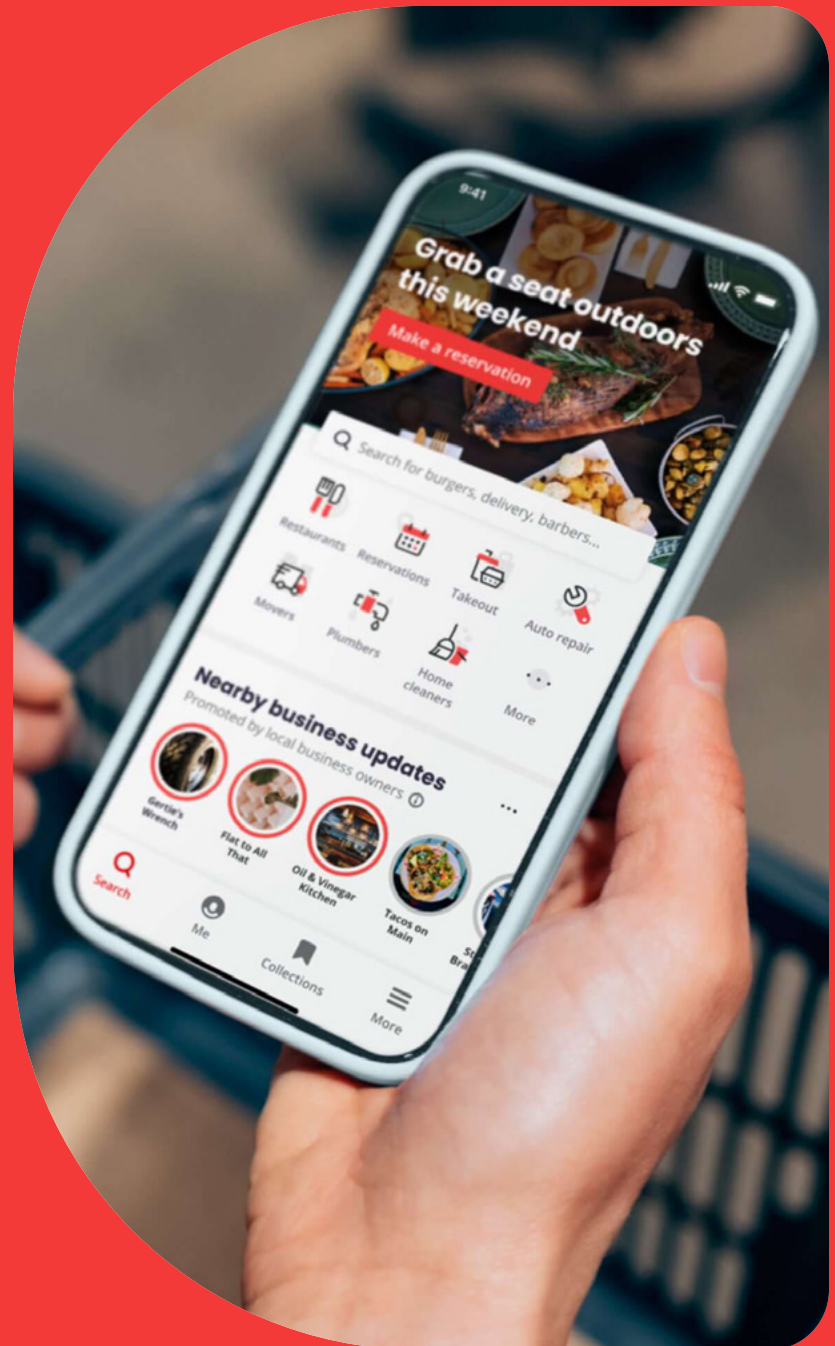


THE YELP GUIDE FOR ENTERPRISE AD AGENCIES

PRESENTED BY: **yelp**  for brands





Your clients have high standards and you don't want to just satisfy their expectations.

You want to wow them with even better results than they imagined—results that are compelling enough to make them choose you year after year.

