

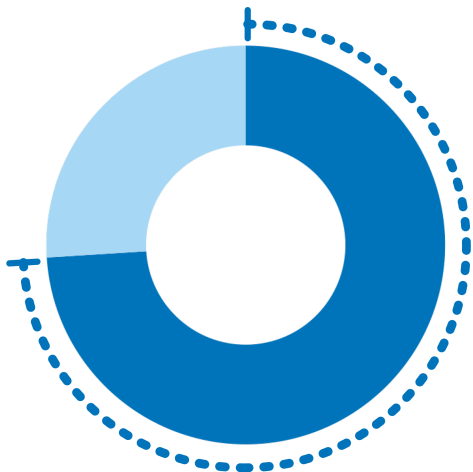


nielsen
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YELP RANKS #1
FOR FINDING
A BUSINESS NEARBY



Consumers Turn To Reviews



74%
of the consumers
searching online for a
**local business turn
to review sites**



**Review sites drive
higher conversion**
than search engines or the
leading social network

Methodology

Based on online consumer survey fielded by Nielsen for Yelp, 9/2016. Total sample 2,007 adults 18+ in the US who searched for a local business online between 8/2016-9/2016. Online Review Site User sample=745: Reported use of a dedicated online review site, excluding search engines and social media sites. Yelp User sample=587: Reported use of Yelp to find local business (6/2016-9/2016). Data weighted demographically to be representative of US online population.

Consumers Turn to Yelp

Consumers rank Yelp as the #1 review site for finding local businesses



Most trusted



Most useful for making a final purchase decision



Most influential

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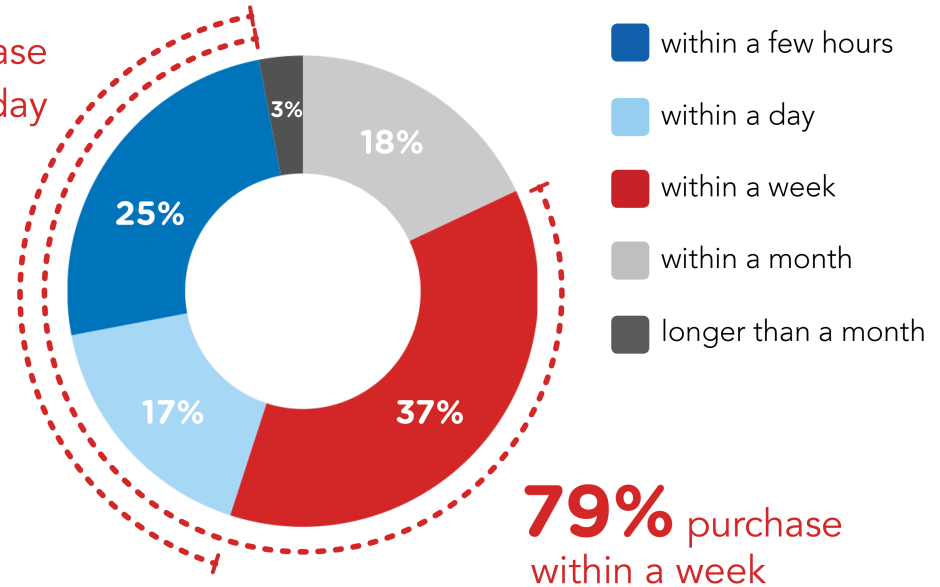
Consumers Purchase Soon After Visiting Yelp



92%

of consumers make
a **purchase after**
visiting Yelp
at least sometimes,
frequently or almost
always

42% purchase
within a day



79% purchase
within a week

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Consumers Trust Yelp



79%

of Yelp users are looking
for a business they can
visit multiple times



85%

of Yelp users
share the businesses
they find on Yelp with friends

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