



Nearly  
**60,000,000**  
monthly consumers  
across all YP properties

More than  
**100 years**  
spent connecting  
consumers with  
businesses



Audience  
**20% more**  
likely to follow through  
with a purchase<sup>1</sup>



**#2**  
local search  
destination in  
the U.S.<sup>2</sup>



Nearly  
**500,000**  
advertisers

**Connecting local businesses  
with consumers wherever they are.**

[corporate.yp.com](http://corporate.yp.com)  
[press@yp.com](mailto:press@yp.com)  
1.888.884.2187



**YP is a multi-billion dollar business, which generates more than \$1 billion in digital revenue.**

**YP's areas of expertise include:**

## Digital Presence

- Listings Management
- Website Development & Hosting
- Reputation Monitoring
- Social Pages
- Video Ads

## Search (Online & Mobile)

- Local Search Ads
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Call Tracking

## Display (Online & Mobile)

- Cross Device Retargeting
- Location-based Advertising
- "Lookalike" Audience Targeting

## Traditional & Direct Response

- Directory Advertising
- Direct Mail
- Email Marketing

**Connecting local businesses  
with consumers wherever they are.**

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