

iValu8 announces VivaSpot™ Wi-Fi for Yelp

iValu8's Intelligent Wi-Fi solution helps merchants promote their Yelp presence and increase customer engagement, foot traffic and purchase transactions

RTP, NC September 22, 2016 iValu8, a leading cloud-based and proximity marketing platform provider, is announcing availability of VivaSpot™ Intelligent Wi-Fi for Yelp. VivaSpot is a turnkey automated digital marketing solution for use in retail and hospitality. Merchants can benefit from turning their guest Wi-Fi into VivaSpot Intelligent Wi-FiSM to rapidly grow their email lists, increase merchant transactions, build customer loyalty, and measure results. VivaSpot for Yelp leverages the Yelp Fusion API to promote each merchant's Yelp services over WiFi, email and social media channels.

"VivaSpot integrates Wi-Fi, smartphones and Point of Sale (POS) Systems to create a turnkey and automated digital marketing machine for our customers", said Joe Carsanaro, CEO of iValu8. "Our technology partnership with Yelp enables merchants to promote various Yelp services such as Yelp Deals, Yelp Eat24, and Yelp Reservations offerings to their customers using VivaSpot Intelligent Wi-Fi".

iValu8 is able to offer these exciting Yelp features due to the Yelp Fusion Developer Program. The Fusion program allows iValu8 to continue to offer exciting new features that benefit merchants to include consumer discovery, sharing, transactions and enhanced analytics related to Yelp services and merchants operations.

VivaSpot also provides merchants with transaction security through PCI-compliant Wi-Fi at a cost competitive with standard Cable Wi-Fi. Customers using VivaSpot can actually save money on their cable bill.

"Integrating Yelp content into the VivaSpot Intelligent Wi-Fi will add a lot of value to businesses who are looking to provide a rich and informative customer experience," said Chad Richard, SVP Business & Corporate Development at Yelp. "We're excited to partner with a company that cares about connecting people with great local businesses as much as we do, and their use of the Yelp Fusion API is a great example of the creative ways we're seeing developers utilize its potential."

VivaSpot Wi-Fi for Yelp is available immediately and will be offered through all of iValu8's sales channels - including Point of Sale channels such as Clover.

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About iValu8

iValu8 (<http://www.ivalu8.com>) is a leading cloud-based marketing and proximity platform provider that helps businesses drive customer acquisition, traffic and intelligence. iValu8 creates powerful social & digital marketing solutions for businesses in retail and hospitality and

empowers companies to tap into the digital marketing shift from web to brick and mortar. iValu8's premiere solution, VivaSpot Intelligent WiFi (<http://www.vivaspot.com>), offers a turnkey automated digital marketing solution that is merchant and consumer-friendly and can accommodate companies of all sizes.

About Yelp

Yelp Inc. (<http://www.yelp.com>) connects people with great local businesses. Yelp was founded in San Francisco in July 2004. Since then, Yelp communities have taken root in major metros across 32 countries. By the end of Q2 2016, Yelpers had written approximately 108 million rich, local reviews, making Yelp the leading local guide for real word-of-mouth on everything from boutiques and mechanics to restaurants and dentists. Approximately 23 million unique devices accessed Yelp via the Yelp app, approximately 69 million unique visitors visited Yelp via mobile web and approximately 73 million unique visitors visited Yelp via desktop on a monthly average basis during the Q2 2016. For more information, please visit <http://www.yelp.com> or send an email to press@yelp.com.