

## What are Yelp Ads?

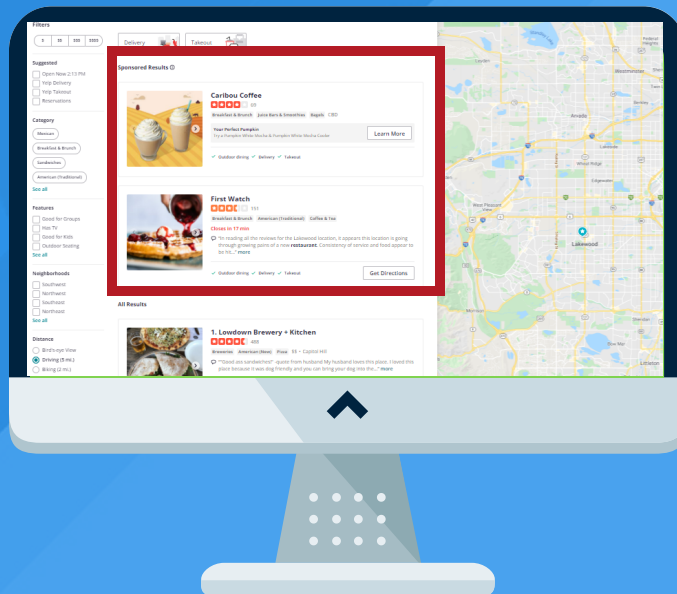
Yelp Ads are a lower-funnel tactic. It is viewed by customers who are directly searching for your product and/or service on Yelp.



**Keyword Based Audiences**



User is actively searching for companies for a specific product/service



Utilizes a strong call to action

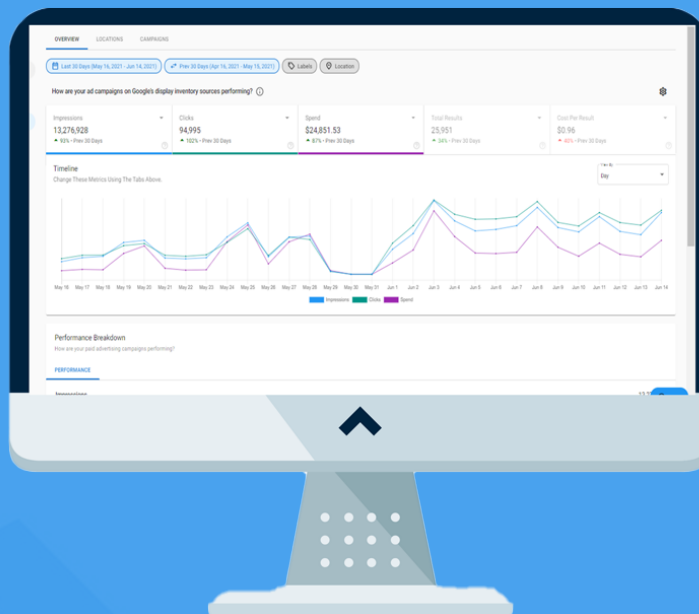


Crafted creatives to help promote a specific offer or product

## What does LOCALACT Yelp Reporting have to offer?



**Campaign snapshot:**  
Detailed breakdown of each metric throughout the campaign



**Campaign timeline** to view metrics throughout the campaign duration.