

AI Executive Summary

Analysis of 71 relevant mentions:

- **AI-Powered Enhancements:** Yelp has introduced **AI-powered review insights** to summarize user reviews, enhancing user experience by highlighting key review themes such as food quality, service, and ambiance.
- **Improved Features and Integration:** Yelp is adding new features including **personalized home feeds** and integrating with **Apple Maps**, aiming to streamline user interactions and increase lead generation for businesses.
- **Market Position and Competition:** Yelp is leveraging ongoing innovations to maintain its competitive edge against rivals like **Google** by expanding its services and improving AI capabilities in review analysis.
- **Advertising and User Engagement:** Yelp enhances its advertising solutions with AI tools to offer personalized and visually engaging content, aiming for higher **conversion rates** and user satisfaction.
- **Restaurant Impact:** Yelp claims that using its platform can lead to up to an **8% increase in restaurant bookings**, significantly affecting the financial performance of businesses utilizing their services.

Key Mentions & Timestamps

1. Podcast: The Artificial Intelligence Podcast



Episode: Today in AI - December 10, 2024

Date: December 11, 2024 07:27 AM EST

Investor Relevance: 92/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:33:53.670] "Yelp ensures user privacy through anonymized communication channels and strict data handling policies, complying with regulations like the GDPR and CCPA."

[00:34:07.680] "For businesses, Yelp is integrating with Apple Maps to include a button for requesting service quotes and revamping inboxes with redesigned job cards and AI-powered summaries."

[00:34:33.230] "Yelp's recent acquisition of RepairPal, a site for car repair estimates, reflects its goal of expanding services beyond restaurant reviews."

2. Podcast: Stock Club



Episode: #238: 2024's Best Performing Stock's Insane Bitcoin Bet

Date: November 28, 2024 04:00 AM EST

Investor Relevance: 78/100

Speaker Type: External Observer

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Key Quotes:

[00:13:56.000] "i'm sure yelp probably noticed the search traffic was dropping probably 10 years ago and did begin a process of saying well should we talk to google directly should we file a lawsuit"

[00:14:02.500] "even if they were to reverse the search algorithm tomorrow and place yelp back up at the top of the results i when was the last time you were on yelp it's you know like so much of this is just familiarity with the audience"

[00:14:08.870] "if you have spent this last seven years losing all of your favorability with them it's very hard even with a with an antitrust lawsuit to gain that back 100 percent"

3. Podcast: Hedge Fund Tips with Tom Hayes



Episode: Hedge Fund Tips with Tom Hayes - Podcast - Episode 267 - November 28, 2024

Date: November 28, 2024 01:46 PM EST

Investor Relevance: 77/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[01:41:13.480] "For your restaurant play, could you ticket Yelp qualified tech play to cover overall eat-out dollars rising over the next four years?"

[01:41:13.480] "Let's do Yelp. This is a trading vehicle. This has been a crap business that continues to trade in a range."

[01:41:13.480] "Cash flow is going up or had gone up. Price gone up. Revenues went up. Return on capital."

4. Podcast: Local News Matters



Episode: Prioritizing people, well-being and resilience in journalism with APIs Samantha Ragland

Date: December 12, 2024 11:24 AM EST

Investor Relevance: 74/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:23:55.020] "Yelp took basically what we were doing in terms of restaurant reviews and guides and made it, you know, something that would be centralized and easy to find."

5. Podcast: The Tech M&A Podcast



Episode: Episode 67: December Monthly M&A Report: The New M&A Metrics

Date: December 12, 2024 01:00 PM EST

Investor Relevance: 73/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:22:44.480] "Among companies providing online auto services, car repair estimates website RepairPal was purchased for \$80 million at 2.7 times revenue by Yelp to scale its reach to meet automotive needs."

6. Podcast: The Artificial Intelligence Podcast



Episode: Today in AI - December 10, 2024

Date: December 11, 2024 07:27 AM EST

Investor Relevance: 73/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:36:42.000] "Yelp's new features, particularly AI-powered review insights, and personalized home feeds, represent significant advancements in how users interact with online reviews, solidifying Yelp's position in the competitive online review market."

7. Podcast: Stock Club



Episode: #238: 2024's Best Performing Stock's Insane Bitcoin Bet

Date: November 28, 2024 04:00 AM EST

Investor Relevance: 72/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:12:31.330] "Yelp saying oh well you're advertising on google and then you show google maps and it's like oh yeah that's what people came to google for."

