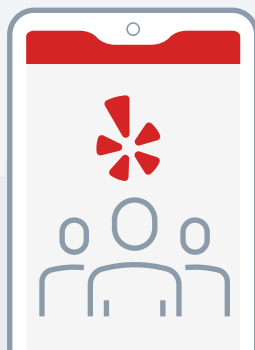


# Yelp is one of the most powerful sources of foot traffic for your business – let us help you harness it fully

Your customer is on Yelp & They're highly influenced by what they read there

Yelp hosts  
**96 MILLION**  
unique visitors  
per month<sup>1</sup>



**97%**  
Consumers

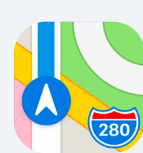


Read local  
business  
reviews<sup>2</sup>  
  
Who visit  
Yelp make a  
purchase<sup>3</sup>

Yelp influences all the other places consumers are looking for you too

**22%**  
likelihood

Showing up in Google searches is determined by your rating, number of reviews, and responsiveness to reviews<sup>4</sup>



Apple, Amazon, Yahoo, and most car manufacturers rely upon direct feeds from Yelp to help determine whether to show your location in proximity searches<sup>5</sup>

Sources: <sup>1</sup> Yelp Investor Presentation 2020, <sup>2</sup> <https://www.qualtrics.com/blog/online-review-stats/>, <sup>3</sup> <https://blog.yelp.com/2019/10/study-shows-97-of-people-buy-from-local-businesses-they-discover-on-yelp>, <sup>4</sup> MomentFeed and Moz Research 2020, <sup>5</sup> Yelp

## Manage Yelp listings and reviews effectively at scale with MomentFeed

### Yelp Listings

#### Centralized Location Data Updates

- Automatically keep listing information 100% accurate in real-time

#### Listings reporting filterable at a group and location level

- Report on views, click-to-call, map views, leads and conversions

#### Optimize Voice Search

- Ensure Alexa, Siri and Cortana – powered by Yelp reviews – recommend your locations

### Yelp Reviews

#### Respond to reviews efficiently

- Add a check and balance for all responses with corporate approvals
- Approval workflow for responses to ensure your team stays on-brand

#### Deep review insights

- View all ratings, reviews, responses, and keyword mentions across all locations in one place
- Rating trends
- Filter by groups

Add the MomentFeed “Yelp Knowledge” Pack for just \$8/location/month\*

“Yelp reviews and accurate store listings have tremendous influence on consumers when they’re making dining decisions.

This partnership provides the transparency and scalability we need to maintain a unified brand experience for our mobile customers and enable restaurants to engage directly with guests.”

— Clay Dover, CMO, Pei Wei

\* 50% discount available for Qualified Yelp Advertisers

## The MomentFeed / Yelp Partnership Delivers Unrivaled Capabilities

**MomentFeed**

An  uberall company



### The Non-Partner Option

#### MomentFeed's Clients Benefit Greatly From Our Official Yelp Partnership

##### Ensure Consumers Can Always Find You

- ✓ Maintain critical business information for every location on services like Apple Maps, and Yahoo – where Yelp reviews are natively populated
- ✓ Manage bulk updates across all or select locations for listing consistency
- ✓ Ensure Alexa and Siri voice assistants – partially powered by Yelp – recommend your locations over your nearby competitors

##### Easily Respond to Reviews

- ✓ View and sort through reviews for all locations across Yelp
- ✓ Personally respond to reviews through an easy-to-use single interface for all locations

##### Accurately Measure Customer Engagement

- ✓ View consolidated reports on Yelp activities at a regional, franchisee or store level
- ✓ Compare your performance on Yelp alongside other networks
- ✓ See which locations are doing best, which aren't and uncover trends

##### Maintain Corporate Transparency and Oversight

- ✓ Add a check and balance for all responses with corporate approvals
- ✓ Fast-track the response process with advanced workflow tools and make regional managers first-line responders

##### Access the Latest Innovations on the Yelp Platform

- ✓ Due to our partnership with Yelp, you will get access to new Yelp features first – and in most cases the features will be available exclusively to official partners

#### Beware of Software Solutions That Are Not Official Yelp Partners

##### You are Likely to Suddenly Lose All Listings

- ✗ Non-partners scrape Yelp's site to get Yelp data – this is strictly against Yelp's Terms of Service
- ✗ Yelp states clearly on their site “you’re not allowed to scrape any portion of the site... Any user who uses tools for such purposes is in violation of the Terms of Service – Yelp may restrict or terminate such users’ access to the site”
- ✗ The software provider won't be harmed, you will

##### You Cannot Respond to Reviews Directly

- ✗ Non-partners can only either provide a link to send users out of their software and onto Yelp's website to respond to reviews or they have to send the request to someone to do manually
- ✗ This makes advanced features such as real-time posting of brand-monitored review responses impossible

##### Any Customer Engagement Data is Questionable

- ✗ All Yelp-related Engagement Data is derived from scraping the website
- ✗ Data that Yelp only provides via API such as listing views, clicks to call, clicks for directions, and clicks to website, cannot be accessed
- ✗ Any scraped data is only as up to date as the last time a robot scraped Yelp's site

##### Lose Control of Review Responses

- ✗ Since any review responses occur on the Yelp site itself, non-partners cannot provide approval flow for responses themselves
- ✗ The best the software of a non-partner can do is control who responds to which review, but not what their response is

##### Much harder for non-partners to innovate

- ✗ Non-partners don't get access to Yelp's roadmap in advance and are left quarters behind when new features are released

“Yelp has a tremendous partnership with MomentFeed across tens of thousands of enterprise client locations who love the offering. Yelp strongly recommends only engaging authorized Yelp Partners like MomentFeed to manage their information on Yelp... it's the only way to guarantee uninterrupted service and a seamless service experience.”

— Jim Chappelle, Director, Strategic Partnerships, Yelp

### Top Tip: “How Do I Know if My Software Vendor is a Yelp Partner?”

Given how critical it is for multi-location businesses to work with software vendors that are official Yelp Partners there are three ways to tell:

- They display the official Yelp Partnership Badge on their website,
- They will be listed on Yelp's partnership pages at [yelp.com/adpartners](https://www.yelp.com/adpartners),
- If they provide review solicitation technology for any review site, they are banned from obtaining a Yelp partnership (Yelp takes review authenticity VERY seriously).<sup>6</sup>

<sup>6</sup> <https://www.yelp-support.com/article/What-is-Yelp-s-review-solicitation-penalty?>

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