

COMPETITIVE ANALYSIS

COMPETITOR	Yelp	EAT24	OpenTable	FourSquare	Google	TripAdvisor	Facebook Pages
PRODUCT	Yelp is a mobile app and desktop site that hosts crowdsourced reviews and ratings of local businesses.	Eat24 is an online food delivery and pickup service that links to Yelp reviews. Acquired by Yelp in 2015.	OpenTable is a mobile app and desktop site where users can make restaurant reservations. Acquired by Yelp in 2010.	Foursquare is a local search and discovery service.	Google provides earch results for restaurants at the top of the SERP.	TripAdvisor is a travel website providing reviews of travel-related content.	Facebook Pages are public business pages for restaurants and other businesses.
FEATURES	Business info, menus, photos, customer reviews and ratings, similar businesses Multi-filtered search Keyword search in reviews Map view and directions Messaging Scheduling appointments Special deals for Yelp users Poor safety score rating alerts Online customer support staff	Search for restaurants with delivery by address or cuisine View Yelp reviews and ratings and business info “What’s good” menu recommendations Ability to customize order Free delivery in 1 hour or less Order status notifications Online/app checkout (credit card, Paypal, or Android Pay) 24/7 live support	Search and filter for restaurants by date See full menus, photos, reviews and business info Provides business descriptions Make a reservation quickly without an account and for free Manage reservations Perks for app users Support community	Check-in and real-time location sharing social network Tailored search and recommendations Special promotions Top business rankings Business info, menus, photos, customer reviews and ratings, similar businesses	Google maps location Reviews and ratings Business info Filters Peak Hours Ability to order from a third party delivery service from the Google restaurant page	Business info, reviews and ratings, photos, map of business City rankings Additional traveler type and time of year filters Make reservations via OpenTable	Business info Photo updates Reviews Popular hours User comments
TARGET MARKET/ AUDIENCE	People who frequent small businesses People who college degrees	People with internet and smartphones who are looking for fast casual food (subset of Yelp users)	People who enjoy fine dining and making reservations online	Early adopter techies, Attendees of tech conferences such as SXSW	Everyone who uses Google as a search engine Android users	Middle to high income travelers who prefer an online mode of transaction and a one stop portal for various travel products	Facebook users
REVENUE GENERATION	Selling targeted ads to small businesses	Percentage taken from each order placed on Eat24	Fees for restaurants who use its reservation management system	Data licensing of business info to Microsoft, Twitter, and other companies Location based digital targeting (Pinpoint)	None for restaurants	Click-based advertising Banner ads	Page promotions
STRENGTHS	A leader in online review space Acquired OpenTable (reservations) and Eat24 (delivery) Strong mobile app/platform	Powered by Yelp reviews (trustworthy)	Presence in more smaller cities Industry leader in online reservation management	Gamification Peaked in early 2010’s?	Top search engine company Integrated with Google Search	Comprehensive portal for travel reviews	Built into Facebook Facebook is the world’s largest social network
WEAKNESSES	Missing menus Unreliable reviews Some businesses have too many reviews to be useful Only in major cities	Most small cities don’t have EAT24, or only have a few restaurants on EAT24 Less established than main competitor Grubhub		Privacy issues with publicizing check-ins		Controversies about the reviews done about hotels	Pages are only one of the many features that Facebook offers