8. Podcast: Your Passion, Purpose and Personal Brand



Episode: 151 Building Networking Trust and Connection in the Digital Age with Jeff Bitton
Date: December 03, 2024 05:00 AM EST
Investor Relevance: 68/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:05:35.230] "Like really, whenever you go to Google or Yelp or HomeAdvisor or any other platform, the companies that those that those platforms push are the ones that paid them the most money."

9. Podcast: KMJ's Afternoon Drive



Episode: Sick! Mickey D's flooded with negative reviews after assassins arrest
Date: December 11, 2024 10:08 PM EST
Investor Relevance: 65/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:01:33.720] "Well, I got to tell you, the Google reviews, way more traffic than Yelp. I think they kind of undermined Yelp when they set their own thing up."

[00:01:59.380] "But Google went one step further. Yelp locks it down and starts deleting all the suspicious stuff."

10. Podcast: TechCrunch Industry News



Episode: Yelp adds AI-powered review insights to restaurants
Date: December 11, 2024 06:00 AM EST
Investor Relevance: 65/100
Speaker Type: Company Representative
[Listen to Full Episode](#)

Key Quotes:

[00:03:56.440] "The real differentiator of Yelp is the hundreds of millions of reviews that we have."

[00:03:56.440] "LLMs essentially allow us to parse all of that data in a way and at a speed that we've never had before."

[00:03:56.440] "It allows us to present information to consumers in a way that feels both precise as well as personal."

11. Podcast: Plumbing & HVAC SEO



Episode: Your 2025 Digital Marketing Plan for Plumbing, HVAC & Home Service Contractors
Date: November 28, 2024 09:00 AM EST
Investor Relevance: 65/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:35:35.590] "You've got your paid directories, which you think about it, the ones that you can pay per placement and just pay on an advertising basis, more like Yelp and things like that."

[00:35:45.590] "I like to think of these more as augmented solutions, so if for some reason the organic paid and local service ads isn't generating enough leads, we can always turn on thumbtack and some of these other services."

12. Podcast: The Artificial Intelligence Podcast



Episode: Today in AI - December 11, 2024

Date: December 12, 2024 07:25 AM EST

Investor Relevance: 63/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[01:39:05.160] "Yelp introduced AI-powered review insights to analyze user reviews, providing more precise, personalized, and efficient access to information."

[01:39:08.420] "This feature aligns with Yelp's strategy to enhance user experience through AI while maintaining the authenticity of user reviews."

[01:39:10.920] "The AI-powered insights help users refine search intent and quickly identify pertinent information, improving decision-making efficiency."

[01:39:11.160] "Businesses also benefit from aggregated review insights, informing strategies for customer experience improvement."

13. Podcast: KC By Sari



Episode: Gift Card Market

Date: December 12, 2024 01:00 AM EST

Investor Relevance: 63/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:12:24.320] "We have a licensing agreement with Yelp. So, when an establishment signs up with Yelp, they opt in to have Yelp drive business, basically, for them through different marketing programs."

[00:12:31.540] "And we're one of those types of programs where through that relationship with Yelp and through the restaurant's relationship with Yelp, we are able to pull that content from them."

[00:12:42.140] "And so, our search bar is basically powered by Yelp. So, all the restaurants that are on Yelp are opted in."

14. Podcast: The Artificial Intelligence Podcast



Episode: Today in AI - December 10, 2024

Date: December 11, 2024 07:27 AM EST

Investor Relevance: 63/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:31:48.580] "Yelp, a major platform for restaurant and nightlife reviews, has introduced new features in its year-end updates, including AI-powered review insights, a personalized home feed, and a redesigned inbox for business owners."

[00:32:08.480] "These enhancements aim to improve user experience and maintain Yelp's competitive edge in the crowded market of online reviews."

[00:32:08.480] "The AI-powered review insights help users make informed decisions, by summarizing extensive user-generated content."

[00:32:08.480] "This feature highlights key themes and sentiments across categories like food quality, service, and ambiance, each assigned a sentiment score from 1 to 100."

15. Podcast: TechCrunch Daily Crunch



Episode: Instagram rolls out trial reels
Date: December 11, 2024 07:00 AM EST
Investor Relevance: 63/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:02:28.940] "Yelp's currently adding these AI-powered insights for restaurant, food, and nightlife businesses on iOS."

