

## StudioNow Signs Multi-Year Deal with Yelp



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### Leading Video Creation Marketplace, StudioNow, Signs Multi-Year Deal with Yelp

#### *Partnership Increases Video Solutions for Advertisers on Crowd-Sourced Reviews Platform*

**Nashville, TN (May 24, 2016)** — StudioNow, the leader in providing scalable video solutions for big brands, announced today its partnership with Yelp Inc., the San Francisco-based company that helps people find great local businesses. With a network of more than 10,000 highly-curated and vetted video professionals, StudioNow will provide on-demand video creation at an affordable price to the businesses that advertise on Yelp. This offering will both augment Yelp's already robust advertising program and increase the availability of video advertising production for Yelp customers, allowing them to showcase their businesses in a dynamic and exciting way.

StudioNow was founded on the premise that through new business models and better technology, high-quality video content could be produced and distributed at scale. Over the last eight years, StudioNow has proven this to be true. Last year alone, StudioNow managed more than 35,000 edit and on-location video projects for more than 150 customers, delivering award-winning video content to millions of viewers on desktops, tablets, and smartphones worldwide.

"We are thrilled to welcome Yelp into the StudioNow ecosystem," said David Mason, StudioNow Founder and CEO. "We are eager to work alongside Yelp's team of more than 2,000 sales reps to increase the availability of high-quality video production services to support the growth of local businesses. We look forward to helping tell their stories in markets throughout the country." Statistics show that video can increase business profile clicks, website visits, and physical store visits. According to eMarketer, "52% of marketing professionals worldwide name video as the type of content with the best ROI." Additionally, a recent survey from Demand Metric confirms that, "71% of marketers say conversion rates from video outperform their other marketing content." "By joining with StudioNow, Yelp will have expanded access to video resources across the US," said Carolyn Patterson, Vice President of Revenue Operations.

With StudioNow's capabilities and Yelp's commitment to offering the highest quality video advertising options, many small and medium-sized businesses will soon be plugged into a robust, affordable, and flexible, yet simple advertising program.

#### **ABOUT STUDIO NOW**

StudioNow is headquartered in Nashville with offices in Atlanta, San Francisco, and Jacksonville. StudioNow's mission is to transform and radically improve the way companies create and manage video content by offering transparency, efficiency, and scalability to meet their unique creative needs. Since its inception in 2007, StudioNow has been the market leader for connecting the exploding, but highly fragmented population of content creators with businesses that need their services. StudioNow has developed strategic partnerships with Yelp, Zillow, YP, Ameriprise Financial, Comcast Spotlight, and many more to create high-quality video content for millions of business customers. Additionally, StudioNow works directly with Fortune 500 brands like Coca-Cola, PwC, Bridgestone, Verizon, Bank of America, P&G, Simon & Schuster and many more to implement and manage digital studios and create internal communications and marketing content. For more information about StudioNow, visit [studionow.com](http://studionow.com).