

Yelp Inc. (YELP)

\$20.72 (As of 10/09/20)

Price Target (6-12 Months): **\$24.00**

Long Term: 6-12 Months

Zacks Recommendation:

Outperform

(Since: 10/12/20)

Prior Recommendation: Neutral

Short Term: 1-3 Months

Zacks Rank: (1-5)

1-Strong Buy

Zacks Style Scores:

VGM:D

Value: C

Growth: D

Momentum: D

Summary

Yelp's sustained focus on expanding its product portfolio with the launch of Verified License, Business Highlights and Yelp Portfolios remain key growth drivers. Besides, it is witnessing acceleration in consumer traffic across app unique devices. Significant improvement in cumulative reviews is encouraging too. Nonetheless, Yelp is witnessing severe negative impact from COVID-19 pandemic. Coronavirus-led restrictions on public life are hurting restaurants and retail businesses, which pay Yelp to provide their information online. This, in turn, is affecting Yelp's top line. Additionally, as Yelp is highly dependent on advertising revenues, a decline in advertising budgets by customers, particularly those in the restaurants and nightlife categories, does not bode well. The stock has underperformed the industry over the past year.

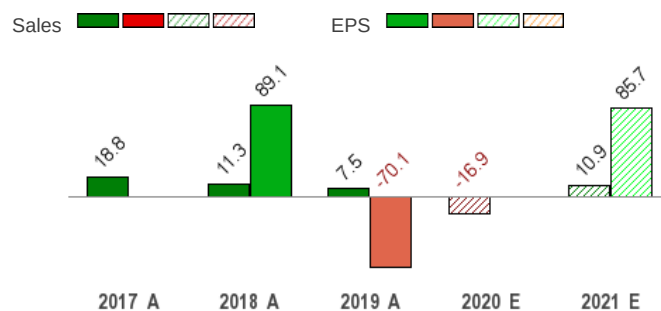
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$37.49 - \$12.89
20-Day Average Volume (Shares)	1,176,820
Market Cap	\$1.5 B
Year-To-Date Price Change	-40.5%
Beta	1.44
Dividend / Dividend Yield	\$0.00 / 0.0%
Industry	Internet - Content
Zacks Industry Rank	Bottom 23% (196 out of 253)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	38.9%
Last Sales Surprise	10.7%
EPS F1 Estimate 4-Week Change	0.7%
Expected Report Date	11/05/2020
Earnings ESP	1.3%
P/E TTM	NA
P/E F1	NA
PEG F1	NA
P/S TTM	1.6

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	227 E	233 E	236 E	247 E	935 E
2020	250 A	169 A	200 E	227 E	843 E
2019	236 A	247 A	262 A	269 A	1,014 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	-\$0.10 E	-\$0.03 E	-\$0.02 E	\$0.07 E	-\$0.13 E
2020	-\$0.22 A	-\$0.33 A	-\$0.30 E	-\$0.07 E	-\$0.91 E
2019	\$0.02 A	\$0.16 A	\$0.14 A	\$0.24 A	\$0.52 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 10/09/2020. The reports text is as of 10/12/2020.

Overview

San Francisco, CA-based Yelp, founded in 2004, is a website engaged in providing information through online community offering social networking. It covers restaurants, shopping, nightlife, financial services, health and a variety of services.

The company helps businesses connect with consumers through ad products, messaging features like Request-A Quote, the Yelp transaction platform and retention tools, among others.

During fiscal 2019, the company generated net revenue of \$1 billion, representing 8% growth over 2018, net income of \$41 million and adjusted EBITDA of 21%.

The company recognizes revenues from business listing and advertising products including advertising sold by partners as advertising revenues. Paying advertiser accounts were 565,000 as of Dec 31, 2019, up 4% year over year.

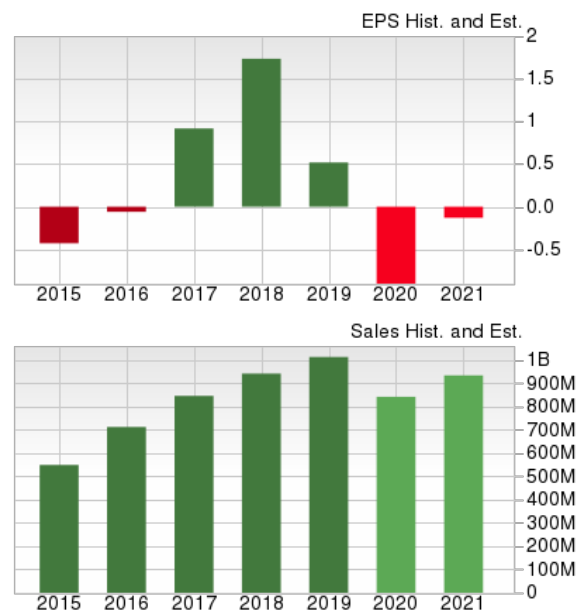
Yelp recognizes revenues from Yelp Platform, Eat24 and the Grubhub Partnership plus Yelp Deals and Gift Certificates on a net basis as transactions revenues.