[00:02:37.940] "Yelp already shows AI-powered summaries for businesses at the top of the listing, but now the company is tapping into a trove of user data in terms of reviews to highlight different aspects of a business."

[00:02:58.940] "The company is also adding the ability to broadcast your project to service providers you have already contacted when you edit details."

16. Podcast: AI Deep Dive



Episode: OpenAIs Sora Launch, Yelps AI Review Analysis, & Alphabets Willow Quantum Chip
Date: December 10, 2024 03:00 PM EST
Investor Relevance: 63/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

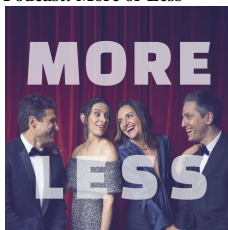
[00:02:40.760] "Yelp has this huge database of user reviews, right? And now they're using AI to get more insights from it."

[00:03:04.080] "Instead of reading tons of reviews, you get an AI summary that tells you exactly what to expect."

[00:03:13.840] "Think personalized home feeds with autoplay videos, trending searches, even a redesigned inbox for business owners with AI summaries of job information."

[00:03:19.340] "Yelp is going from a directory to a full-blown AI-powered concierge for everything local."

17. Podcast: More or Less



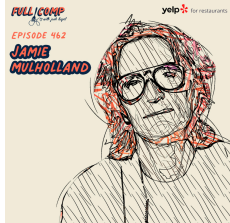
Episode: #76: In a World with 99.99% Accurate AI... (feat. Aaron Levie)

Date: December 06, 2024 10:21 AM EST
Investor Relevance: 63/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:24:42.700] "I'm sympathetic to the Spotify's of the world and the Yelp's of the world that basically say, Hey, you know, we have these environments where we're kind of working within an ecosystem that, that, you know, where we, where there's these control points that we don't have access to."

18. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Jamie Mulholland on the keys to longevity in the hospitality industry
Date: December 06, 2024 08:00 AM EST
Investor Relevance: 63/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:30:41.820] "Yelp for restaurants just released some incredibly compelling numbers. For starters, Yelp reaches nine times more customers online than OpenTable."

[00:30:47.300] "When restaurants pair that level of visibility with guest manager and Yelp ads, they experience up to an 8% lift in diner bookings."

[00:31:06.540] "Think about what that 8% lift could do for your restaurant's finances."

19. Podcast: Neil Wilkins Podcast



Episode: Voice Search Optimisation, with Robert Downey
Date: December 03, 2024 05:42 AM EST
Investor Relevance: 63/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:24:40.240] "For one, they used to have a major relationship with Yelp. And they pulled away from Yelp on their latest release, from what I can tell, and just looking at it from my developer level inside of my beta programs that I'm inside of Apple with."

[00:24:45.240] "They pulled away from Yelp, pulling a lot of their data information. They now use Apple Business Connect to be able to register the business inside of their own system because they want to control that data."

20. Podcast: San Diego Magazine's Happy Half Hour



Episode: Making an Ocean Beach Legend: Hodads owner Shane Hardin talks Food Network, Fame, and his Father
Date: December 12, 2024 10:53 AM EST
Investor Relevance: 62/100
Speaker Type: External Observer
[Listen to Full Episode](#)

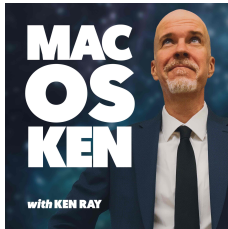
Key Quotes:

[00:29:51.340] "Yelp is used as white pages. So when somebody like that, who's a totally unreasonable douchebag, you know, writes a one star review, it brings down the overall rating."

[00:30:11.840] "They have evolved and they really, I know that local rep and he's a damn good dude and he gives a shit about the local community and they're starting to make these lists and they're starting to actually do content in local cities."

[00:30:37.240] "I will say this, like, I'm glad that Yelp is doing these lists. I'm glad that they're actually making an effort in the community."

[00:30:53.240] "They also, you can order food delivery through Yelp. They've paired up with DoorDash and other platforms. Not Uber Eats, I think, but other platforms."

21. Podcast: Mac OS Ken

Episode: Vision Pro's Popular with Popular Science - MOSK: 12.11.2024

Date: December 11, 2024 03:01 AM EST

Investor Relevance: 62/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:05:55.930] "Yelp is getting an Apple Maps-centric update. 9to5Mac had the rating and recommendation service announcing a number of changes headed into year's end."

