

Yelp's Link to Brick & Mortar Ad Base Keeps JMP on Sidelines

By Jeremy R. Cooke

(Bloomberg) --

Yelp shares are down as much as 15%, the most since late March, on a risk-off day for the market; JMP (market perform) in a note Wednesday highlights worries that the local search site will continue to suffer from social distancing and stay-at-home mandates affecting its advertising base.

- “Yelp’s traffic is tied to brick and mortar visits and in-person services and while we expect traffic to improve as the U.S. removes Covid-19 related restrictions, Yelp is likely to see headwinds until we have a vaccine or treatment,” analysts led by Andrew Boone wrote in a May 13 note
 - Risk/reward looks “balanced” at current levels
- YELP has 4 buys, 15 holds, 4 sells, avg PT \$23: Bloomberg data
- Shares have fallen 45% YTD
- NOTE: May 7, Yelp Retreats After Page Views, April Revenue Plunge
 - May 8, Yelp’s Decelerating Sales Trends Spur Lower Estimates, Targets

YELP US Equity

Graphic Dashboard»

Related ticker:
YELP US (Yelp Inc)

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