



CHIMERA |  advertising partners

Attract more people to your business



- Get your clients in front of people searching on Yelp to buy, visit, or hire.

Credential Earned

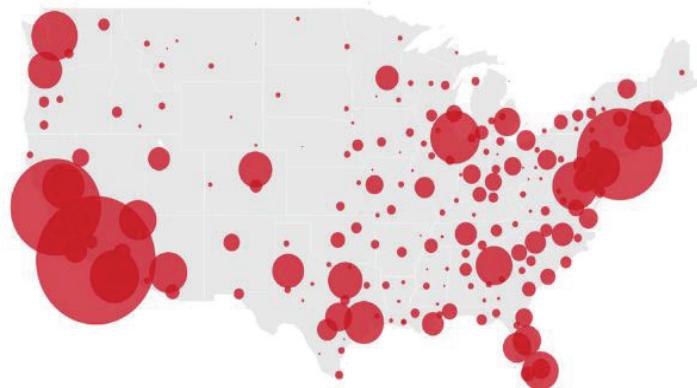


YELP ACE CERTIFIED

Connect clients with purchase ready consumers at scale

73M

unique visitors come to
Yelp every month¹



86%

of searches on Yelp are for a
product or service, not a
specific business²



83%

of users hire or buy from a
business they found on Yelp³



1 - Comscore Media Metrix®, monthly average for 2022

2 - Yelp Internal Data, January 2021

3 - Based on a survey conducted by Yelp in August 2022. Methodology used ComScore demographics and people who reported having used Yelp in the prior 3 months

Over 7.7B annual searches in various categories from restaurants to home services

4.8B

Having Fun

Restaurant, Food & Nightlife
searches & pageviews

-
-
-

2.9B

Getting It Done

Auto, Retail, Home Services
searches & pageviews

Who will you reach?

People come to Yelp to make spending decisions about everything from mechanics to hair salons to restaurants and more.

People looking to **visit**:



- Rose is hungry and wants a quick bite before work.
- She hops on the Yelp app to find a restaurant that serves breakfast early in the morning.
- She spots a cafe within a couple blocks and maps directions.

People looking to **buy**:



- James needs to buy a nice gift for his 7th wedding anniversary.
- He looks on Yelp for shopping nearby and decides to check out products on a website of a clothing store.
- After browsing the site, he discovers the perfect gift and orders it online.

People looking to **hire**:



- Christina woke up this morning to find her ceiling leaking.
- She types “plumbing” in the Yelp search bar and several companies offer online quote requests.
- She requests a quote through Yelp and books a plumber to come to her house that day.

Attract more customers to your listings

Reach people while they're searching with sponsored results.

Sponsored Results:



Help your clients appear on more searches



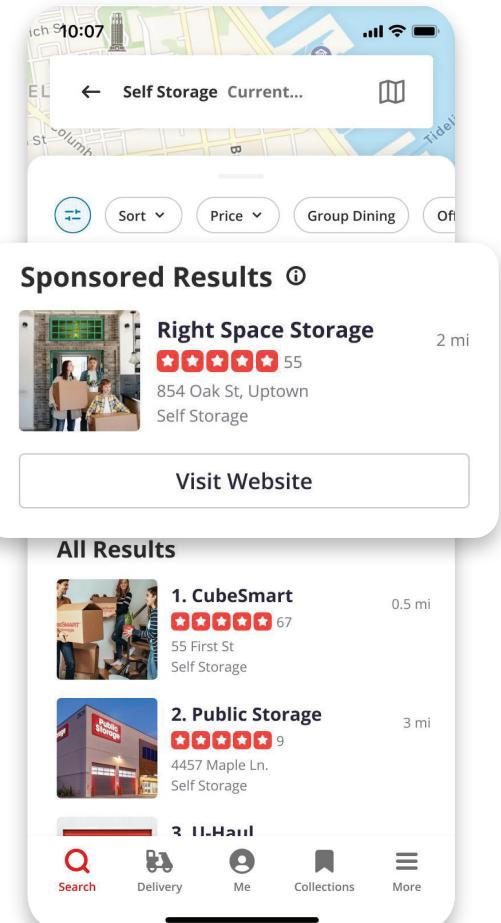
Are geo-targeted



Run on Yelp pages of similar businesses as your clients

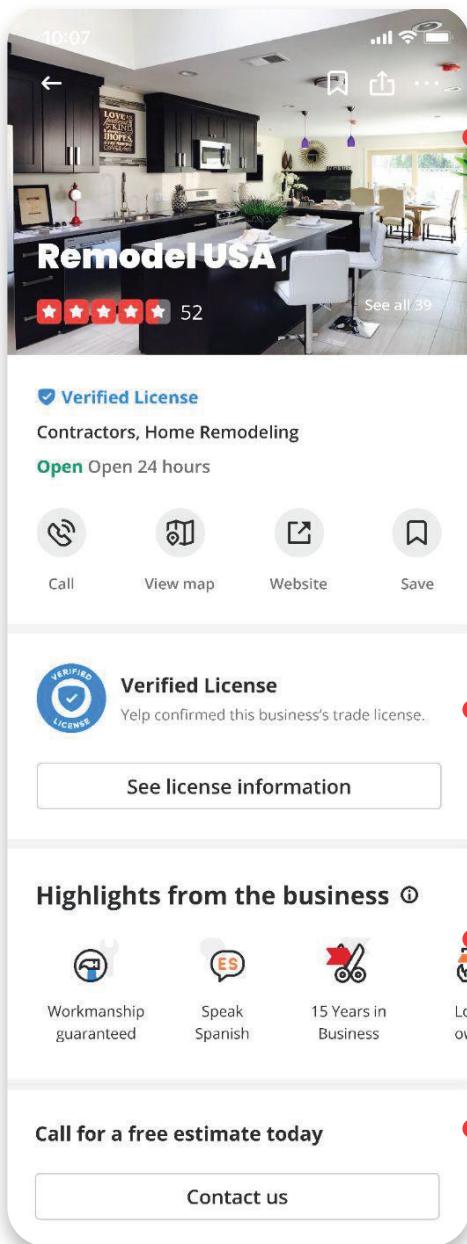


Make it easy to run campaigns for all your clients at scale



Turn page views into customers

Upgraded profile features will reinforce your clients' branding and allow you to highlight the best of their business. You'll be able to:



Decide which photos to showcase

Choose which photos appear on their business pages to ensure consistency across all of their locations with Photo Slideshow.

Build trust

Verified License is a badge that confirms their valid trade to ultimately boost trust with their customers by allowing them to make informed purchase decisions quickly.

Stand out from the competition

Business highlights share important attributes that set their business apart; like how long they have been operating, if they are vegan friendly or women-owned, etc.

Keep consumers focused on them

Remove competitor ads from their business pages so people are focused on your client.

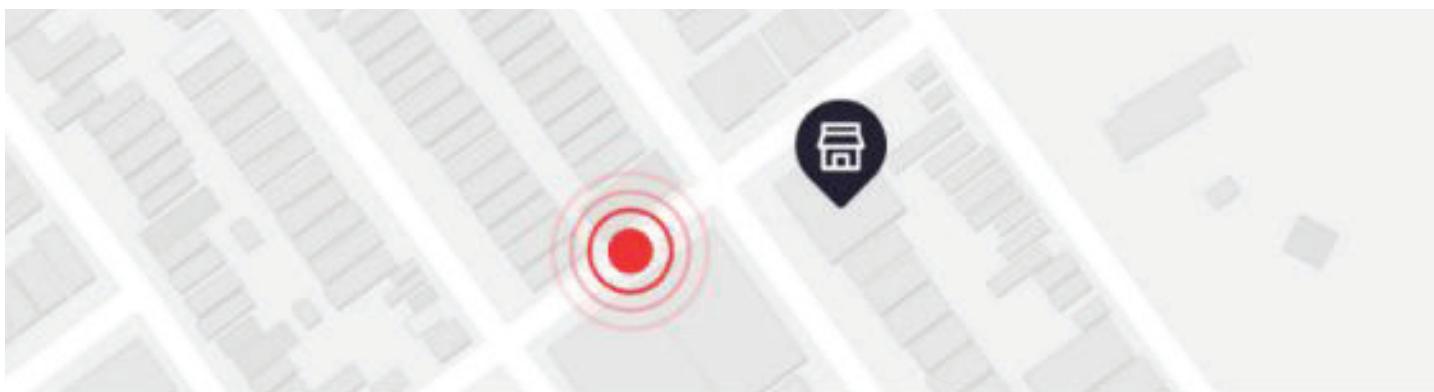
Drive consumer action

A Call to Action button links potential customers to their website, an order form or coupon, or even a mobile phone call.

Measure your success

Track Store Visits

Yelp makes it possible to know whether people who engaged with your clients' ads visited their business.



Measuring the impact of their ads is easy with Yelp

Track results with:



Impressions



Mapped Directions



Clicks



Call Tracking



Mobile Calls



Link Tracking

Comparison: Direct Yelp Advertising vs. Agency Managed Yelp Advertising

The key differences between running Yelp Ads directly and running them through **THE CHIMERA MARKETING** as a Yelp Advertising Partner.

Setup & Management

- **Direct:** Self-serve; business owner must configure and manage campaigns.
- **Agency:** Fully managed by marketing experts with Yelp Partner access.