[00:06:04.090] "For Apple Maps specifically, Yelp says it is directly integrating its Request a Quote feature."

[00:06:18.490] "Indications from Yelp are that the integration will lead to a better experience for users and more high-intent leads for businesses."

22. Podcast: Gourmand

Episode: Ep 42: Steve Raggiani

Date: December 03, 2024 09:00 AM EST

Investor Relevance: 62/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:38:24.860] "We also don't want to make revenue off of restaurants the way that Yelp does. Cause that would just like ruin the integrity of what we're building."

[00:38:26.860] "You go on Yelp and you search burgers and you get Panera and it's because Panera pays them millions of dollars. Like that's not, that's not a cool experience."

23. Podcast: Etsy Seller Success: Tips for Starting, Growing and Scaling Your Etsy and E-Commerce Shop

Episode: Maximizing Profits with Minimal Effort: The Remote Cleaning Business Model with Johnny and Sergio

Date: December 03, 2024 05:00 AM EST

Investor Relevance: 62/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:15:15.620] "And so number one is competition and number of reviews on things like the Google Business Map Pack and Yelp."

24. Podcast: The Full Ratchet (TFR): Venture Capital and Startup Investing Demystified



Episode: 462. The Founder and CEO of G2 on AI's Impact on Enterprise SaaS, How to Embrace the Climb, and Insights on Managing Through Crisis (Godard Abel)

Date: December 02, 2024 04:00 AM EST

Investor Relevance: 62/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:16:43.880] "Yelp obviously proved that reviews are really helpful, you know, I think they started in San Francisco for restaurants, but very helpful for driving local business commerce."

[00:16:54.380] "I think that the challenge that Yelp also showed was trust. You know, I think there have been all kinds of news about fake reviews, frankly, both on Yelp and on Amazon."

25. Podcast: Stock Club



Episode: #238: 2024's Best Performing Stock's Insane Bitcoin Bet

Date: November 28, 2024 04:00 AM EST

Investor Relevance: 62/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:11:14.000] "Yelp is also suing Google over local search results; it's alleging that it favors Google Maps over alternative services."

26. Podcast: The Artificial Intelligence Podcast



Episode: Today in AI - December 10, 2024

Date: December 11, 2024 07:27 AM EST

Investor Relevance: 58/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:35:23.810] "By making the platform more visually engaging and personalized, Yelp aims to increase user interaction and satisfaction."

[00:35:32.810] "Yelp's emphasis on user-generated content includes more detailed and interactive reviews, allowing users to share experiences through photos and videos."

[00:35:49.790] "Yelp's AI capabilities also extend to its advertising solutions, helping advertisers better target users with new AI tools and automation features, improving the effectiveness of campaigns and driving higher engagement rates."

27. Podcast: The Hustle Daily Show



Episode: Americans feel they're underpaid, but safe from firing

Date: December 11, 2024 01:00 AM EST

Investor Relevance: 58/100

Speaker Type: External Observer

[Listen to Full Episode](#)

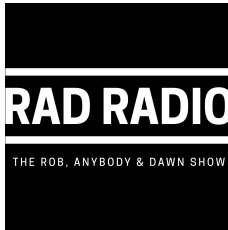
Key Quotes:

[00:04:10.030] "Yelp introduced Review Insights, a new, like clockwork, AI-powered iOS feature that summarizes customer reviews for restaurant, food, and nightlife businesses and provides aggregated, positive, neutral, and critical sentiment scores."

[00:04:25.930] "I do think for Yelp that it'll prove useful because they're going to try to tailor this to particular users' preferences."

[00:04:31.530] "However, on the other hand, you know, the issue with Yelp has been, you know, among other things, that it leads to people going to the same restaurants."

28. Podcast: RAD Radio



Episode: 12.10.24 BAD Full Show

Date: December 10, 2024 01:28 PM EST

Investor Relevance: 58/100

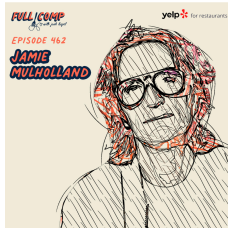
Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:09:41.650] "It's basically the Yelp killer. It's where you want to go to get all of the positive recommendations for everything from hairstylists to nail salons to auto mechanics to TV shows to movies."

29. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Jeremy Cohn and Jared Rouben on building a cult-like following

Date: November 29, 2024 08:00 AM EST

Investor Relevance: 58/100

Speaker Type: Company Representative

[Listen to Full Episode](#)

Key Quotes:

[00:00:11.000] "That's why Yelp's Guest Manager offers the same tech stack but at a low, flat monthly rate."

[00:00:14.500] "Be bookable by everyone anywhere on the largest restaurant consumer network in the US."

[00:00:18.500] "Filling your restaurant has never been easier with Yelp Guest Manager."

30. Podcast: XYZ with Erik Zachary



Episode: XYZ Just The Breaks | Tuesday December 10th, 2024

Date: December 10, 2024 04:28 PM EST

Investor Relevance: 57/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:04:10.600] "Today, Yelp introducing AI-powered review insights for restaurants."

[00:04:19.900] "It's going to be harder to be that internet Karen in the comments section as Yelp is integrating AI for their inboxing."

[00:04:25.520] "Yelp will now be able to be like, okay, this is a service issue. I'll put it in your, like, service folder."

[00:04:35.500] "I would imagine you could utilize this to help further understand if it's really 10 unhappy customers or if it's one unhappy person with multiple accounts."

31. Podcast: Seacoast Stories



Episode: The 2025 Small Business Social Media Marketing Guide

Date: December 02, 2024 05:00 AM EST

Investor Relevance: 57/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:22:45.090] "Maybe the grandparent is the one who's not necessarily on Yelp or Facebook or TikTok and finding those restaurants and recommending them."

32. Podcast: Behind the Numbers: an EMARKETER Podcast



Episode: The Daily: GenAI Search Ads or GenAI Search Subscriptions? | Dec 12, 2024

Date: December 12, 2024 12:01 AM EST

Investor Relevance: 56/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:13:57.890] "Yelp just announced that it's going to do a similar thing, and I think you should look at those launches as something that could eventually be a vehicle for advertising."

33. Podcast: XYZ with Erik Zachary



Episode: XYZ Just The Breaks | Tuesday December 10th, 2024

Date: December 10, 2024 04:28 PM EST

Investor Relevance: 55/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:00:15.200] "Tech Tuesday talking about Yelp's introduction of AI. This couldn't go horribly wrong in any capacity."

34. Podcast: Software Spotlight



Episode: Revolutionizing Media Management: Insights from Rich Diaz of Intuitive Solutions

Date: December 05, 2024 08:12 PM EST

Investor Relevance: 55/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:27:38.470] "Does TripAdvisor have as much merit as OpenTable or Yelp for a particular restaurant? And it's going to be a case-by-case basis."

35. Podcast: TechCrunch Industry News



Episode: Yelp adds AI-powered review insights to restaurants

Date: December 11, 2024 06:00 AM EST

Investor Relevance: 54/100

Speaker Type: Company Representative

[Listen to Full Episode](#)

Key Quotes:

[00:02:31.500] "Yelp launched its AI-powered assistant to connect you better with different businesses, allowing service pros to contact you through text or phone calls while masking your phone number for privacy."

[00:03:18.680] "On the business side, Yelp is integrating with Apple Maps to show a button to users to request a quote from a service."

[00:03:26.860] "Using existing data to surface different kinds of information has been a real theme for Yelp this year, introducing some features to its Yelp Fusion API."

36. Podcast: The KIPS Podcast



Episode: EP 120 Sean Greeley - Focus on Strategy to Build a Fitness Career

Date: December 14, 2024 10:14 AM EST

Investor Relevance: 53/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:27:14.000] "Google, Apple maps, next door, ways, Yelp. Those are big directories in the U.S. specifically that if you were have a presence there and you cultivate a digital reputation..."

37. Podcast: TechCrunch Industry News



Episode: Yelp adds AI-powered review insights to restaurants

Date: December 11, 2024 06:00 AM EST

Investor Relevance: 53/100

Speaker Type: Company Representative

[Listen to Full Episode](#)

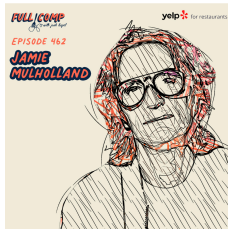
Key Quotes:

[00:00:45.120] "Yelp is releasing several new features as part of its year-end release including AI-powered review insights, a personalized home feed with new content types, and a redesigned inbox for business owners."

