Audiences doesn't just vastly extend the reach of your campaign messaging, it also lets you get very specific about who you reach. While privacy concerns grow and effective targeting continues to get harder, Yelp maintains rich first-party data that you can ethically use to reach the right audience for your brand. There are over [1,500 business](#) categories available to help you hone the right personas for your campaigns.

And as with other Yelp ad products, there are a number of tools for [effective measurement](#).

**You can track:**

- » Store visits with Yelp Store Visits, and FourSquare
- » Online conversions with Yelp Pixel
- » Phone calls with Telmetrics
- » Offline transactions with LiveRamp

Every business that works with Yelp for Brands gets personalized support from a team committed to helping you create the best personas for each campaign, measuring results against your specific goals and refining your campaigns over time for ever better results.



# GET STARTED WITH YELP FOR BRANDS

[Get in touch](#) for a demo on how Yelp for Brands can help you achieve your goals. If you're already a client and interested in pursuing a new ad product, reach out to your representative for more information.

