

## Yelp Ads

Yelp's top priority remains connecting consumers with great local

businesses Reach your customers on Yelp with two products:

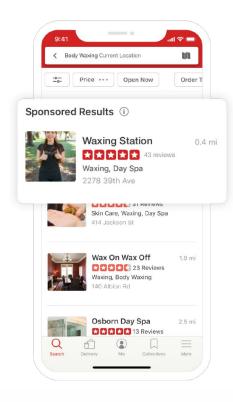
## 1. Search Advertising

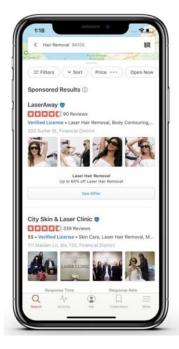
Yelp Ads appear:

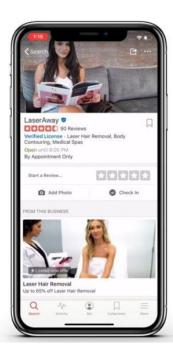
- Above search results
- On competitors' pages

Benefits of Yelp Search Ads:

- Increase visibility and reach
- Drive more traffic to your website
- · More qualified leads







## 2. Enhanced Profile

- Brand Consistency
- Control Photo Content
- Complimentary Video Hosting
- Highlight new items or specials with call to action unit
- Focus potential customers on you by removing competitor ads