[00:01:19.320] "When it comes to user-facing features, the company is now highlighting reviews in different categories including food quality, service, and ambiance."

[00:01:40.960] "Yelp already shows AI-powered summaries for businesses at the top of the listing; now, the company is tapping into a trove of user data in terms of reviews to highlight different aspects of a business."

38. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Elizabeth Blau on creating a culinary destination

Date: December 10, 2024 08:00 AM EST

Investor Relevance: 53/100

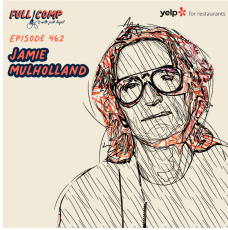
Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:34:37.120] "Yelp reaches nine times more customers online than OpenTable and would restaurants pair that level of visibility with guest manager in Yelp Ads, they experience up to an eight percent lift in diner bookings."

39. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Jamie Mulholland on the keys to longevity in the hospitality industry

Date: December 06, 2024 08:00 AM EST

Investor Relevance: 53/100

Speaker Type: External Observer

[Listen to Full Episode](#)

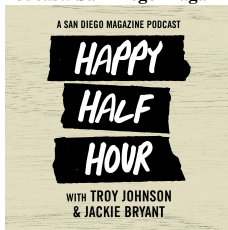
Key Quotes:

[00:00:10.000] "That's why Yelp's Guest Manager offers the same tech stack but at a low, flat monthly rate."

[00:00:14.000] "Be bookable by everyone anywhere on the largest restaurant consumer network in the US."

[00:00:16.500] "Filling your restaurant has never been easier with Yelp Guest Manager."

40. Podcast: San Diego Magazine's Happy Half Hour



Episode: Making an Ocean Beach Legend: Hodads owner Shane Hardin talks Food Network, Fame, and his Father

Date: December 12, 2024 10:53 AM EST

Investor Relevance: 52/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

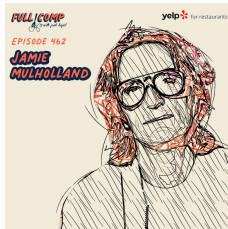
[00:30:36.220] "I'm glad that Yelp is doing these lists. I'm glad that they're actually making an effort in the community."

[00:30:45.800] "They also, you can order food delivery through Yelp. They've paired up with DoorDash and other platforms."

[00:31:03.340] "What I will say about Yelp too, is that they put out way too many lists."

[00:31:11.000] "I have more positive experiences with Yelp than negative. Personally."

41. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Elizabeth Blau on creating a culinary destination

Date: December 10, 2024 08:00 AM EST

Investor Relevance: 52/100

Speaker Type: Company Representative

[Listen to Full Episode](#)

Key Quotes:

[00:00:10.000] "That's why Yelp's Guest Manager offers the same tech stack but at a low, flat monthly rate."

[00:00:15.000] "Be bookable by everyone anywhere on the largest restaurant consumer network in the US."

[00:00:19.000] "Filling your restaurant has never been easier with Yelp Guest Manager."

42. Podcast: RAD Radio

RAD RADIO

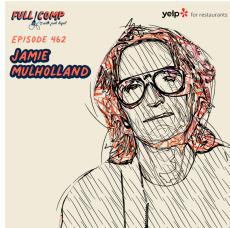
THE ROB, ANYBODY & DAWN SHOW

Episode: 12.04.24 BAD Full Show
Date: December 04, 2024 01:32 PM EST
Investor Relevance: 52/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:33:22.310] *"The Circles app, which is the social positivity app where it's all recommendation based. It's the Yelp killer."*

43. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution

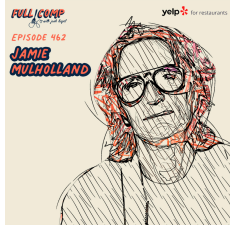


Episode: Dara Mirjahangiry on how to build a network that guarantees success
Date: December 03, 2024 08:00 AM EST
Investor Relevance: 52/100
Speaker Type: Company Representative
[Listen to Full Episode](#)

Key Quotes:

[00:00:20.000] *"That's why Yelp's Guest Manager offers the same tech stack but at a low, flat monthly rate. It's time to stop being punished for being busy."*

44. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Dara Mirjahangiry on how to build a network that guarantees success
Date: December 03, 2024 08:00 AM EST
Investor Relevance: 52/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:27:56.700] *"For starters, Yelp reaches nine times more customers online than OpenTable."*

[00:28:02.000] *"And would restaurants pair that level of visibility with guest manager and Yelp ads? They experience up to an 8% lift in diner bookings."*

45. Podcast: RESTAURANT STRATEGY



Episode: Social Media: Organic versus Paid
Date: November 28, 2024 05:00 AM EST
Investor Relevance: 52/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:10:58.180] "There's much greater purchase intent on a platform like Google, on Yelp, on TripAdvisor. People are looking actively on where to go, right?"