That can be a tall order. Figuring out how to differentiate your agency from all the others clamoring for your clients' business is a constant challenge. Working with [Yelp for Brands](#) offers a strategic advantage. You can help your clients reach a purchase-ready audience that knows what product or service they need and are actively seeking the best company to provide it. **In fact, 86% of all Yelp searches don't include a specific business name¹, and 83% of users purchase from a business they found on Yelp².**



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CHAPTER 1

HOW YELP FOR BRANDS CAN HELP YOUR AGENCY

Yelp for Brands is invested in building mutually beneficial relationships with enterprise agencies. You'll be provided tools and resources that help you serve your clients better. "Qualified agencies" can tap into a range of agency program benefits we provide, including:

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1. DATA AND INSIGHTS

Qualified agencies can tap into a treasure trove of Yelp data, helping you better identify trends to make more informed decisions when planning out your strategy and selecting media tactics for clients.

The right data can also bolster the presentations you provide to impress current clients and win new business. In some cases, Yelp for Brands reps can help agency contacts with those presentations—co-pitching to new business prospects with you or providing mockups and full pitch decks for you to use.

Qualified agencies will be equipped with data that reveals things like:



Economic trends

Yelp for Brands' data reveals key economic insights, such as the overall number of businesses opening in a particular time period. Knowing that [new business openings are up](#) and seeing the breakdown of that data based on factors like geographic location and industry gives your clients real-world insights into the state of the economy.



Industry trends

Economic trends aren't uniformly felt across industries, so Yelp for Brands also offers [industry-specific data](#) you can use to help clients understand what's happening in the industries most relevant to them.

This goes beyond macro-level trends like the number of store openings nationwide. You can also see what search terms customers are using in different locations. If consumers in certain cities show a growing interest in vegetarian food, you can recommend restaurant clients add more meat-free options to the menu in those markets. Similarly, you could use data to recommend a national salon chain client match their promotions in each city to the services the data shows are most popular there—in one city, offers for gel manicures may drive more appointments, while deals on highlights and balayage services might work better in another.





Consumer behavior

Advertisers face the constant challenge of trying to understand how customers think and what drives their purchasing decisions. Yelp for Brands has rich data into more than just what terms they search for, but also their shopping priorities and at what stages in the buyer's journey they typically take action.

With Yelp for Brands' help, you can craft data-backed personas for your clients that reveal clear insights into their audience base. Knowing behaviors like which kind of consumers frequently visit \$\$\$\$ pages versus \$ ones and which regularly seek out minority-owned businesses can help you improve your ad targeting. Plus, Yelp for Brands is transparent about where that data comes from, so you can answer any questions clients have, which enhances the value of the personas you provide and their confidence in them.



2. DETAILED REPORTING AND ATTRIBUTION

In addition to the high-level data on larger business trends, Yelp for Brands also provides [detailed reporting and attribution](#) for each client account. Account data includes all the basics you'd expect, such as:

- » Clicks and cost-per-click (CPC)
- » Cost-per-store-visit (CPSV)
- » Impressions and cost-per-1000-impressions (CPM)
- » Click-through rate (CTR)
- » Cost-per-lead (CPL)
- » Cost-per-action (CPA)
- » Return on ad spend (ROAS)
- » Return on investment (ROI)
- » Yelp Page data, including mapped directions, CTA clicks, and more

The analytics provided also go well beyond being just static metrics. Yelp for Brands tracks analytics across the funnel, allowing you to connect the dots between actions taken in the research stage and the final conversion. You'll be able to create clear reports for clients that show how effective your strategy is and directly tie your efforts to results.



