



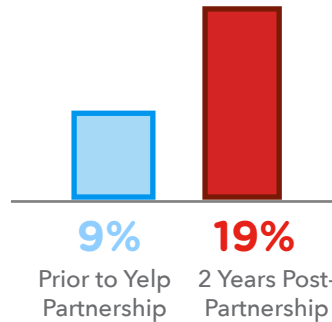
Dwyer Group partnered with Yelp to provide its franchisees with individualized Yelp education and exclusive Yelp Ads discounts.

## A LOOK AT THE NUMBERS

# 95%

of consumers searching Yelp for Home Services **make a purchase after using the platform** (Sometimes, Frequently, or Almost Always)

Source: Nielsen 2016



# 2x

### Increase in View-to-Lead Conversion Rate

(Customer Leads include clicks to website, mobile calls, directions & map views, and mobile check-ins)

# 91%

of consumers searching Yelp for Home Services **make a purchase after calling a business**

Source: Nielsen 2016

# +133%

### Increase in Total Customer Leads

Since partnering with Yelp and purchasing Branded Profiles for franchisees, Dwyer Group has experienced a 133% increase in Customer Leads.

## CHALLENGE

With 11 popular home services brands such as Mr. Electric and Mr. Rooter in its franchise portfolio, Dwyer Group constantly looks for innovative marketing platforms and new ways to drive leads to its franchisees.

## SOLUTION

After learning that 83% of Yelp users searching for Home Services businesses make a purchase within a week\*, Dwyer Group decided to make Yelp an official vendor partner with the goal of helping its franchisees gain new clients.

## RESULTS

Since partnering with Yelp and purchasing Branded Profiles for franchisees in 2015, Dwyer Group locations have seen a 133% increase in Customer Leads from Yelp and the average conversion rate from User View to Customer Lead has more than doubled.\*\*

\*Nielsen 2016

\*\*Yelp Internal Data based on 6 original Dwyer Group brands. Data from prior to Yelp partnership is Q1 2015 and data two years post-partnership is from Q1 2017.

