



YELP ADVERTISING WORKS

Yelp Advertising Increases Customer Leads*



220%

increase in directions and map views



152%

increase in mobile calls



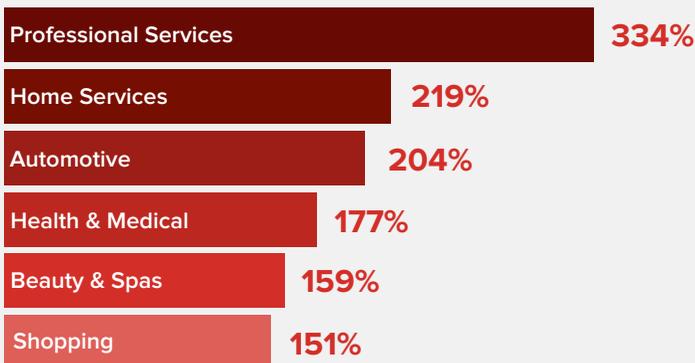
113%

increase in website clicks

On average, Yelp Advertisers saw a 168% lift in Customer Leads.

Yelp Advertising Works for Businesses Across Categories

On average, advertisers in each category experienced the following increase in Customer Leads:



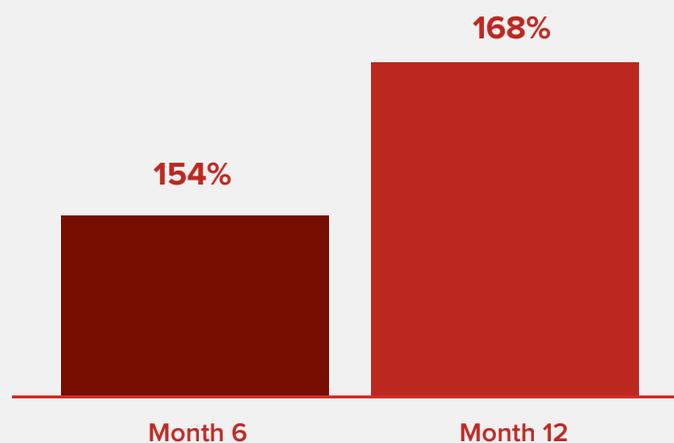
You don't need a lot of reviews

Nearly half of Yelp Advertisers have fewer than 6 reviews when they sign up.



- 0 - 5 : 46%
- 6 - 10 : 18%
- 11 - 15 : 9%
- 16+ : 27%

The Impact of Yelp Advertising Over Time



Average lift in customer leads after 6 and 12 months in Yelp ad program.

Methodology

Results from 29,836 Yelp Advertisers in the US. Analysis of customer leads was measured from the month prior to advertising, to the 12th month of the advertising program.

* Customer Leads can be an indicator of users doing business with you. The Customer Leads we track for your business include: calls and directions mapped to your business, clicks to your website, user uploaded photos, check-ins, and more. Customer Leads performance is visible in your business owner account at biz.yelp.com.