Brand lift metrics

To better gauge the success of brand awareness campaigns, Yelp for Brands partners with vendors such as Upwave, Kantar, and Dynata to conduct audience surveys that track how ad campaigns impact your overall brand perception. Some of the brand lift metrics you can share with clients include:

- » Unaided/aided awareness
- » Consideration
- » Ad recall
- » Purchase intent
- » Favorability
- » Familiarity

Store visit and sales data

Connecting online activity to online sales is relatively straightforward, but drawing the line between online actions and in-person activity in your store is just as important in determining ROI. Yelp for Brands partners with several companies, including Foursquare and Cuebiq, and also offers the proprietary tool Yelp Store Visits (YSV) to track how often ads drive in-person foot traffic to your store locations. Through these tools, you can provide your clients meaningful metrics like:

- » Total number of store visits
- » Average cost per store visit
- » Lift percent
- » Total number of in-person sales
- » Revenue associated with in-person sales



Consumer insights

Yelp for Brands also offers metrics that provide insights into the people behind those clicks and conversions. You can access data related to search terms and consumer behavior that help you gain knowledge about how different categories of consumers respond to different ad strategies. Some of the insights provided include:

- » Customer geography
- » Behavioral lift indexing
- » Time-of-day insights
- » Likelihood of conversion across audiences and categories
- » Consumer interests and trends

Online orders

To know how well ads are paying off in clear financial terms, you need a way to connect your campaigns to actual sales. Yelp for Brands can help you clearly see how often Yelp Page visits and ad views lead to online orders. Uncover valuable metrics like:

- » Number of online orders
- » Revenue associated with online orders
- » Shopping cart stats, including cart abandonment data

Agencies gain access to this data individually for each client that works with Yelp for Brands, but you also have the option to access aggregated data for all of your agency's clients to help you see how well your Yelp campaigns are paying off across the board for all clients.



3. EDUCATIONAL SERIES

Yelp for Brands regularly hosts educational sessions for agency partners, such as Lunch 'n' Learn about Yelp advertising products and benefits, DEI panels (diversity, equity, and inclusion), in-depth reviews of attribution strategies, and Trends Roadshows.

These sessions strive to ensure your agency is well equipped with the latest knowledge—like which Yelp solutions would be most effective for your clients or what the trending marketing practices are based on current consumer behavior. Beyond general sessions, qualified agencies can also work directly with Yelp for Brands to curate, schedule, and present a custom educational series to your team.





4. DEDICATED 1:1 SUPPORT

Yelp for Brands takes care to ensure agency partners never feel like just a number on a screen. Qualified agencies are assigned a dedicated Agency Development Director who provides one-on-one attention. You'll never have to wonder who to contact if you have a campaign question or issue.

Plus, all agency partner feedback is actively solicited and considered. Executive Business Reviews (EBRs) give agencies an opportunity to provide feedback directly to Yelp for Brands' product teams. Agency contacts have also been invited to join the Agency Advisory Board to offer direct input into the roadmap moving forward. That's in addition to getting the chance to attend periodic agency summits—conferences for top agency executives to come together and gain insider knowledge on the most up-to-date trends and tactics in the field.

Yelp for Brands provides dedicated, tailored, personalized support, while you can share insights and recommendations that help make our products work better for you and your clients.

In addition to a dedicated support team, agency partners can potentially gain access to early pilot opportunities and incentives matched to your particular goals and objectives.

Your Agency Development Director will know your business and goals inside and out, so any time there's a relevant pilot program, initiative, or exclusive event that may be a fit, you'll be top of mind.



5. YELP FOR BRANDS HELPS INCREASE YOUR VALUE

Working with Yelp for Brands positions you as an agency with breadth. You're not just focused on the main, obvious channels (*every agency works with Google and Meta*). For clients that already know they want to use Yelp, you can show off your extensive expertise. For those not thinking about it yet, you can impress them by suggesting a lucrative channel they hadn't considered.

Working closely with Yelp for Brands will help you learn the most efficient approach to helping your clients. You'll come to know the products well and understand how to use them to their best advantage. By adding Yelp's first-party data to your knowledge base, you can impress clients with real-time insights and data-backed recommendations.

Working with Yelp for Brands enables you to build a full-funnel strategy for clients that can potentially deliver big results.





