

Get in front of people ready to spend

Millions of people come to Yelp to discover local businesses



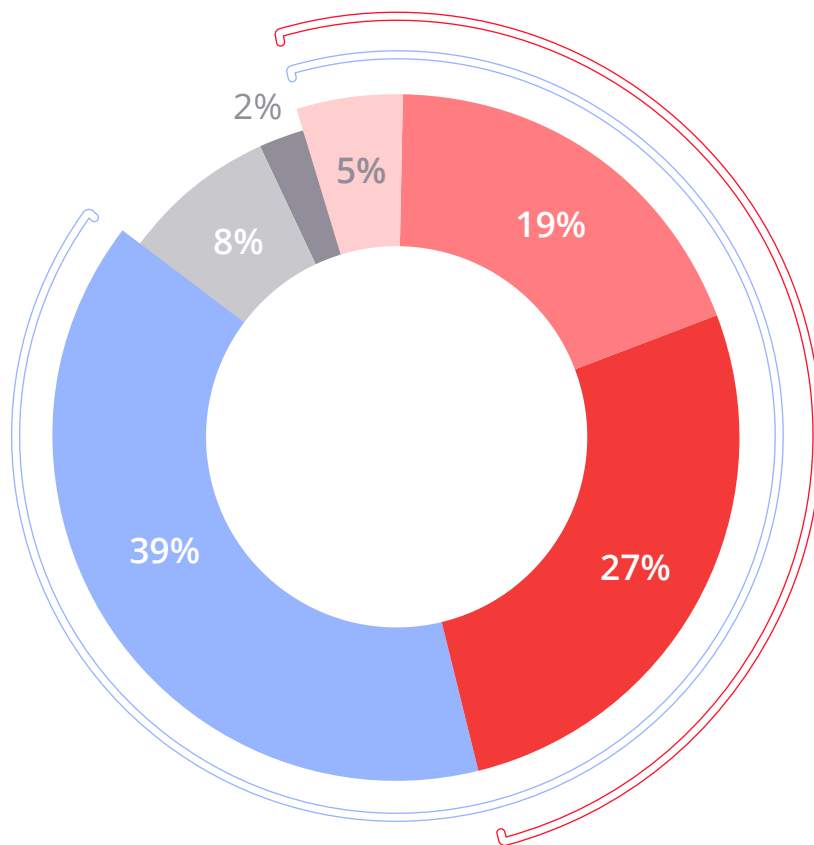
97%

of people make a purchase after visiting Yelp

And they spend quickly

90% purchase within a week

- Immediately
- Within a few hours
- Within a day
- Within a week
- Within a month
- After a month



51%

purchase within a day

They trust it over other review sites

like Google, Facebook, TripAdvisor, OpenTable, and Thumbtack

Yelp is the #1 influence among all review sites in their final purchase decision



It's about more than reviews

93%

of people on Yelp compare businesses before making a decision

People on Yelp want help deciding *where* to spend

75%

Care about seeing a **business or trade license**

71%

Care about seeing **online prices & cost estimates**

69%

Care about seeing **photos of completed projects & their cost**

58%

Care about seeing **what makes the business unique**



People on Yelp come back... and they bring their friends

92%

look for a business they **can return to**

80%

share businesses they **find with other people**

Methodology

Based on a survey conducted by SurveyMonkey for Yelp in June 2019. Total sample 6,338 adults ages 18 and older living in the United States, including 5,028 who had gone online to search for a local business. People on Yelp sample: reported use of Yelp at least once in the previous 3 months. Data weighted demographically to be representative of US online population.