46. Podcast: In A(i) Nutshell



Episode: How OnlyFans Models Are Using AI to Keep Up With Their DMs (AI News This Week)
Date: December 13, 2024 06:00 AM EST
Investor Relevance: 51/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:07:37.170] "I thought Yelp went down the road of Dig StumbleUpon and Myspace. But Yelp, they've released their new AI-powered discovery and connection features."

47. Podcast: The Pineapple Perspective



Episode: 030: Building Hospitality in Tech: Avi Goren on Marquii's Mission
Date: December 12, 2024 08:00 AM EST
Investor Relevance: 51/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:33:19.000] "And I knew, and I saw it at Yelp where support wavered a bit. Sometimes you had a good support, sometimes you had a bad support."

48. Podcast: The Social Scene: Navigating the Digital Age



Episode: The Social Media Landscape in 2024: Trends Reshaping Content, Commerce, and Community
Date: December 08, 2024 06:42 AM EST
Investor Relevance: 51/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:02:17.000] "Instagram, for instance, is overtaking Yelp as the go-to for customer reviews."

49. Podcast: AI Daily News Podcast



Episode: AI Daily News: Wednesday December 11, 2024 - Google Asks FTC to Break Up OpenAI / Microsoft Deal
Date: December 11, 2024 08:17 AM EST
Investor Relevance: 50/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:05:38.460] "Yelp's new AI-powered review filters will show more of what you want to know, providing a quick overview of aspects like food, quality, service, and wait time."

[00:06:14.480] "Yelp is introducing some new AI features that aim to help users discover new establishments and narrow down customer reviews."

50. Podcast: Everything Marketplaces



Episode: A Deep Dive Into Marketplace SEO With Ethan Smith
Date: December 03, 2024 01:40 PM EST
Investor Relevance: 50/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:10:19.060] "Like Yelp and TripAdvisor have snippets, Yelp search pages have reviews snippets. So adding these snippets adds lots of rich data."

51. Podcast: The RAIZOR Report: Daily AI News in 5 Minutes



Episode: Amazons AI Agents, Next Gen Voice Tech & AI Development Updates
Date: December 11, 2024 06:30 PM EST
Investor Relevance: 48/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[00:01:22.000] "Yelp has released a new AI-powered review insights feature that automatically analyzes and summarizes customer opinions across multiple categories, including food, service, ambiance, and wait times."

[00:01:32.000] "The system processes review data to provide clear, actionable insights for business owners."

[00:01:38.000] "Restaurant managers and hospitality professionals can use AI-generated summaries to quickly identify trends and areas for improvement in their customer experience."

52. Podcast: The Pineapple Perspective



Episode: 030: Building Hospitality in Tech: Avi Goren on Marquii's Mission

Date: December 12, 2024 08:00 AM EST

Investor Relevance: 47/100

Speaker Type: Company Representative

[Listen to Full Episode](#)

Key Quotes:

[00:28:23.070] "We're integrating with all the major review sites from Google, Yelp, Facebook, OpenTable, EasyCater, Uber Eats, Grubhub, giving you one place to manage all of your reviews."

[00:28:23.070] "Whether it's updating your menu data, your hours of operation, your photos on all the publishers, you need to be at Google, Yelp, Bing, Apple Maps, everywhere, right?"

[00:28:23.070] "We're your digital operations tool, right? We're here to help you run faster as you're operating your business."

53. Podcast: TechCrunch Daily Crunch



Episode: Instagram rolls out trial reels

Date: December 11, 2024 07:00 AM EST

Investor Relevance: 47/100

Speaker Type: External Observer

[Listen to Full Episode](#)

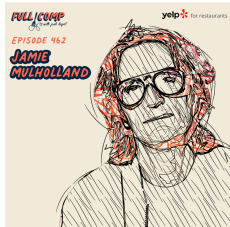
Key Quotes:

[00:01:54.000] "Yelp's releasing several new features as part of its year-end release, including AI-powered review insights and a personalized home feed with new content types."