CHAPTER 2

HOW YELP FOR BRANDS HELPS YOUR CLIENTS

For Yelp for Brands to be valuable to you, it has to provide tangible benefits for your clients. For many—quite possibly all—of your clients, the case for using Yelp for Brands is strong. Highlights include:

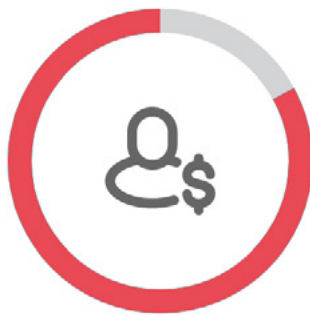
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1. YELP USERS HAVE HIGH PURCHASE INTENT

When someone pulls up Yelp, they typically know exactly what they need and simply want to find the right business to meet that need. In other words, businesses can reach a purchase-ready audience at scale.

Over 80 million people visit Yelp every month⁴, and 86% of their searches are for a product or service, not a specific business¹. They know what they're looking for—they just need to find the best business to provide it. Reaching them at that moment is a powerful opportunity. 83% of Yelp users hire or buy from a business they found on the platform².



83%

purchase from a business
they found on Yelp



86%

of searches are for a
product or service



80M+

individual users
visit Yelp



2. YELP FOR BRANDS HELPS YOU (ETHICALLY) LEVERAGE FIRST-PARTY DATA

As consumer privacy concerns grow, brands must walk a delicate line to set up effective ad targeting while using consumer data ethically. Yelp for Brands has access to first-party data that clients can use for cross-platform advertising without crossing any lines regarding consumer privacy.

While all identifying information is private, clients can use Yelp Audiences to deploy sophisticated targeting options both on Yelp itself and other sites across the web.

Targeting options include, but aren't limited to:

- » Search queries
- » Category interest
- » Geographic location
- » [Business attributes](#), such as Black-owned, LGBTQ-owned, or veteran-owned businesses
- » Yelp for Business account owners based on the number of locations or type of businesses they own



First-party data creates an easier, more reliable path to effective targeting than having to layer multiple data sets on top of each other and hope for the best.

Yelp has over [1,500 business categories](#), which you can use to develop better personas and targeting options.

To give you an idea of the kinds of categories you can use for better targeting options, examples include:

Active Life

Arts & Entertainment

Auto

Restaurants/Food/Nightlife

Local Services

Home Services

Professional Services

Pets

Financial Services

Shopping

Hotels & Travel

Health & Medical

Beauty

Education

Employing these targeting options across the web and Connected TV helps you reach customers in more of the places they are and at more points in the buyer's journey.

