

Yelp Metrics Data Sheet	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17
Traffic Metrics (thousands on a monthly avg basis)										
Desktop Unique Visitors ¹	79,543	79,175	78,901	74,607	77,433	73,406	71,409*	67,888*	78,167*	82,998*
Mobile Web Unique Visitors	62,923	64,715	69,117	65,860	68,551	69,327	72,040	65,351	73,192	74,101
App Unique Devices	16,039	18,119	20,121	20,006	21,186	23,010	24,900	24,073	25,827	27,987
Engagement Metrics (thousands)										
Cumulative Reviews	77,346	83,102	89,635	95,210	101,564	108,251	115,259	121,022	127,478	134,591
Percentage of Searches on Mobile	68%	71%	73%	72%	72%	72%	77%	77%	76%	78%
Percentage of Ad Clicks on Mobile	60%	63%	65%	63%	63%	63%	65%	66%	67%	69%
Local Business Metrics (thousands)										
Claimed Local Business Locations	2,193	2,349	2,503	2,648	2,834	3,010	3,192	3,363	3,559	3,753
Paying Advertising Accounts ²	89	95	102	109	119	125	132	135	139	148
Repeat Rate ³	76%	77%	77%	77%	76%	78%	79%	80%	78%	76%
Headcount										
Total Headcount	3,100	3,250	3,650	3,850	4,050	4,150	4,350	4,250	4,350	4,600
Sales Headcount ⁴	1,600	1,750	2,100	2,200	2,300	2,400	2,550	2,500	2,550	2,750
Revenue (millions)										
Advertising Revenue	\$104.3	\$113.5	\$121.9	\$131.7	\$143.0	\$156.7	\$169.0	\$176.5	\$177.0	\$186.6
Transactions Revenue	\$6.6	\$11.3	\$12.0	\$14.0	\$14.5	\$15.5	\$15.9	\$16.6	\$18.1	\$18.4
Brand Revenue ⁵	\$6.6	\$8.3	\$9.0	\$7.1	-	-	-	-	-	-
Subscriptions and Other Services Revenue	\$0.9	\$0.8	\$0.7	\$1.0	\$1.1	\$1.2	\$1.4	\$1.7	\$2.2	\$3.8
Total Revenue	\$118.5	\$133.9	\$143.6	\$153.7	\$158.6	\$173.4	\$186.2	\$194.8	\$197.3	\$208.9
Local Revenue by Vertical										
Home & Local	26%	28%	28%	28%	29%	30%	30%	30%	30%	31%
Restaurants	15%	15%	15%	14%	14%	14%	15%	15%	14%	14%
Beauty & Fitness	13%	12%	12%	12%	12%	12%	12%	12%	13%	13%
Health	11%	11%	11%	11%	11%	11%	10%	11%	11%	11%
Shopping	11%	11%	10%	10%	10%	9%	10%	9%	9%	9%
Other	24%	23%	24%	25%	24%	24%	23%	24%	23%	22%

¹ Desktop unique visitor values or the indicated periods have been adjusted to remove bot traffic, as detailed in the accompanying earnings release. Unadjusted values for 3Q16, 4Q16, 1Q17 and 2Q17 are 77,162, 73,466, 84,475, and 93,494, respectively.

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

³ Repeat Rate as 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

⁴ Sales headcount includes Local Client Partners as of 3Q16

⁵ 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.