Yelp Attribution Program

Extend your understanding of the impact of digital media on offline conversions with a simple LiveRamp integration
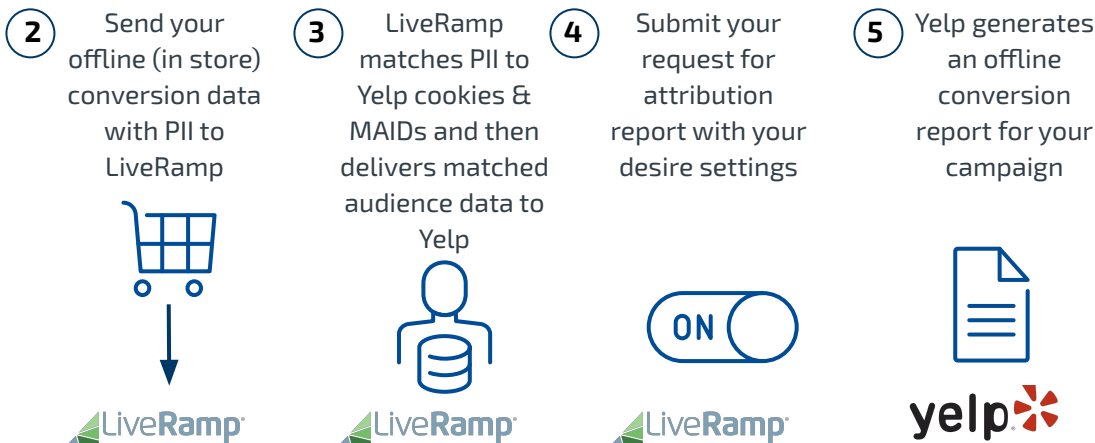
PROBLEM: As more of your advertising budget is shifting to digital media, you need a way to tie your online campaigns to offline conversions from brick and mortar locations.

SOLUTION: The Yelp Attribution Program powered by LiveRamp gives you the ability to tie your offline sales back to the online impressions you ran on Yelp. Now you can close the loop and understand the impact of your digital campaigns on offline actions.

How it works

1 Start by working with Yelp to launch your campaign

2 Send your offline (in store) conversion data with PII to LiveRamp

3 LiveRamp matches PII to Yelp cookies & MAIDs and then delivers matched audience data to Yelp

4 Submit your request for attribution report with your desire settings

5 Yelp generates an offline conversion report for your campaign

Benefits

Measure ROI
- Tie campaign exposure data to purchases that take place offline to close the loop and prove the value of your investments
- With this ROI insight, you can properly allocate budget to tactics and media throughout the campaign

Optimize Campaigns
- Identify the messages, offers, creative and targeting that have the highest impact on offline conversions

About LiveRamp

Cross-Channel Linking

We link online and offline data across channels and devices, enabling a people-based approach to measurement

Activate Offline Data Online

Onboard your CRM, sales and third-party data to more than 500 marketing platforms, and unlock more value from the tools you use every day

Accuracy

We use best-in-class recognition service and exact deterministic 1:1 matching on devices to accurately link your data at the consumer level

Security and Privacy Built in

We perform privacy-conscious matching and linking of customer data records