Other Services revenues include revenues from Yelp Reservations, Yelp Waitlist, Yelp WiFi Marketing, Yelp Knowledge and Other Partnerships.

In 2018, the company embarked on a significant business transformation by transitioning from selling advertising products pursuant to fixed-term contracts to selling under non-term contracts. The company sells its products directly through sales force, indirectly through partners and online through website.

As of Dec 31, 2019, Yelp's sales force consisted of 3,844 employees, posted across offices in San Francisco, CA; Scottsdale, AZ; New York, NY; Chicago, IL; Washington, DC; and Toronto, Ontario.

Yelp faces competition from Internet search giants like Google and Microsoft's Bing, social media platforms like Facebook as well as offline companies such as print media, television or radios.



Source: Zacks Investment Research

Reasons To Buy:

- ▲ Yelp is benefiting from increasing Advertising revenues driven by an increase in local salesforce and transition to non-term advertising. The company's shift toward selling advertising plans without any fixed duration is resulting in a solid increase in paying advertiser accounts. Notably, at the end of the last reported quarter, subscribing locations for Verified License and Business Highlights more than doubled on a sequential basis. Moreover, these products boosted the number of paying advertising starts in the Self Serve channel. The launch of Yelp Portfolios in June is also making the management optimistic. Further, it is witnessing strong retention rates and an improving overall retention for the cost-per-click (CPC) advertisers. The company's strategy to provide products across a range of price points will give users more ways to grow with it.
- ▲ Yelp is benefiting from its partnership with GrubHub, which provides users with access to a significant number of restaurants available for food ordering on the platform. Revenues earned from GrubHub for transactions originating on Yelp platform is a positive. Moreover, management expects the partnership to improve Yelp's per-order profitability. Further, the acquisition of Eat24 business by GrubHub provides the company with a better return on investment. The company also entered into new partnerships with industry leaders including Visa, GoDaddy and Google, among others, which will help it explore additional opportunities and expand.
- ▲ Yelp is focusing on reducing costs in an effort to stay afloat amid coronavirus crisis. As part of its cost-reduction plan, Yelp fired 1,000 workers and furloughed more than 1,100 staff. The company projects its cost-saving initiatives to reduce operating expenses by \$70 million in the second quarter.
- ▲ Yelp's acquisitions of Nowait (February 2017) and Turnstyle (April 2017) are boosting its connection with business owners. We note that consumer-friendly services like reservations, waitlist and Wi-Fi marketing along with Yelp transaction platform, cash back, and Request a Quote drive subscriptions from businesses. Notably, the company's Other services revenues increased substantially in the last reported quarter, driven by growth in Yelp Reservations and Yelp Waitlist.
- ▲ Yelp has a strong balance sheet with ample liquidity position and less debt obligations. As of Jun 30, 2020, the company had net cash balance of \$305 million, compared with \$250 million as of Mar 31, 2020. Since it has net cash available on its balance sheet, the existing cash can be used for pursuing strategic acquisitions, investment in growth initiatives and distribution to shareholders. Moreover, the company generates strong cash flows. The company generated \$57.2 million in operating cash flow in the second quarter of 2020. Additionally, to further improve its liquidity and preserve cash, the company has decided to temporarily suspend its share repurchase program.

Yelp is benefiting from a growing total addressable market, expanding mobile reach, high quality content and improving user engagement.

Risks

- Yelp faces significant competition from Internet giants like Google, Microsoft's Bing and Facebook. The amount of resources these companies have is a major threat for Yelp. Moreover, Yelp depends mostly on Google to drive traffic to its website. The company is apprehensive about the fact that reduced traffic, owing to Google's practice of intentionally pushing other sites down in the search rankings on both its website and app can hamper its long-term growth prospects.
 - As Yelp is highly dependent on advertising revenues, a decline in user growth does not bode well. This is because a decline in number of unique visitors will eventually translate into a slowdown in the number of advertisers on the platform. The company's transition to non-term advertising, which is expected to drive customer acquisition in the long run, is likely to remain an overhang in the short run. Besides, Google, Facebook and Instagram are more preferred advertising platforms compared to Yelp, thereby posing significant threat to the company.
 - We note that Yelp currently has a trailing 12 month negative P/E ratio of 57.61, which compares unfavorably with the Zacks industry's 23.4. Hence, the valuation looks slightly stretched from a P/E perspective.
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Last Earnings Report

Yelp's Q2 Earnings and Revenues Surpass Estimates

Yelp Inc. reported second-quarter 2020 loss per share of 33 cents, narrower than the Zacks Consensus Estimate of a loss of 54 cents. In the year-ago quarter, Yelp had reported earnings of 16 cents per share.