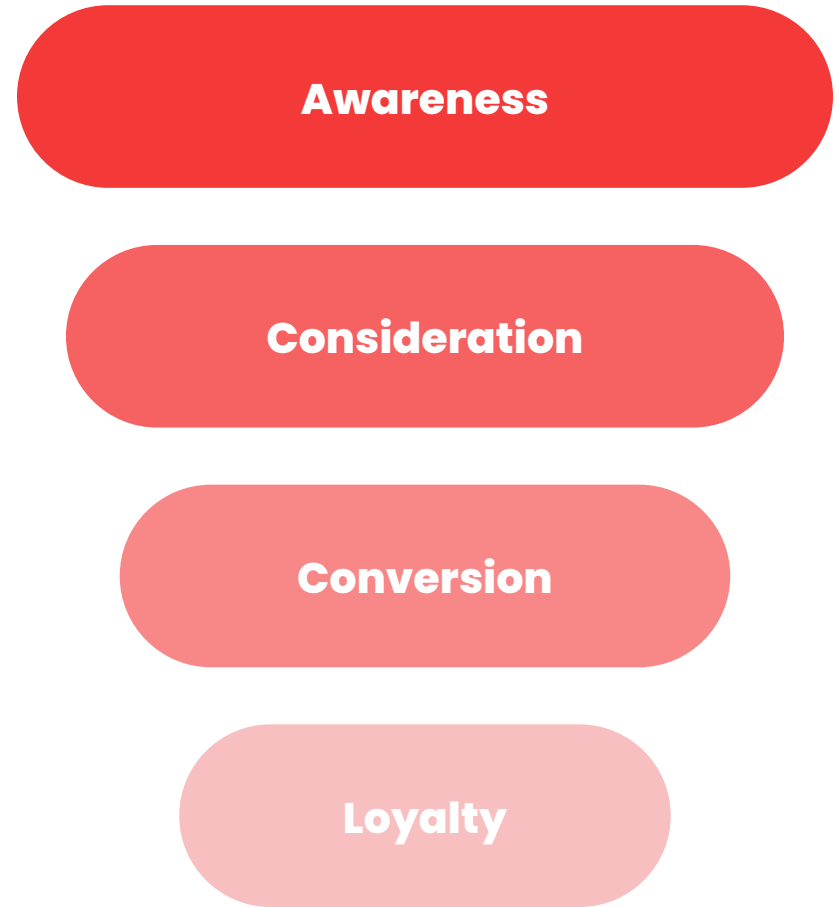




3. YELP'S AD PRODUCTS SPAN THE FULL FUNNEL

While one of Yelp's largest benefits is reaching consumers who are ready to buy, people are more likely to select a brand they've already heard of when they reach that point. To increase your clients' odds for success, Yelp for Brands offers [various ad products](#) that help your clients achieve their KPIs (key performance indicators) at every stage of the funnel.

Yelp for Brands helps you create strong data-supported personas to build *brand awareness* campaigns that reach consumers on Yelp, as well as on websites and CTV (Connected TV) channels across the web. Yelp Ads is designed with *conversion* in mind, to help drive actions like store visits, phone calls, and online orders. And multiple ad products can be deployed to drive *return visits* and loyalty by targeting past customers with new offers. (Read more about ad products and their value in chapter three.)





4. YELP FOR BRANDS PROVIDES EXTENSIVE MEASUREMENT OPTIONS

Your clients care about results above all, and they expect to see proof. Yelp for Brands offers a variety of measurement options. That includes first-party metrics that track user behavior on the Yelp website and app, along with actions driven by any campaigns you run with Yelp Audiences around the web.

Yelp for Brands also helps you go a step further by partnering with third-party measurement companies like LiveRamp and Neustar in order to provide a bigger picture.

Clients don't just want to know when an ad is seen or clicked on—they want to know when ads lead to actual sales. Yelp for Brands' proprietary tools and third-party relationships help clients tie ad campaigns to the specific actions they care about most, like store visits and online orders.





5. YELP FOR BRANDS CAN HELP WITH DEI EFFORTS

[HR Dive](#) recently reported that all Fortune 100 companies have made a public commitment to DEI efforts. Chances are, your clients care about DEI. Your agency probably does too. Yelp for Brands is right there with you, dedicated to advocating for and supporting marginalized and underrepresented groups.

Businesses can opt into self-identifying attributes, like “Black-owned” or “veteran-owned,” and display them on Yelp Business Pages.

Those committed to creating an inclusive space for all customers can also opt in to attributes like “Open to All.” These free, searchable attributes help consumers find and support businesses they align with. And as an agency, you can identify audiences of consumers that care about the specific causes your clients support, helping them tap into an ideal audience for an array of values-based marketing campaigns.





CHAPTER 3

WHICH CLIENTS ARE A GOOD FIT FOR YELP FOR BRANDS?

While you may associate Yelp primarily with restaurants, users turn to Yelp for needs far beyond food and drink. Yelp for Brands offers solutions for nearly every industry. In fact, only about 63% of the 7.2 billion annual page views³ on the platform are for restaurants, food, and nightlife. Businesses of many types (including some you wouldn't expect) have found success on Yelp, including;

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Service businesses

People searching for services, from interior decorating to HVAC maintenance to auto repair, often turn to Yelp as a trusted source. [Yelp's data shows](#) that 62% of advertising revenue on the platform comes from service businesses, and the home and local services category is the most reviewed category.

Retail businesses

From department stores to pet stores to furniture retailers, retail is another big category consumers use Yelp to research. [Retail comes in third](#) as the most-reviewed type of business on the platform.





Locationless brands

Yelp for Brands is not exclusive to agencies that manage businesses with brick-and-mortar locations. Many agencies for locationless brands actively use Yelp to run both brand awareness and conversion-focused campaigns.

