

uberall and Yelp announce partnership to help local businesses grow using the Location Marketing Cloud

uberall, Europe's premium digital location marketing provider, announced today its partnership with Yelp, the company that connects consumers with great local businesses. The announcement was made at the Local Search Association's annual conference in San Diego. The companies hope the partnership will strengthen local businesses' ability to engage with their customers, and drive more foot-traffic to their stores.

uberall empowers businesses to control all of their store location data using a centralized solution: The Location Marketing Cloud. The cloud allows businesses to manage their data across a global range of directories and platforms, enhancing each store location's findability in search directories. Yelp will now be available to uberall clients as a platform on which they can manage their multi-location store data, as well as monitor their online reputations for each of their stores within the cloud.

With the increase of ROPO (research online, purchase offline) consumer behavior, location marketing has come to play an indispensable role in modern marketing, particularly for multi-location businesses. Consumers are influenced at the research stage by reviews and feedback. To provide businesses with the best possible chance of driving consumers to their stores, uberall secures the digital locations of real-world store locations with accurate data. The companies hope the partnership will provide local businesses with even more opportunities to grow through local connections, and win new customers by taking advantage of the ROPO trend.

What's more, with uberall as a leading player in Europe (with a second office in San Francisco), and Yelp the leading service in the US, the partnership provides a geographical as well as technical advantage for both companies. uberall hopes to attract more US clients through Yelp's network, and Yelp is excited to increase data accuracy in Europe with uberall.

Chad Richard, senior vice president of business & corporate development at Yelp said:

"We're excited to partner with uberall and delighted to work with a company which shares Yelp's commitment to high-quality location data. Rich data is the backbone of Yelp, and without reliable location data, it doesn't matter if that awesome restaurant around the corner has great double-chocolate fondue if you show up an hour after they closed. By partnering with uberall, we hope to ensure consumers can find accurate information on Yelp, and businesses never lose a customer opportunity because their data was inaccurate."

Co-founder of uberall, Florian Huebner said:

“We couldn’t be happier with this new partnership: Yelp is a major global player when it comes to local businesses, and uberall provides a high-end solution for multi-location businesses to manage their data and interact with their customers. uberall continues to change the location marketing game and provide even more selling opportunities and value for its clients - this is made possible by partnerships with great companies such as Yelp.”

About uberall

uberall powers sales through location data, using the innovative Location Marketing Cloud. We enable companies to manage multi-site information in a centralized tool, enriching and securing data in a global range of directories, maps, social networks and navigation services, providing maximal findability for their stores, and enabling businesses to interact with their customers, wherever their business is mentioned online. Our products, Engage, Listings and Locator empower businesses to transform online interactions into offline sales, all over the world.

uberall was founded in 2012 by David Federhen, Florian Hübner and Josha Benner, in Berlin. It is backed by top investors, including United Internet, FUNKE Digital, and Project A Ventures, and has a second office in San Francisco. Its clients include renowned companies like Vodafone, Holiday Inn, and Yves Rocher. More information can be found at www.uberall.com and [@getuberall](https://twitter.com/getuberall).

Yelp Inc. (NYSE: YELP) connects people with great local businesses. Yelp was founded in San Francisco in July 2004. Since then, Yelp communities have taken root in major metros across 32 countries. By the end of Q4 2016, Yelpers had written approximately 121 million rich, local reviews, making Yelp the leading local guide for real word-of-mouth on everything from boutiques and mechanics to restaurants and dentists. Approximately 24 million unique devices accessed Yelp via the Yelp app, approximately 65 million unique visitors visited Yelp via mobile web and approximately 73 million unique visitors visited Yelp via desktop on a monthly average basis during the Q4 2016. For more information, please visit <http://www.yelp.com> or send an email to press@yelp.com.