Yelp provides information through online communities on restaurants, shopping, nightlife, financial, health and other services. However, the coronavirus-led lockdowns and restrictions on public life are hurting these businesses, in turn, affecting Yelp.

Revenues declined 31.6% year over year to \$169 million. The figure surpassed the Zacks Consensus Estimate by 10.5%.

Revenues

Advertising revenues (95.8% of total revenues) decreased 32% year over year to \$162 million. This decrease was due to coronavirus-led reduction in advertising budgets by customers, particularly those in the restaurants and nightlife categories. Paying advertising locations declined 31% year over year to 377K sites in the second quarter.

Other service revenues declined 53% to \$3 million, primarily as a result of approximately \$5 million in relief provided to customers in the second quarter of 2020, mainly in the form of waived fees.

Transaction revenues were \$4 million in the second quarter of 2020, up 26% from the year-ago quarter due to increases in food take-out and delivery orders as a result of the coronavirus pandemic, which forced many restaurants to close for dine-in services and provide take-out and delivery services only.

Cumulative reviews climbed 12% year over year to 214 million. However, app unique devices declined 23% year over year to 28 million on a monthly-average basis.

Profits and Margins

Gross profit decreased 32.2% year over year to \$157.2 million. Gross margin contracted 90 basis points (bps) to 93%, mainly on inflated cost of sales. Costs flared up on higher advertising fulfillment costs and website infrastructure expense.

Total costs and expenses declined 13% year over year to \$204 million. Yelp's second-quarter adjusted EBITDA plunged 80% year over year to \$11 million. Moreover, adjusted EBITDA margin shrunk to 7% from the year-ago quarter's 22%.

Balance Sheet & Cash Flow

As of Jun 30, 2020, Yelp's cash, cash equivalents & marketable securities were \$526 million, up from \$491 million as of Mar 31, 2020.

Net cash flow from operating activities was \$57.2 million compared with the previous quarter's \$41 million.

Outlook

Yelp had already withdrawn the full-year 2020 outlook citing uncertainties related to the coronavirus pandemic, which is impacting global business and consumer activities.

Quarter Ending	06/2020
Report Date	Aug 06, 2020
Sales Surprise	10.65%
EPS Surprise	38.89%
Quarterly EPS	-0.33
Annual EPS (TTM)	-0.17

Recent News

On Aug 18, Yelp announced that it is expanding and revamping new guided questionnaires for Request-A-Quote to an additional 100 business categories in the coming months to help better match the right professionals with the most relevant projects, as well as giving consumers and businesses an easy way to schedule appointments right from the Yelp platform.

On Jun 29, Yelp announced collaborating with Impossible Foods to bring the all-new Impossible Sausage to 30 of America's top diners.

On Apr 10, Yelp announced that it is reducing its employee strength in an effort to survive amid the coronavirus pandemic. In a letter to employees on Apr 9, Yelp co-founder and CEO Jeremy Stoppelman revealed that the company has decided to lay off 1,000 workers and furlough more than 1,100 staff, representing about 17% of its total workforce.

On Mar 19, Yelp withdraws its first-quarter and full-year 2020 business outlook due to heightened uncertainty caused by the coronavirus outbreak.

Valuation

Shares of Yelp have plunged 40.5% so far this year and 36.8% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector have soared 2.6% and 26.7% YTD, respectively. Over the past year, the Zacks sub-industry and the sector increased 9.2% and 39.5%.

The S&P 500 Index has increased 8.1% YTD and 17.6% in the past year.

The stock is currently trading at 1.66X forward 12-month sales, which compares to 8.08X for the Zacks sub-industry, 4.23X for the Zacks sector and 4.16X for the S&P 500 index.

Over the past five years, the stock has traded as high as 4.40X and as low as 0.91X with a 5-year median of 2.81X. Our Outperform recommendation indicates that the stock will perform better than the market. Our \$24 price target reflects 1.91X forward 12-month sales.

