

yelp Case Studies

CLIENT: Spaghetini

LOCATION: Seal Beach, CA

CATEGORY: Restaurants/Arts & Entertainment

LINK: <http://www.yelp.com/biz/spaghetini-seal-beach>

THE CHALLENGE:

After 25 years in business, Spaghetini embraced the challenge of staying relevant to its loyal customers while attracting a new generation of diners. **Recognizing Yelp's growing popularity among patrons**, Spaghetini capitalized on the opportunity to drive more business by enrolling in a Yelp Ads package.

THE SOLUTION:

Spaghetini chose an annual advertising package that provided:

- Targeted ads when potential clients searched for 'Italian restaurants' or similar key words in and around Seal Beach
- A dedicated account manager to help Spaghetini get the most from Yelp Ads, and
- Business tools to allow Spaghetini to track the success of its ad program

THE RESULTS:

Since initiating Yelp Ads in October 2011, Spaghetini has seen a **67% increase** in user views of its Yelp listing, and a **300% increase** in mobile calls from Yelp users. (Calculations based on comparing performance the month before to six months after initiation of ad program).

67%

INCREASE IN USER VIEWS ON YELP

83%

INCREASE IN CLICKS TO
ITS WEBSITE FROM YELP

300%

INCREASE IN MOBILE CALLS
FROM YELP USERS

“The tools Yelp provides for tracking the success of our ad campaign prove that we are spending our money on engaging, ground-level marketing”

-CARY, OWNER