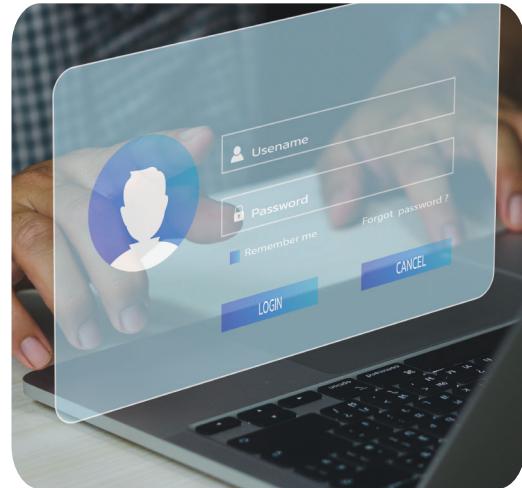


Ad Credit Bonuses

- **Direct:** Rare or no access to ad credit promotions.
- **Agency:** Clients can receive \$300–\$500 in Yelp ad credits via partner onboarding.

Enhanced Profile

- **Direct:** Costs ~\$90–\$120/month extra for tools like CTA buttons and rival ad block.
- **Agency:** Often included FREE or bundled in ad packages.



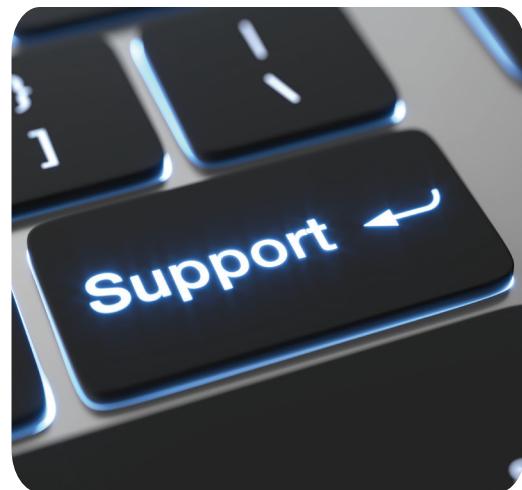
Campaign Optimization

- **Direct:** Manual bid adjustments, testing, and copywriting done by business owner.
- **Agency:** Ongoing tweaks, A/B testing, and smart budget moves handled by experts.



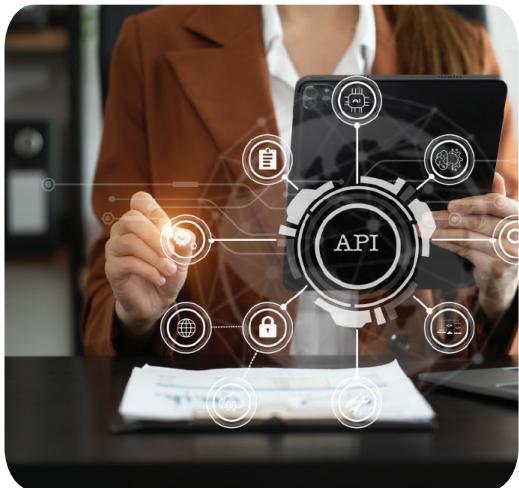
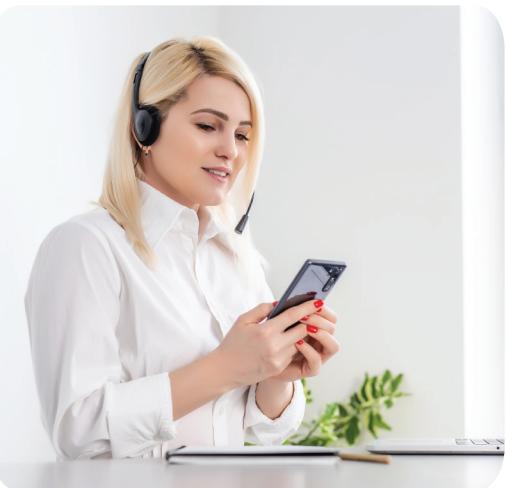
Support Access

- **Direct:** Yelp general support queue; no dedicated rep.
- **Agency:** Fast-track support via Yelp Partner Manager & guided onboarding.



Call Tracking

- **Direct:** Limited or unavailable without additional cost.
- **Agency:** Included with dynamic call tracking numbers and call data.



Beta Features & Pilots

- **Direct:** No access to unreleased or pilot tools.
- **Agency:** Early access to beta features, formats, and ad innovations.

Cross-Platform Strategy

- **Direct:** Yelp Ads only; no integration with other platforms.
- **Agency:** Coordinated strategies across Yelp, Google, Meta, TikTok.



Start getting more for your business now

Are you ready to launch your yelp ad Campaigns with Chimera through our agency dashboard and drive more results ? We would love to learn more about your business goals and get your business setup for more success

Reach out to us today at yelp@thechimeramarketing.com