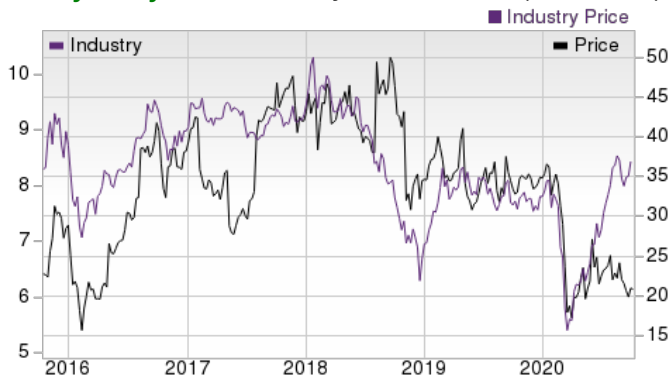
The table below shows summary valuation data for YELP

Valuation Multiples - YELP					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	1.66	8.08	4.23	4.16
	5-Year High	4.40	15.40	4.48	4.30
	5-Year Low	0.91	1.83	2.77	3.18
	5-Year Median	2.81	8.08	3.44	3.67
P/B TTM	Current	1.94	7.65	7.93	6.04
	5-Year High	4.42	21.97	8.31	6.20
	5-Year Low	1.36	4.82	4.09	3.75
	5-Year Median	3.18	8.75	5.57	4.89
EV/Sales TTM	Current	1.04	11.35	4.99	4.01
	5-Year High	4.49	26.62	5.22	4.15
	5-Year Low	0.61	7.59	2.85	2.61
	5-Year Median	2.67	17.20	3.82	3.57

As of 10/09/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Bottom 23% (196 out of 253)



Top Peers

Company (Ticker)	Rec	Rank
ANGI Homeservices Inc. (ANGI)	Neutral	3
Facebook, Inc. (FB)	Neutral	3
Alphabet Inc. (GOOGL)	Neutral	2
Grubhub Inc. (GRUB)	Neutral	3
Microsoft Corporation (MSFT)	Neutral	3
Twitter, Inc. (TWTR)	Neutral	4
Zillow Group, Inc. (ZG)	Neutral	4
TripAdvisor, Inc. (TRIP)	Underperform	4

The positions listed should not be deemed a recommendation to buy, hold or sell.

Industry Comparison Industry: Internet - Content				Industry Peers		
	YELP	X Industry	S&P 500	FB	GOOGL	MSFT
Zacks Recommendation (Long Term)	Outperform	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	1	-	-	3	2	3
VGM Score	D	-	-	B	B	B
Market Cap	1.52 B	177.06 M	23.82 B	753.37 B	1,027.35 B	1,633.18 B
# of Analysts	8	2	14	14	13	15
Dividend Yield	0.00%	0.00%	1.59%	0.00%	0.00%	0.95%
Value Score	C	-	-	C	C	D
Cash/Price	0.34	0.24	0.07	0.08	0.12	0.09
EV/EBITDA	9.98	6.97	13.54	22.75	17.71	22.74
PEG F1	NA	2.58	2.94	1.72	2.06	2.46
P/B	1.94	3.50	3.51	6.82	4.96	13.80
P/CF	16.35	17.09	13.47	31.13	21.75	28.61
P/E F1	NA	37.47	22.09	32.57	33.68	33.77
P/S TTM	1.59	2.11	2.67	10.02	6.19	11.42
Earnings Yield	-4.39%	2.07%	4.31%	3.07%	2.97%	2.96%
Debt/Equity	0.00	0.05	0.70	0.00	0.02	0.50
Cash Flow (\$/share)	1.27	0.42	6.92	8.49	69.45	7.54
Growth Score	D	-	-	B	C	B
Historical EPS Growth (3-5 Years)	110.12%	23.13%	10.45%	42.58%	22.11%	19.44%
Projected EPS Growth (F1/F0)	-274.04%	-21.06%	-3.01%	26.26%	-8.78%	10.95%
Current Cash Flow Growth	8.96%	2.02%	5.47%	-8.33%	12.62%	17.66%
Historical Cash Flow Growth (3-5 Years)	25.79%	11.11%	8.50%	38.21%	19.91%	10.19%
Current Ratio	5.12	1.29	1.35	6.02	3.41	2.52
Debt/Capital	0.00%	12.30%	42.90%	0.00%	1.90%	33.49%
Net Margin	-1.29%	2.21%	10.28%	31.29%	18.99%	30.96%
Return on Equity	-1.64%	7.29%	14.79%	22.90%	15.62%	39.45%
Sales/Assets	0.89	0.79	0.51	0.56	0.61	0.50
Projected Sales Growth (F1/F0)	-16.89%	0.00%	-0.62%	13.82%	8.03%	8.56%
Momentum Score	D	-	-	A	A	C
Daily Price Change	-1.66%	0.00%	0.24%	0.26%	1.82%	2.48%
1-Week Price Change	5.67%	1.32%	2.13%	2.01%	1.15%	-0.78%
4-Week Price Change	-4.47%	5.37%	4.78%	-1.36%	-1.02%	5.08%
12-Week Price Change	-11.26%	2.99%	7.34%	9.76%	-0.30%	5.83%
52-Week Price Change	-35.69%	3.86%	6.73%	46.89%	24.89%	55.15%
20-Day Average Volume (Shares)	1,176,820	83,558	2,121,744	21,481,662	1,731,502	30,616,598
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	0.71%	0.00%	0.00%	0.54%	0.23%	0.07%
EPS F1 Estimate 12-Week Change	-16.67%	2.21%	3.47%	11.73%	8.03%	2.47%
EPS Q1 Estimate Monthly Change	12.50%	0.00%	0.00%	1.10%	0.21%	0.00%

