

Yelp uses AI to streamline reviews and compete with Google

Article

The news: Yelp added AI-powered filters to boost user-facing tools, including a review summary tool called **Review Insights**.

- The new tool uses large language models (LLMs) from **OpenAI** to **aggregate users' sentiments on a business's food quality, wait times, service quality**, and other common

feedback factors.

- The insights appear within a clickable module on a page's [review section](#), disseminating users' scores on a scale from 1 to 100. Customers can see a breakdown of positive, neutral, and negative reviews for each feedback category.

[Yelp](#) also introduced a conversational AI-powered **Yelp Assistant**, which can answer questions on local businesses and help users decide on what establishment to visit.

Zooming out: Yelp has a passionate user base, many of whom regularly contribute in-depth reviews on businesses and collect badges for engagement activity.

- The review and social platform has more than 287 million reviews, making it easy for users to get overwhelmed by the volume of comments.
- **Giving users an easily digestible [module for result summaries](#) can help make Yelp a more effective research tool.**

The same strategy for improving search functionality and making answers more readily available was adopted by **Reddit** this week, when it launched an AI-powered conversational chatbot called [Reddit Answers](#).

Competition in the field: Yelp's Review Insights offer a summary similar to **Google's AI Overviews** by giving consumers a consolidated view of the information they're looking for.

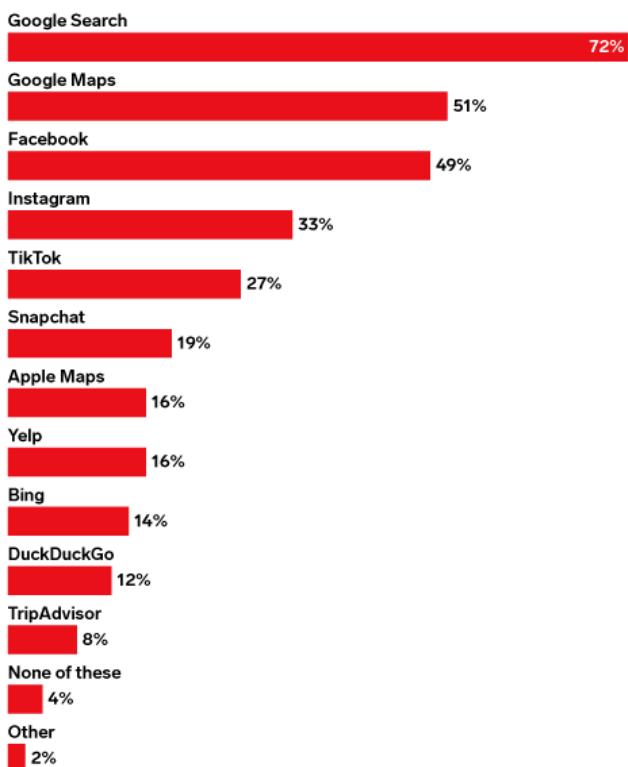
Google is perhaps Yelp's biggest competitor, and the companies have a fraught relationship.

- In August, **Yelp filed an [antitrust lawsuit against Google](#)**, accusing it of monopolizing local search services, prioritizing its own offerings, and lowering the quality of search results for consumers.
- **16% of US adults say they've used Yelp to look up information about local businesses**, per SOCi, compared with 72% for Google Search.

Our take: Streamlining a wealth of results into a single chart could oversimplify the review experience and drop the amount of time users spend on Yelp. Adding a summary of positive and negative reviews could help users get more specific information from the insights and ensure the tool doesn't reduce engagement by giving answers away too quickly.

Smartphone Apps/Websites That US Adults Have Used to Look Up Information About Local Businesses, Dec 2023

% of respondents



Note: in the past 30 days

Source: SOCI, "2024 Consumer Behavior Index," Feb 15, 2024

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