



Point-of-sale industry leaders rely on Yelp Knowledge for customer insights

About: Blue-chip fintechs, digital payments, and point-of-sale companies

Customers: Local, Mid-market, National-chain restaurants, food, home & professional service, beauty & spa, and health locations

Combine Market Caps / Valuations:
~\$200bn+ (publicly traded & privately held)

Opportunity

Partners looked to marry first-party transaction data with location attributes from Yelp to better understand the right products and services to offer merchants.

Results

“The dataset we receive from Yelp allows us to seamlessly **ingest data and insights on our prospective customers** in real time. No issues with latency or data accuracy”

-Anonymous, *CFO*