Yelp is a powerful option for locationless brands across industries, including (but not limited to):

- » Consumer packaged goods (CPG)
- » Food
- » Personal Care
- » Financial Services
- » Auto
- » Entertainment
- » Alcohol

Any locationless brand can use Yelp Audiences—including CTV—to improve brand awareness. Brands in the ecommerce and direct-to-consumer (DTC) spaces can use Yelp ad solutions, such as Spotlight and Yelp Audiences, to drive online purchases. Companies that sell financial and insurance products can drive new sign-ups through Yelp Audiences.

Locationless brands can also run co-branded ads that drive business to the local stores that stock their products. A national hard seltzer brand may not have a devoted brick-and-mortar store in every city, but they can use Yelp advertising to nudge consumers to buy their products in the various nearby stores, bars, and restaurants that stock them. A movie studio can use co-branded Yelp Audience ads to boost ticket sales to movies playing at local theaters across the country. And a high-end hair care brand could advertise the local salons that use and stock their products. Co-branded ads are a win-win for both your clients and the businesses they partner with.



Business-to-business (B2B) brands

6.3 million businesses have active business owner accounts on Yelp⁵. That means they're logging in and doing things like updating important information and engaging with customers. This demonstrates their dedication to quality customer service, their online reputation, and more—which also makes them an ideal, engaged target audience for your agency's clients. B2B brands can set up campaigns that specifically target these business owners with Yelp Audiences, while also using additional targeting factors like geographic location, business category, and business size.

For example, an HVAC repair chain that wants to court more commercial clients can use Yelp to easily reach businesses with physical store locations. The HVAC chain can feel confident that the businesses they're targeting are invested in customer when it comes to air quality and temperature control.

A restaurant supply company could use Yelp to reach restaurant owners—in fact, KitchenAid has found success with this strategy, seeing a 12-point lift in brand awareness through using Yelp advertising solutions.⁶ And because most businesses still think of Yelp as being B2C (business-to-customer) focused, B2B brands who work with Yelp for Brands can gain a competitive advantage.

If you have clients that are unsure if Yelp for Brands makes sense for them, the Industry Insights tool can provide a good glimpse into what kinds of industries and products people come to Yelp to find. You won't have to ask clients to trust your word that Yelp is relevant to them; you can bring data to back that up.



CHAPTER 4

SPECIFIC SOLUTIONS FOR MULTIPLE STAGES OF THE FUNNEL

Yelp for Brands offers an array of advertising products you can use to craft campaigns that reach consumers at every point in the buyer's journey. You can focus on individual ad types to help clients meet a particular need or use a mix of them to create a full-funnel campaign.

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FOR BRAND AWARENESS, YELP FOR BRANDS OFFERS:

Audience targeting

Consider all the micro-moments in a consumer's life that lead up to a purchase. Yelp for Brands can leverage search data to identify those moments and help you target client ads to the people most likely to need what they sell. If your client sells paint, you could create an ad campaign targeting people who have recently searched for a real estate agent or moving company. A few weeks of brand awareness ads can ensure your client is top of mind when they're ready to paint a new home.





For brand awareness, Yelp for Brands offers:

Ad products

Yelp for Brands offers two main ad products that are a great fit for brand awareness campaigns:

- » **Yelp Audiences:** Reach relevant consumers off of Yelp and across the web via display, video, and CTV ads.
- » **Spotlight ads:** Run video or image ads directly on the Yelp app homepage to reach a large audience of consumers. Multiple campaign types are offered, ranging from placements singularly focused on your brand to placements that promote your brand alongside local businesses.

Measurement tools

Yelp for Brands uses brand lift studies to measure progress against various brand awareness goals. This helps you measure ad recall, purchase intent lift, likelihood to purchase, perception shift, and more. The Yelp for Brands team will work with you to discover exactly what you want to measure and then use a third party like Upwave, Kantar, or Dynata to effectively measure the results of your ad campaigns.





