Yelp Knowledge helps a leading alcohol distributor target prospects

About: Largest wine & liquor distributor in North America

Customers: Restaurants, bars, convenient stores, grocery stores, and cannabis retailers

Annual Sales: ~$20bn

Opportunity

A leading alcohol distributor was looking to understand basic attributes that make a business a viable sales target. Using Yelp data, they were able to efficiently find viable businesses that serve alcohol.

Results

"We have seen a **material lift in conversion rate with new customers** and a **revenue uptick with existing customers** since integrating with Yelp's dataset."

-Anonymous, *CTO (North America)*