[00:02:01.300] "When it comes to user-facing features, the company is now highlighting reviews in different categories including food quality, service, and ambiance."

[00:02:02.600] "Yelp is integrating with Apple Maps to show a button to users to request a quote from a service."

54. Podcast: FULL COMP: The Voice of the Restaurant Industry Revolution



Episode: Jeremy Cohn and Jared Rouben on building a cult-like following

Date: November 29, 2024 08:00 AM EST

Investor Relevance: 46/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:33:06.760] "The numbers don't lie and Yelp for restaurants just released some incredibly compelling numbers. For starters, Yelp reaches nine times more customers online than Open Table."

[00:33:17.320] "Restaurants pairing that level of visibility with guest manager and Yelp ads experience up to an 8% lift in diner bookings."

55. Podcast: Restaurant Unstoppable with Eric Cacciatore



Episode: 1136: Krista Cole, Owner/Director of Operations & Marketing of Sur Lie and Gather & Co-owner of Catface Cafe

Date: November 28, 2024 03:30 AM EST

Investor Relevance: 37/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[01:25:33.000] "It was like a Yelp reservation system. Was it waitlist? It was terrible."

56. Podcast: RAD Radio



Episode: 12.10.24 BAD 01 Best Christmas Gifts & Earthquake Update

Date: December 10, 2024 01:21 PM EST

Investor Relevance: 32/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:09:41.650] "It's basically the Yelp killer. It's where you want to go to get all of the positive recommendations for everything from hairstylists to nail salons to auto mechanics to TV shows to movies, restaurants, everything under the sun."

57. Podcast: RAD Radio



Episode: 12.10.24 BAD Full Show

Date: December 10, 2024 01:28 PM EST

Investor Relevance: 27/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:44:19.000] "It's the Yelp killer. It's where you want to go for all the positive suggestions from all of your friends."

58. Podcast: RAD Radio



RAD RADIO

THE ROB, ANYBODY & DAWN SHOW

Episode: 12.10.24 BAD 08 Treble Trouble

Date: December 10, 2024 01:09 PM EST

Investor Relevance: 26/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:00:39.800] *"It's a social positivity recommendation app that's basically the Yelp killer."*

[00:00:43.500] *"If you are wanting some trusted tips from friends without the toxicity and the nastiness that you get of all of the extortion that Yelp has put upon businesses, the answer is here in Circles."*

59. Podcast: RAD Radio



RAD RADIO

THE ROB, ANYBODY & DAWN SHOW

Episode: 12.10.24 BAD Full Show

Date: December 10, 2024 01:28 PM EST

Investor Relevance: 17/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[02:19:00.000 --> 02:19:03.900] *"It's a social positivity recommendation app that's basically the Yelp killer."*

[02:18:54.200 --> 02:18:58.600] *"If you are wanting some trusted tips from friends without the toxicity and the nastiness that you get of all of the extortion that Yelp has put upon businesses, the answer is here in Circles."*

60. Podcast: The Mind of A Marketer w/ Ryan Stewart

Episode: 6 Local SEO Ranking Factors (That Drive 80% Of Results)

Date: December 12, 2024 02:00 PM EST

Investor Relevance: 15/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:02:34.280] *"And those blue links are then littered by other sites like Yelp and in my space, the legal space, AVO and FineLaw. So the opportunity to actually get organic visibility from traditional SEO listings is few and far between."*

61. Podcast: Lead-Lag Live

Episode: Meet Kevin on Deflationary Trends, Investment Strategies, and the Impact of Future Trump Policies

Date: December 15, 2024 03:00 PM EST

Investor Relevance: 12/100

Speaker Type: External Observer

[Listen to Full Episode](#)

Key Quotes:

[00:05:26.000] *"Something, another one that's really cheap with high cash flow is Yelp."*

62. Podcast: RAD Radio

RAD RADIO

THE ROB, ANYBODY & DAWN SHOW

Episode: 12.04.24 BAD Full Show
Date: December 04, 2024 01:32 PM EST
Investor Relevance: 12/100
Speaker Type: External Observer
[Listen to Full Episode](#)

Key Quotes:

[01:00:37.980] *"It's the Yelp killer."*