Source: Zacks Investment Research

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we maintain a balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	C
Growth Score	D
Momentum Score	D
VGM Score	D

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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Returns quoted represent past performance which is no guarantee of future results. Investment returns and principal value will fluctuate so that when shares are redeemed, they may be worth more or less than their original cost. Current performance may be higher or lower than the performance shown.

Investing involves risk; principal loss is possible. There is no guarantee that companies that can issue dividends will declare, continue to pay or increase dividends.

Glossary of Terms and Definitions

52-Week High-Low: The range of the highest and lowest prices at which a stock has traded during the past year. This range is determined based on the stock's daily closing price which may differ from the intra-day high or low. Many investors use it as a technical indicator to determine a stock's current value and future price movement. The idea here is that if price breaks out from the 52-week range, in either direction, the momentum may continue in the same direction.

20-Day Average Volume (Shares): The average number of shares of a company traded in a day over the last 20 days. It is a direct indication of a security's overall liquidity. The higher the average daily trading volume, the easier it is to enter or exit the stock at a desired price with more buyers and sellers being available.

Daily Price Change: This is the percentage difference between a trading day's closing price and the prior trading day's closing price. This item is updated at 9 p.m. EST each day.

1-Week Price Change: This is the percentage change in a stock's closing price over the last 5 trading days. This change reflects the collective buying and selling sentiment over the 1-week period.

A strong weekly price increase for the stock, especially when accompanied by increased volume, is an indication of it gaining momentum.

4-Week Price Change: This is the percentage change in a stock's closing price over the last 20 trading days or past 4 weeks. This is a medium-term price change metric and an indication of the stock gaining momentum.

12-Week Price Change: This is the percentage change of a stock's closing price over the last 60 trading days or past 12 weeks. Similar to 4-week price change, this is a medium-term price change metric. It shows whether a stock has been enjoying strong investor demand, or if it has been in consolidation, or distress over this period.

52-Week Price Change: This is the percentage change in a stock's closing price over the last 260 trading days or past 52 weeks. This long-term price change metric is a good reference point for investors. Some investors seek stocks with the best percentage price change over the last 52 weeks, expecting the momentum to continue.

Market Cap: The number of outstanding common shares of a company times its latest price per share. This figure represents a company's size, which indicates various characteristics, including price stability and risk, in which investors could be interested.

Year-To-Date Price Change: Change in a stock's daily closing price in the period of time beginning the first day of the current calendar year through to the previous trading day.

of Analysts: Number of EPS estimates used in calculating the current-quarter consensus. These estimates come from the brokerage analysts tracking this stock. However, the number of such analysts tracking this stock may not match the number of estimates, as all brokerage analysts may not come up with an estimate or provide it to us.

Beta: A measure of risk commonly used to compare the volatility of a stock to the overall market. The S&P 500 Index is the base for calculating beta and carries a value of 1. A stock with beta below 1 is less risky than the market as a whole. And a stock with beta above 1 is riskier.

Dividend: The portion of earnings a company is expected to distribute to its common shareholders in the next 12 months for each share they own. Dividends are usually paid quarterly. Dividend payments reflect positively on a company and help maintain investors' trust. Investors typically find dividend-paying stocks appealing because the dividend adds to any market price appreciation to result in higher return on investment (ROI). Moreover, a steady or increasing dividend payment provides investors a cushion in a down market.

Dividend Yield: The ratio of a company's annual dividend to its share price. The annual dividend used in the ratio is calculated based on the most recent dividend paid by the company. Dividend yield is an estimate of the dividend-only return from a stock in the next 12 months. Since dividend itself doesn't change frequently, dividend yield usually changes with a stock's price movement. As a result, often an unusually high dividend yield is a result of weak stock price.

S&P 500 Index: The Standard & Poor's 500 (S&P 500) Index is an unmanaged group of securities considered to be representative of the stock market in general. It is a market-capitalization-weighted index of stocks of the 500 largest U.S. companies. Each stock's weight in the index is proportionate to its market value.

Industry: One of the 250+ groups that Zacks classifies all stocks into based on the nature of business. These groups are termed as expanded (aka "X") industries and map to their respective (economic) sectors; Zacks has 16 sectors.

