

Yelp Metrics Data Sheet	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17
<b><u>Traffic Metrics (thousands on a monthly avg basis)</u></b>									
Desktop Unique Visitors <sup>1</sup>	74,607	77,433	73,406	71,409*	67,888*	78,167*	82,998*	83,592*	76,748*
Mobile Web Unique Visitors	65,860	68,551	69,327	72,040	65,351	73,192	74,101	73,508	64,221
App Unique Devices	20,006	21,186	23,010	24,900	24,073	25,827	27,987	30,162	28,845
<b><u>Engagement Metrics</u></b>									
Cumulative Reviews (thousands)	95,210	101,564	108,251	115,259	121,022	127,478	134,591	142,036	148,298
Percentage of Searches on Mobile	72%	72%	72%	77%	77%	76%	78%	79%	79%
Percentage of Ad Clicks on Mobile	63%	63%	63%	65%	66%	67%	69%	70%	70%
<b><u>Local Business Metrics (in thousands except % data)</u></b>									
Claimed Local Business Locations	2,648	2,834	3,010	3,192	3,363	3,559	3,753	3,975	4,189
Paying Advertising Accounts <sup>2</sup>	109	119	125	132	135	139	148	155	163
Repeat Rate <sup>3</sup>	77%	76%	78%	79%	80%	78%	76%	78%	77%
<b><u>Headcount</u></b>									
Total Headcount	3,850	4,050	4,150	4,350	4,250	4,350	4,600	5,050	5,200
Sales Headcount <sup>4</sup>	2,200	2,300	2,400	2,550	2,500	2,550	2,750	3,050	3,300
<b><u>Revenue (millions)</u></b>									
Advertising Revenue	\$131.7	\$143.0	\$156.7	\$169.0	\$176.5	\$177.0	\$186.6	\$199.6	\$208.4
Transactions Revenue	\$14.0	\$14.5	\$15.5	\$15.9	\$16.6	\$18.1	\$18.4	\$18.5	\$5.2
Brand Revenue <sup>5</sup>	\$7.1	-	-	-	-	-	-	-	-
Other Services Revenue	\$1.0	\$1.1	\$1.2	\$1.4	\$1.7	\$2.2	\$3.8	\$4.3	\$4.6
Total Revenue	\$153.7	\$158.6	\$173.4	\$186.2	\$194.8	\$197.3	\$208.9	\$222.4	\$218.2
<b><u>Local Revenue by Vertical</u></b>									
Home & Local	28%	29%	30%	30%	30%	30%	31%	31%	31%
Restaurants	14%	14%	14%	15%	15%	14%	14%	15%	14%
Beauty & Fitness	12%	12%	12%	12%	12%	13%	13%	12%	12%
Health	11%	11%	11%	10%	11%	11%	11%	11%	11%
Shopping	10%	10%	9%	10%	9%	9%	9%	9%	9%
Other	25%	24%	24%	23%	24%	23%	22%	22%	23%

<sup>1</sup> Desktop unique visitor values for the indicated periods have been adjusted to remove certain robot traffic, as described in Yelp's most recent Annual Report on Form 10-K or Quarterly Report on Form 10-Q.

<sup>2</sup> Paying advertising accounts comprise all business accounts from which we recognize advertising revenue in a given three-month period.

<sup>3</sup> Repeat Rate defined as the percentage of existing paying advertising accounts from which we recognized advertising revenue at some point in the immediately preceding 12-month period

<sup>4</sup> Sales headcount includes Local Client Partners as of 3Q16

<sup>5</sup> Brand revenue discontinued as of 12/31/15

More information about the Company, including the factors that could affect the Company's operating results, is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the Company's most recent Quarterly or Annual Report filed with the SEC, available at <http://www.yelp-ir.com> or the SEC's website at [www.sec.gov](http://www.sec.gov).