

Yelp Metrics Data Sheet	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17
Traffic Metrics (thousands on a monthly avg basis)									
Desktop Unique Visitors	79,543	79,175	78,901	74,607	77,433	73,406	77,162	73,466	84,475
Mobile Web Unique Visitors	62,923	64,715	69,117	65,860	68,551	69,327	72,040	65,351	73,192
App Unique Devices	16,039	18,119	20,121	20,006	21,186	23,010	24,900	24,073	25,827
Engagement Metrics (thousands)									
Cumulative Reviews	77,346	83,102	89,635	95,210	101,564	108,251	115,259	121,022	127,478
Percentage of Searches on Mobile*	68%	71%	73%	72%	72%	72%	77%	77%	76%
Percentage of Ad Clicks on Mobile	60%	63%	65%	63%	63%	63%	65%	66%	67%
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
Local Advertising Accounts ¹	90	97	104	111	121	128	135	138	143
Paying Advertising Accounts ²	89	95	102	109	119	125	132	135	139
Repeat Rate ³	76%	77%	77%	78%	76%	78%	79%	80%	78%
Headcount									
Total Headcount	3,100	3,250	3,650	3,850	4,050	4,150	4,350	4,250	4,350
Sales Headcount ⁴	1,600	1,750	2,100	2,200	2,300	2,400	2,550	2,500	2,550
Revenue (millions)									
Advertising Revenue	\$104.3	\$113.5	\$121.9	\$131.7	\$143.0	\$156.7	\$169.0	\$176.5	\$177.0
Transactions Revenue	\$6.6	\$11.3	\$12.0	\$14.0	\$14.5	\$15.5	\$15.9	\$16.6	\$18.1
Brand Revenue ⁵	\$6.6	\$8.3	\$9.0	\$7.1	-	-	-	-	-
Other Services Revenue	\$0.9	\$0.8	\$0.7	\$1.0	\$1.1	\$1.2	\$1.4	\$1.7	\$2.2
Total Revenue	\$118.5	\$133.9	\$143.6	\$153.7	\$158.6	\$173.4	\$186.2	\$194.8	\$197.3
Local Revenue by Vertical									
Home & Local	26%	28%	28%	28%	29%	30%	30%	30%	30%
Restaurants	15%	15%	15%	14%	14%	14%	15%	15%	14%
Beauty & Fitness	13%	12%	12%	12%	12%	12%	12%	12%	13%
Health	11%	11%	11%	11%	11%	11%	10%	11%	11%
Shopping	11%	11%	10%	10%	10%	9%	10%	9%	9%
Other	24%	23%	24%	25%	24%	24%	23%	24%	23%

* Reported percentages adjusted to reflect updated measurement methodology.

¹ Local advertising accounts (also referred to as advertising and subscription accounts) consist of business accounts from which we recognize (a) advertising revenue and (b) revenue from Yelp Reservations subscriptions in a given three-month period. The metric has been deduplicated for Yelp Reservations paying accounts that also paid for Yelp advertising in the given three-month period.

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 Includes Local Client Partners - a team responsible for service and upsells of SMB advertisers - who were introduced to the salesforce 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.