Zacks Industry Rank: The Zacks Industry Rank is determined by calculating the average Zacks Rank for all stocks in the industry and then assigning an ordinal rank to it. For example, an industry with an average Zacks Rank of 1.6 is better than an industry with an average Zacks Rank of 2.3. So, the industry with the better average Zacks Rank would get a better Zacks Industry Rank. If an industry has the best average Zacks Rank, it would be considered the top industry (1 out of 250+), which would place it at the top 1% of Zacks-ranked industries. Studies have shown that roughly half of a stock's price movement can be attributed to the industry group it belongs to. In fact, the top 50% of Zacks-ranked industries outperforms the bottom 50% by a factor of more than 2 to 1.

Last EPS Surprise: The percentage deviation of a company's last reported earnings per share from the Zacks Consensus Estimate. Companies with a positive earnings surprise are more likely to surprise again in the future (or miss again if they recently missed).

Last Sales Surprise: The percentage deviation of a company's last reported sales from the Zacks Consensus Estimate.

Expected Report Date: This is an estimated date of a company's next earnings release. The information originated or gathered by Zacks Investment Research from its information providers or publicly available sources is the basis of this estimate.

Earnings ESP: The Zacks Earnings ESP compares the Most Accurate Estimate to the Zacks Consensus Estimate for the yet-to-be reported quarter. The Most Accurate Estimate is the most recent version of the Zacks Consensus EPS Estimate. The idea here is that analysts revising their estimates closer to an earnings release have the latest information, which could potentially be more accurate than what they and others contributing to the consensus had predicted earlier. Thus, a positive or negative Earnings ESP reading theoretically indicates the likely deviation of the actual earnings from the consensus estimate. However, the model's predictive power is significant for positive ESP readings only. A positive Earnings ESP is a strong predictor of an earnings beat, particularly when combined with a Zacks Rank #1 (Strong Buy), #2 (Buy) or #3 (Hold). Our research shows that stocks with this combination produce a positive surprise nearly 70% of the time.

Periods:

TTM: Trailing 12 months. Using TTM figures is an effective way of analyzing the most-recent financial data in an annualized format that helps neutralize the effects of seasonality and other quarter-to-quarter variation.

F1: Current fiscal year. This period is used to analyze the estimates for the ongoing full fiscal year.

F2: Next fiscal year. This period is used to analyze the estimates for the next full fiscal year.

F12M: Forward 12 months. Using F12M figures is an effective way of analyzing the near-term (the following four unreported quarters) estimates in an annualized manner. Instead of typically representing estimates for the full fiscal year, which may not represent the nitty-gritty of each quarter, F12M figures suggest an all-inclusive annualized estimate for the following four quarters. The annualization helps neutralize the potential effects of seasonality and other quarter-to-quarter variations.

P/E Ratio: The price-to-earnings ratio measures a company's current market price per share relative to its earnings per share (EPS). Usually, the trailing-12-month (TTM) EPS, current-fiscal-year (F1) EPS estimate, or forward-12-month (F12M) EPS estimate is used as the denominator. In essence, this ratio shows what the market is willing to pay today for each dollar of EPS. In other words, this ratio gives a sense of what the relative value of the company is at the already reported level of earnings or at a future level of earnings.

It is one of the most widely-used multiples for determining the value of a company and helps comparing its valuation with that of a competitor, the industry group or a benchmark.

PEG Ratio: The price/earnings to growth ratio is a stock's P/E ratio using current fiscal year (F1) EPS estimate divided by its expected EPS growth rate over the coming 3 to 5 years. This ratio essentially determines a stock's value by factoring in the company's expected earnings growth and is thus believed to provide a more complete picture than just the P/E ratio, particularly for faster-growing companies.

P/S Ratio: The price-to-sales ratio is calculated as a company's current price per share divided by trailing 12 months (TTM) sales or revenues per share. This ratio shows what the market is willing to pay today for each dollar of TTM sales per share. The P/S ratio is at times the only valuation metric when the company has yet to become profitable.

Cash/Price Ratio: The cash-to-price ratio or Cash Yield is calculated as cash and marketable securities per share divided by the company's current share price. Like the earnings yield, which shows the anticipated yield (or return) on a stock from earnings for each dollar invested, the cash yield does the same, with cash being the source of return instead of earnings. For example, a cash/price ratio of 0.08 suggests a return of 8% or 8 cents for every \$1 investment.

EV/EBITDA Ratio: The EV/EBITDA ratio, also known as Enterprise Multiple, is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by EBITDA (earnings before interest, taxes, depreciation and amortization). Usually, trailing-12-month (TTM) or forward-12-month (F12M) EBITDA is used as the denominator.

EV/Sales Ratio: The enterprise value-to-sales ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by annual sales. It is an expansion of the P/S valuation, which uses market value instead of enterprise value. The EV/Sales ratio is perceived as more accurate than P/S, in part, because the market capitalization does not take a company's debt into account when valuing it.