FOR CONSIDERATION AND CONVERSIONS, YELP FOR BRANDS OFFERS:

Audience targeting

By the time someone comes to Yelp, they have a purpose in mind. They're not mindlessly scrolling on social media or generally searching terms like they might be on a search engine. They have a specific intention to find a business that offers what they're looking for—they're purchase-ready and just need to find the best business for their need. That level of user intent means you can target an audience prime for conversion. Whatever your clients sell—product or service—search data can be used to ensure their ads get in front of the right audience at the right time.





For consideration and conversions, Yelp for Brands offers:

Ad products

Yelp for Brands has several different ad options that work well for driving conversions:

- » **Yelp Ads and Showcase Ads:** Run ads on the Yelp platform that display business pages above or below the organic results and on competitor pages, among other places. Include the details of specials or new product releases directly in the ad.
- » **Dynamic Yelp Content Ads (DYCA):** A Yelp Audiences option, DYCA lets you easily combine the messaging of an ad campaign with up-to-date information automatically pulled from a brand’s Yelp Page.

This option ensures ads include details on where the customer can go to make a purchase. For brands with brick-and-mortar stores, it will pull in details from the Yelp Page of the closest location, such as the average rating and address. For co-op ads run by locationless brands, it will dynamically find and pull that information from the closest store that stocks the product featured.

- » **Page Upgrades:** Enhanced Profiles provide additional tools to make a business page stand out, such as badges to highlight what makes the business special, the ability to choose the order of photos you want to feature on the page and in search results, and the option to publish timely announcements on the page. Plus if you invest in Page Upgrades, you’ll get access to the bulk update service, which makes it easy to make mass page updates across locations, such as adding new photos.
- » **Spotlight ads:** In addition to brand awareness, Spotlight ads that run directly on Yelp’s homepage can also be used to drive actions like store visits.





For consideration and conversions, Yelp for Brands offers:

Measurement tools

Accurate attribution is a constant challenge in advertising, but Yelp for Brands has partnered with a number of third-party companies to offer clients comprehensive [tracking options](#) to measure how effective ad campaigns are.

That includes:

- » **Site engagement:** Yelp Pixel provides data on how often ads lead to visits, actions, and orders on your clients' websites
- » **Brand lift studies:** Through partnerships with third parties like Uplift, Kantar, and Dynata, brand lift studies help your clients understand the impact their campaigns have on factors like ad recall and consideration
- » **Call tracking:** When an ad leads a prospect to place a call to one of your clients' stores, Telemetrics ensures it can be linked back to the campaign
- » **Store visits:** Both the Yelp Store Visits proprietary tool and Yelp for Brands' partnership with FourSquare and Cuebiq can help your clients effectively link specific ad campaigns to in-store traffic
- » **Transactions:** Yelp for Brands works with partners such as LiveRamp and IRI to track transactions across channels, including online orders, in-store purchases, and in-app transactions

GET STARTED WITH



Yelp for Brands can help you do more for your clients, further solidifying the value you provide them and helping you win their ongoing loyalty. Yelp's dedicated agency support team works hard to ensure our agency partners get the best possible options for education, ad support, measurement, and beyond.

To get started, simply fill out this form to set up a meeting to discuss how Yelp for Brands can be most impactful for you and your clients.

*Some of the resources Yelp for Brands offers are only available to qualified agencies that meet specific eligibility criteria. Agencies are reviewed for qualification once per calendar year. To find out if you apply, check with your Yelp for Brands representative. If you're not eligible as a qualified agency, you can still access much of the support listed in this guide on a client-by-client basis through individual account teams, but you will not have access to aggregated, agency-level data or a singular Agency Account Director assigned to work with you.

¹Yelp Internal Data, January 2021.

²Based 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.

³Yelp 2022 Internal Data.

⁴Comscore Media Metrix®, as of March 2022.

⁵Yelp Internal Data, as of December 31, 2022.

⁶Kantar study May 2021, exposed vs. unexposed, showing the Yelp campaign was able to drive an uptick in overall KitchenAid preference along with significant lifts in consideration and preference for dish products.