



Real Results with Yelp Ads

# Increased Bookings for a Nationwide Massage Company

## Challenge

In today's competitive market, a national massage therapy brand found themselves at a crossroads. Their advertising was running, the effort was there, but the results were lacking. It was time for a fresh approach.

Enter Yelp Ads.

## Solution

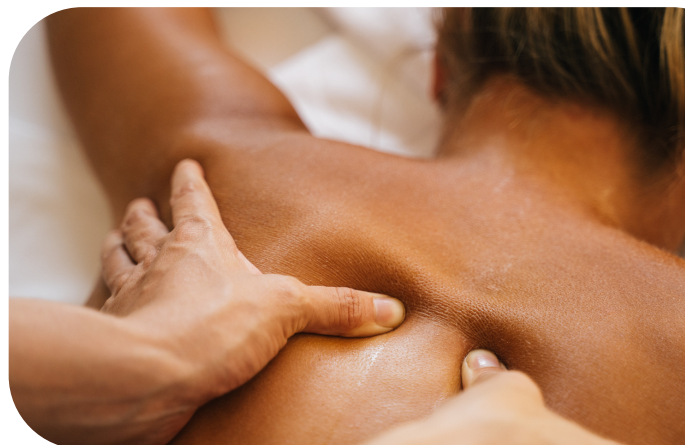
With a targeted strategy, they utilized Yelp's tools to measure success across all lead types and channels. They implemented pixel tracking, monitored mobile calls, and gathered all lead data into a comprehensive Return on Ad Spend (ROAS) model.

## Results

In just the first month, they saw success. Not overwhelming, not flashy, but real, measurable success. It's a story that illustrates the power of Yelp Ads, a solution that can help businesses find their footing and achieve goals.

**The takeaway here is clear.**

If you have the right tools and the right partner in Yelp Ads, you can make meaningful strides in your advertising efforts. It's about making smart choices and seeing real results. That's what this case study represents, and it's what Yelp Ads can do for you.



77%

of transactions were in 24 hrs

\$5.54

Cost per conversion (calls/appts)

14:1

Return on Ad Spend