

YELP NATIONAL CASE STUDY



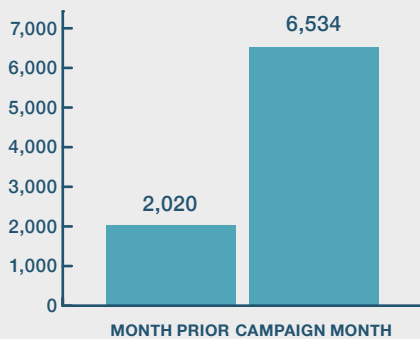
Yelp Ads campaign drove leads for car sales and repair orders to three dealers in the Los Angeles Metro area.

A LOOK AT THE NUMBERS

YELP ADS DELIVERED:

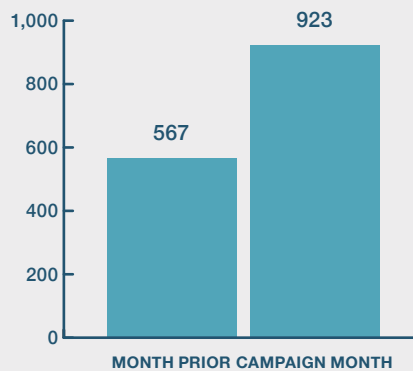
3x

User Views



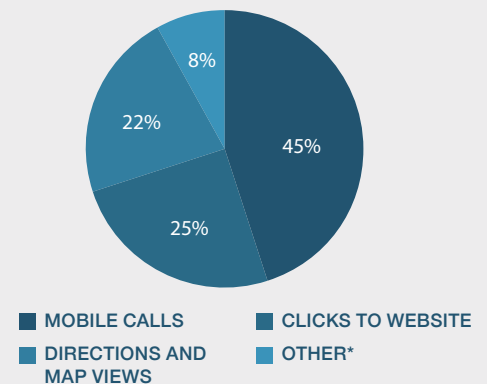
+63%

Increase in Customer Leads



45%

of Customer Leads were mobile calls to the dealerships



BACKGROUND

American Honda Motor Company includes over 1,300 dealerships throughout the United States. The dealers offer both car sales and auto repair services for Honda and Acura automobiles.

CHALLENGE

Honda discovered that many of the Yelp Business Pages for its dealerships were lacking important information, such as their hours of operation, phone numbers, and websites. Honda decided to make Yelp a Preferred Marketing Provider. To prove the power of Yelp to drive awareness and engagement, together Honda and Yelp decided to test Yelp Ads on three dealerships in the Los Angeles Metro area.

RESULTS

Measured results included a 3x increase in user views to their Yelp Business Pages, a 63% increase in customer leads, and a 2x return on ad spend.

*Other includes: Call to Action Clicks, Bookmarks, Mobile Check-ins, & Uploaded Photos. All data is based on 3 Honda and Acura dealerships that ran \$20k in performance-based cost-per-click advertising in the car dealers category during May 2016. Yelp provided Honda with credits to get started with this ad program.

