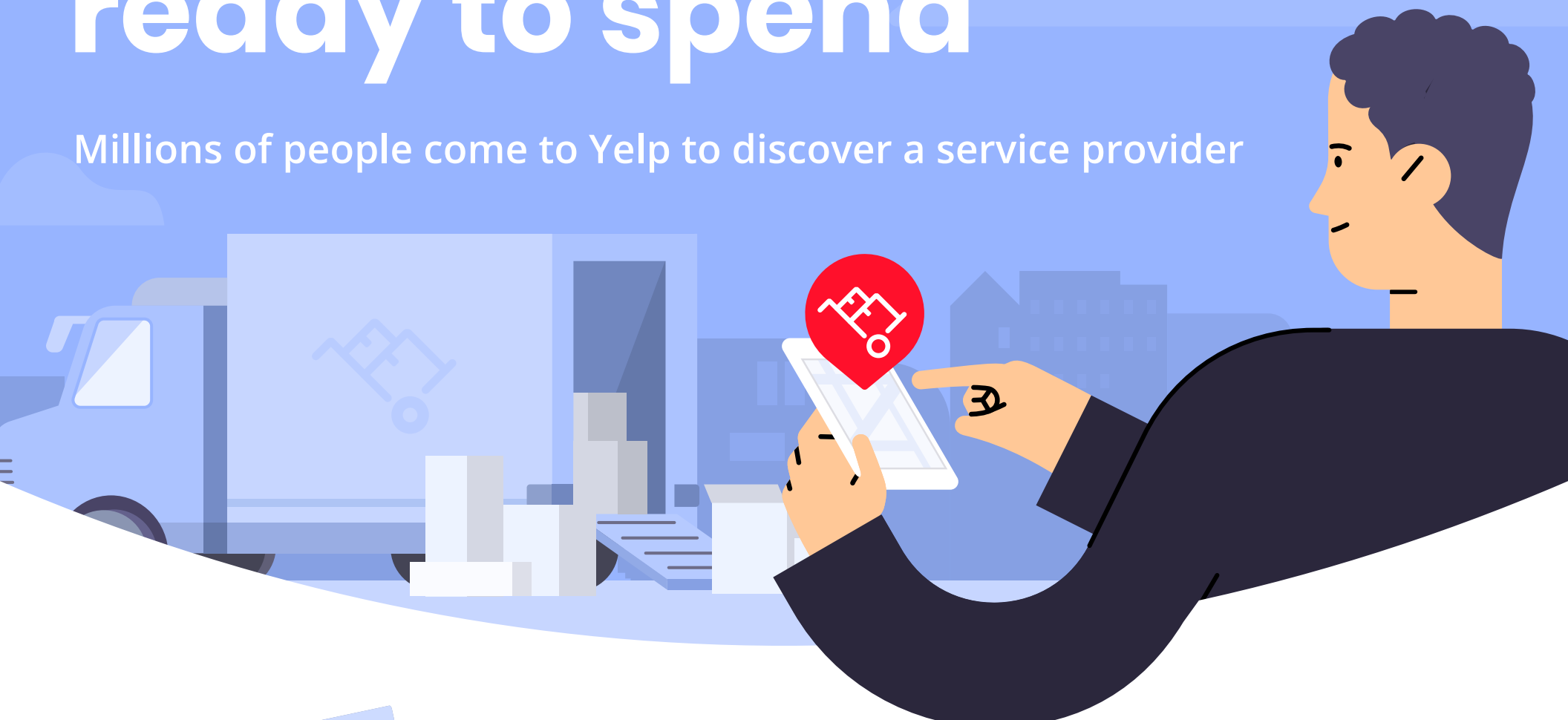


Get in front of people ready to spend

Millions of people come to Yelp to discover a service provider



99%

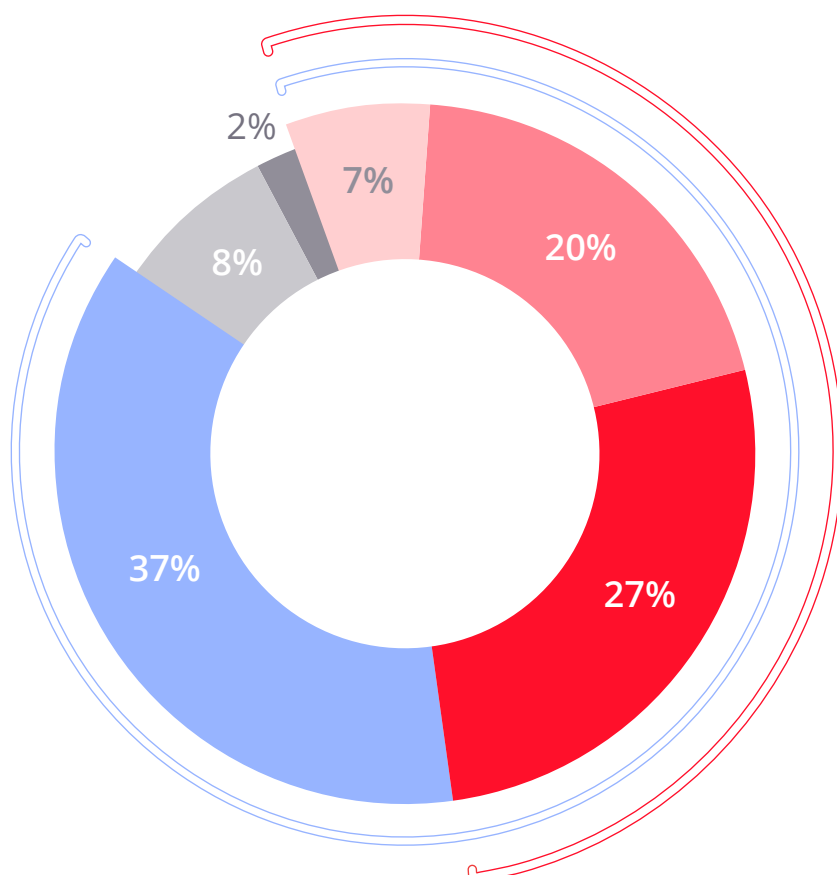
of people searching for a service provider make **a purchase after visiting Yelp**

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



54%

purchase within **a day**

They trust it over other review sites

like Google, Facebook, TripAdvisor, and Thumbtack

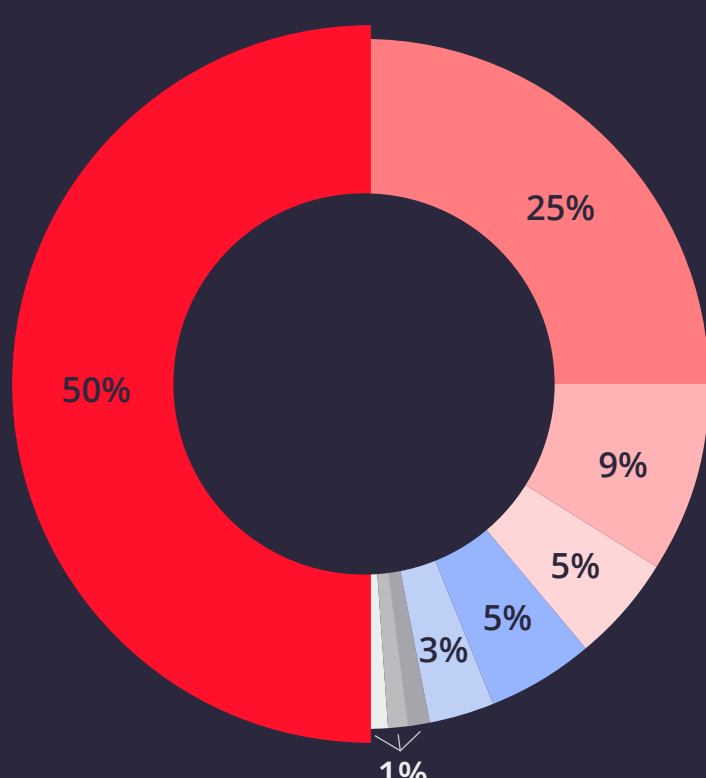
Yelp is the #1 influence among all review sites in their final purchase decision



And Yelp is their favorite site for choosing a service provider

When it comes to making a decision, they prefer to use:

50% prefer **Yelp**



- Yelp
- Google search
- Facebook
- Trip Advisor
- Angie's list
- Google Maps
- Nextdoor
- HomeAdvisor
- Thumbtack

It's about more than reviews

95%

of people on Yelp looking for a service provider **compare businesses** before choosing one

People on Yelp looking for a service provider

want help deciding where to spend

85%

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

78%

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

70%

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

55%

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



People searching for a service provider on Yelp

come back and bring their friends

97%

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

85%

share the business **they find with friends**

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. Service Provider includes professional, local, auto, and home service-based businesses. Data weighted demographically to be representative of US online population.