

Yelp Metrics Data Sheet	1Q14	2Q14	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16
<u>Traffic Metrics (thousands on a monthly avg basis)</u>												
Desktop Unique Visitors	82,211	81,884	80,468	77,628	79,543	79,175	78,901	74,607	77,433	73,406	77,162	73,466
Mobile Web Unique Visitors	50,249	55,877	58,949	57,770	62,923	64,715	69,117	65,860	68,551	69,327	72,040	65,351
App Unique Devices	10,941	12,009	14,491	14,541	16,039	18,097	20,121	20,006	21,186	23,010	24,900	24,073
International Web Unique Visitors	31,124	30,965	30,149	30,837	31,143	29,953	30,561	29,937	29,882	28,856	30,669	29,474
<u>Engagement Metrics (thousands)</u>												
Cumulative Reviews	56,905	61,342	66,592	71,232	77,346	83,102	89,635	95,210	101,564	108,251	115,259	121,022
Cumulative Int'l Reviews	6,168	6,525	7,013	7,468	8,602	9,082	9,586	10,050	10,530	11,001	11,475	11,830
Percentage of Searches on Mobile	60%	61%	64%	65%	65%	68%	71%	70%	70%	72%	74%	73%
Percentage of Ad Clicks on Mobile	50%	52%	53%	59%	60%	63%	65%	63%	63%	63%	65%	66%
<u>Local Business Metrics (thousands)</u>												
Claimed Local Business Locations	1,623	1,751	1,886	2,029	2,193	2,349	2,503	2,648	2,834	3,010	3,192	3,363
Local Advertising Accounts ¹	63.3	69.4	76.0	83.9	90.2	97.1	104.2	111.0	121.0	128.4	135.0	137.8
Repeat Rate ²	75%	75%	76%	75%	76%	77%	77%	77%	76%	78%	79%	80%
<u>Headcount</u>												
Total Headcount	2,150	2,350	2,650	2,700	3,100	3,250	3,650	3,850	4,050	4,150	4,350	4,250
Sales Headcount	1,250	1,350	1,550	1,550	1,600	1,750	2,100	2,200	2,300	2,400	2,500	2,450
<u>Revenue (millions)</u>												
Advertising Revenue	\$67.3	\$78.0	\$91.2	\$99.1	\$104.3	\$113.5	\$121.9	\$131.7	\$143.0	\$156.7	\$169.0	\$176.5
Transactions Revenue	\$1.3	\$1.2	\$1.3	\$1.4	\$6.6	\$11.3	\$12.0	\$14.0	\$14.5	\$15.5	\$15.9	\$16.6
Brand Revenue ³	\$7.5	\$9.1	\$9.3	\$8.7	\$6.6	\$8.3	\$9.0	\$7.1	-	-	-	-
Subscriptions and Other Services Revenue	\$0.4	\$0.5	\$0.6	\$0.8	\$0.9	\$0.8	\$0.7	\$1.0	\$1.1	\$1.2	\$1.4	\$1.7
Total Revenue	\$76.4	\$88.8	\$102.5	\$109.9	\$118.5	\$133.9	\$143.6	\$153.7	\$158.6	\$173.4	\$186.2	\$194.8
International Revenue	\$2.4	\$2.6	\$2.6	\$3.3	\$3.2	\$3.0	\$2.9	\$3.0	\$3.2	\$3.7	\$3.9	\$3.9
<u>Local Revenue by Vertical</u>												
Home & Local	25%	26%	26%	26%	26%	28%	28%	28%	29%	30%	30%	30%
Restaurants	16%	15%	15%	15%	15%	15%	15%	14%	14%	14%	15%	15%
Beauty & Fitness	13%	13%	12%	13%	13%	12%	12%	12%	12%	12%	12%	12%
Health	11%	12%	11%	11%	11%	11%	11%	11%	11%	11%	10%	11%
Shopping	11%	11%	11%	11%	11%	11%	10%	10%	10%	9%	10%	9%
Other	24%	23%	25%	24%	24%	23%	24%	25%	24%	24%	23%	24%

¹ Local advertising accounts comprise all local business accounts from which we recognize local advertising revenue in a given three-month period

² Repeat Rate as defined as the percentage of existing local advertising accounts from which we recognized revenue in the immediately preceding 12-month period

³ 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.