EV/CF Ratio: The enterprise value-to-cash flow ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by the trailing-12-month (TTM) operating cash flow. It's a measure of how long it would take to buy the entire business if you were able to use all the company's operating cash flow.

The EV/CF ratio is perceived as more accurate than the P/CF ratio, in part, because the market price does not take a company's debt into account when valuing it.

EV/FCF Ratio: The enterprise value-to-free cash flow metric compares a company's enterprise value to its trailing-12-month (TTM) free cash flow (FCF). This metric is very similar to the EV/CF ratio, but is considered a more exact measure owing to the fact that it uses free cash flow, which subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding growth activities and payments to shareholders.

P/EBITDA Ratio: The P/EBITDA ratio is calculated as a company's per share market value divided by EBITDA (earnings before interest, taxes, depreciation, and amortization). This metric is very similar to the EV/EBITDA ratio, but is considered a little less exact measure as it uses market price, which does not take a company's debt into account. However, since EBITDA is often considered a proxy for cash income, the metric is used as a measure of what the market is willing to pay today for each dollar of the company's cash profitability in the trailing 12 months (TTM) or forward 12 months (F12M).

P/B Ratio: The price-to-book ratio is calculated as a company's current price per share divided by its book value (total assets – liabilities – preferred stocks) per share. In short, the book value is how much a company is worth. In other words, it reflects the total value of a company's assets that its common shareholders would receive if it were to be liquidated. So, the P/B ratio indicates whether you're paying higher or lower than what would remain if the company went bankrupt immediately. Investors typically use this metric to determine how a company's stock price stacks up to its intrinsic value.

P/TB Ratio: The price-to-tangible-book value ratio is calculated as a the per share market value of a company divided by the value of its tangible assets (total assets – liabilities – preferred stocks – intangible assets) per share. Tangible book value is the same thing as book value except it excludes the value of intangible assets to get a step closer to the baseline value of the company.

P/CF Ratio: The price-to-cash flow ratio measures a company's per share market price relative to its trailing-12-month (TTM) operating cash flow per share. This metric is used to determine whether a company is undervalued or overvalued relative to another stock, industry or sector. And like the P/E ratio, a lower number is typically considered better from the value perspective.

One of the reasons why P/CF ratio is often preferred over P/E ratio is the fact that operating cash flow adds back non-cash expenses such as depreciation and amortization to net income. This feature helps valuing stocks that have positive cash flow but are not profitable because of large noncash charges.

P/FCF Ratio: The price-to-free cash flow ratio is an extension of P/CF ratio, which uses trailing-12-month (TTM) free cash flow per share instead of operating cash flow per share. This metric is considered a more exact measure than P/CF ratio, as free cash flow subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding activities that generate additional revenues.

Earnings Yield: The earnings yield is calculated as current fiscal year (F1) EPS estimate divided by the company's current share price. The ratio, which is the inverse of the P/E ratio, measures the anticipated yield (or return) from earnings for each dollar invested in a stock today.

For example, earnings yield for a stock, which is trading at \$35 and expected to earn \$3 per share in the current fiscal year (F1), would be 0.0857 ($3/35 = 0.0857$) or 8.57%. In other words, for \$1 invested in the stock today, the yield from earnings is anticipated to be 8.57 cents.

Investors most commonly compare the earnings yield of a stock to that of a broad market index (such as the S&P 500) and prevailing interest rates, such as the current 10-year Treasury yield. Since bonds and stocks compete for investors' dollars, stock investors typically demand a higher yield for the extra risk they assume compared to investors of U.S. Treasury-backed securities that offer virtually risk-free returns. This additional return is referred to as the risk premium.

Debt/Equity Ratio: The debt-to-equity ratio is calculated as a company's total liabilities divided by its shareholder equity. This metric is used to gauge a company's financial leverage. In other words, it is a measure of the degree to which a company is financing its operations through debt versus its own funds. The higher the ratio, the higher the risk for shareholders.

However, this ratio is difficult to compare across industry groups where ideal amounts of debt vary. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-equity ratio should be compared with other companies in the same industry.

Cash Flow (\$/share): Cash flow per share is calculated as operating cash flow (after-tax earnings + depreciation + other non-cash charges) divided by common shares outstanding. It is used by many investors as a measure of a company's financial strength. Since cash flow per share takes into consideration a company's ability to generate cash by adding back non-cash expenses, it is regarded by some as a more accurate measure of a company's financial situation than earnings per share, which could be artificially deflated.

Current Ratio: The current ratio or liquidity ratio is a company's current assets divided by its current liabilities. It measures a company's ability to pay short-term obligations. A current ratio that is in line with the industry average or slightly higher is generally considered acceptable. A current ratio that is lower than the industry average would indicate a higher risk of distress or default. A higher number is usually better. However, a very high current ratio compared to the industry average could be an indication of inefficient use of assets by management.

