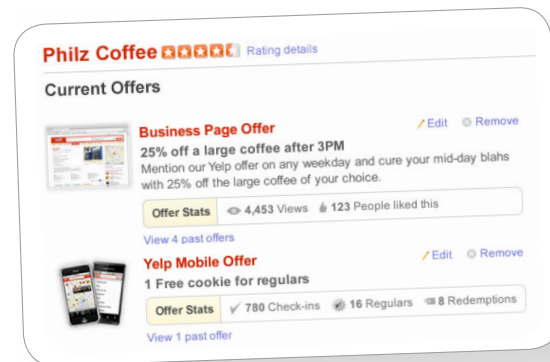


CREATE A CHECK-IN OFFER ON

Yelp Check-in Offers are a way for business owners to reward their most loyal customers, while drawing new ones through the door.

1. Unlock your business's page on Yelp. It's free and easy. Visit biz.yelp.com & click "Create your free account now."



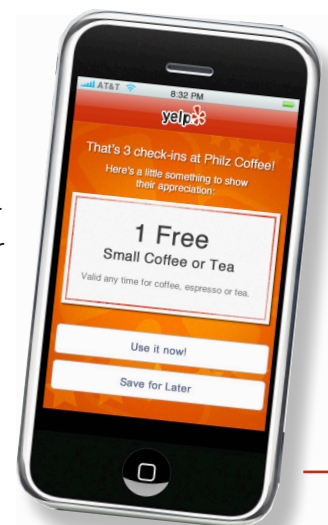
2. Once you've unlocked your listing, you can leverage a suite of free tools, including monitoring traffic and engagement of your Yelp Check-in Offers.

3. For a Yelp Check-in Offer, choose what offer type, headline, details of your offer and how many check-ins must be accumulated by a customer to unlock it.



4. Congrats! Your Check-in Offer is now viewable to the millions of people who rely on the Yelp app every month to make a spending decision!

Once a customer unlocks your offer, they can use it now — or save for another visit. When used, the offer will disappear from the device or you can also tap a button to mark it as immediately redeemed.



Did you know...

More than **38 million** people relied on Yelp last month to make a spending decision.

There are **14 million** reviews on Yelp. Over 5 million were written in 2010 alone.

Out of **300,000 apps**, Yelp named one of 5 apps in Apple App Store **Hall of Fame**.

Over 30% of all searches on Yelp.com come from mobile.

Every **5 seconds**, a call is made to a local business from a Yelp app.

Want to let consumers know they can check in to your business on Yelp? Download and print Yelp Check-in Badges and other marketing materials for your website or business at www.bit.ly/checkinbadges