Debt/Capital Ratio: Debt-to-capital ratio is a company's total debt (interest-bearing debt + both short- and long-term liabilities) divided its total capital (interest-bearing debt + shareholders' equity). It is a measure of a company's financial leverage. All else being equal, the higher the debt-to-capital ratio, the riskier the stock.

However, this ratio can vary widely from industry to industry, the ideal amount of required debt being different. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-capital ratio should be compared with the same for its industry.

Net Margin: Net margin is calculated as net income divided by sales. It shows how much of each dollar in sales generated by a company translates into profit. For example, if a company's net margin is 15%, its net income is 15 cents for every \$1 of sales it makes.

A change in margin can reflect either a change in business conditions, or a company's cost controls, or both. If a company's expenses are growing faster than sales, its net margin will decline. However, different net margin rates are considered good for different industries, so it's better to compare net margin rates of companies in the same industry group.

Return on Equity: Return on equity (ROE) is calculated as trailing-12-month net income divided by trailing-12-month average shareholder equity (including reinvested earnings). This metric is considered a measure of how effectively management is using a company's assets to generate profits. For example, if a company's ROE is 10%, it creates 10 cents profits for every \$1 shareholder equity, which is basically the company's assets minus debt. A company's ROE deemed good or bad depends on what's normal for its peers or industry group.

Sales/Assets Ratio: The sales-to-assets ratio or asset utilization ratio or asset turnover ratio is calculated as a company's annual sales divided by average assets (average of assets at the beginning of the year and at the year's end). This metric helps investors understand how effectively a company is using its assets to generate sales. For example, a sales-to-assets ratio of 2.5 indicates that the company generated \$2.50 in sales for every \$1 of assets on its books.

The higher the sales-to-assets ratio, the better the company is performing. However, similar to many other ratios, the asset turnover ratio tends to be higher for companies in certain industries/sectors than in others. So, a company's sales-to-assets ratio should be compared with the same for its industry/sector.

Historical EPS Growth (3-5 Years): This is the average annual (trailing-12-month) EPS growth rate over the last 3-5 years. This metric helps investors see how a company's EPS has grown from a long-term perspective.

Note: There are many factors that can influence short-term numbers — a recession will reduce this number, while a recovery will inflate it. The longterm perspective helps smooth out short-term events.

Projected EPS Growth (F1/F0): This is the estimated EPS growth rate for the current financial year. It is calculated as the consensus estimate for the current fiscal year (F1) divided by the reported EPS for the last completed fiscal year (F0).

Current Cash Flow Growth: It measures the latest year-over-year change in operating cash flow. Cash flow growth tells an investor how quickly a company is generating inflows of cash from operations. A positive change in the cash flow is desired and shows that more 'cash' is coming in than going out.

Historical Cash Flow Growth (3-5 Years): This is the annualized change in cash flow over the last 3-5 years. The change in a longer period helps put the current reading into proper perspective. By looking at the rate, rather than the actual dollar value, the comparison across the industry and peers becomes easier.

Projected Sales Growth (F1/F0): This metric looks at the estimated sales growth for the current year. It is calculated as sales estimate for the current fiscal year (F1) divided by the reported sales for the last completed fiscal year (F0).

Like EPS growth, a higher rate is better for sales growth. A look at a company's projected sales growth instantly tells you what the outlook is for their products and services. However, different sales growth rates are considered good for different industries, so it's better to compare sales growth rates of companies in the same industry group.

EPS F1 Estimate 1-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past week. The change in a company's consensus EPS estimate (or earnings estimate revision) has proven to be strongly correlated with the near-term price movement of its shares. It is an integral part of the Zacks Rank.

If a stock's consensus EPS estimate is \$1.10 now versus \$1.00 a week ago, that will be reflected as a 10% upward revision. If, on the other hand, it went from \$1.00 to 90 cents, that would be a 10% downward revision.

EPS F1 Estimate 4-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past four weeks.

A stock's earnings estimate revision in a 1-week period is important. But it's more meaningful to look at the longer-term revision. And, of course, the 4-week change helps put the 1-week change into proper perspective.

EPS F1 Estimate 12-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past 12 weeks.

This metric essentially shows how the consensus EPS estimate has changed over a period longer than 1 week or 4 weeks.

EPS Q1 Estimate Monthly Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal quarter over the past four weeks.

While the revision in consensus EPS estimate for the current fiscal year is strongly correlated with the near-term price movement of its shares, the estimate revision for the current fiscal quarter is an important metric as well, especially over the short term, and particularly as a stock approaches its earnings date. If a stock's Q1 EPS estimate decreases ahead of its earnings release, it's usually a negative sign, whereas an increase is a positive sign.