

The background of the image is a dark, black canvas filled with numerous out-of-focus light spots, known as bokeh. These spots are in various colors, including shades of green, blue, purple, yellow, and red, and vary in size and brightness, creating a vibrant, abstract pattern.

yext

You. In Control. Everywhere.



SMB Consumer

Handy Man | Golfer | Fisherman | Father

Expertise

Self employed for 30 years serving the local business communities in 4 counties of North Carolina.

Favorite Technology:

"How To" You Tube Videos

Pet Peeve :

Expects technology to just work with very little effort. Very disappointed with bad performance





Sales Executive Consumer

Traveler | Mother | Golfer

Expertise

Mom, Successful sales executive, traveling weekly, avid golfer, supports the self employed husband and laundry is her enemy

Favorite Technology:

Alexa and Starbucks App

Technology Expectations

Expects technology to be right in the moments she needs them.





Future Consumers

Artist | Filter Expert | Video Game Enthusiast | Fashionista | Troublemaker



'80s / '90s: PCs



'90s / '00s: Internet



'00s / '10s: Mobile, Cloud



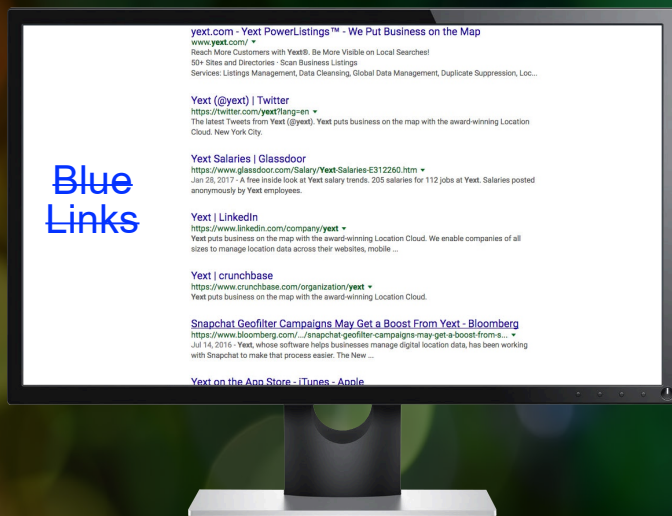
NOW: Conversation & AI



“‘Conversational AI-first’ will supersede ‘cloud-first, mobile-first’ as the most important, high-level imperative for the next 10 years.”

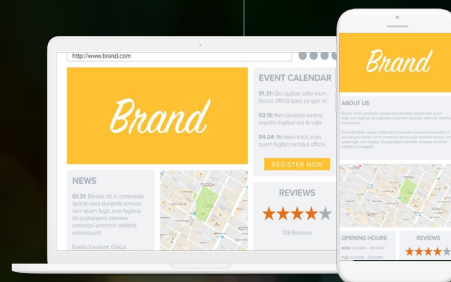
-Gartner

AI services provide structured answers



A new channel for customer engagement

Website & Mobile Website



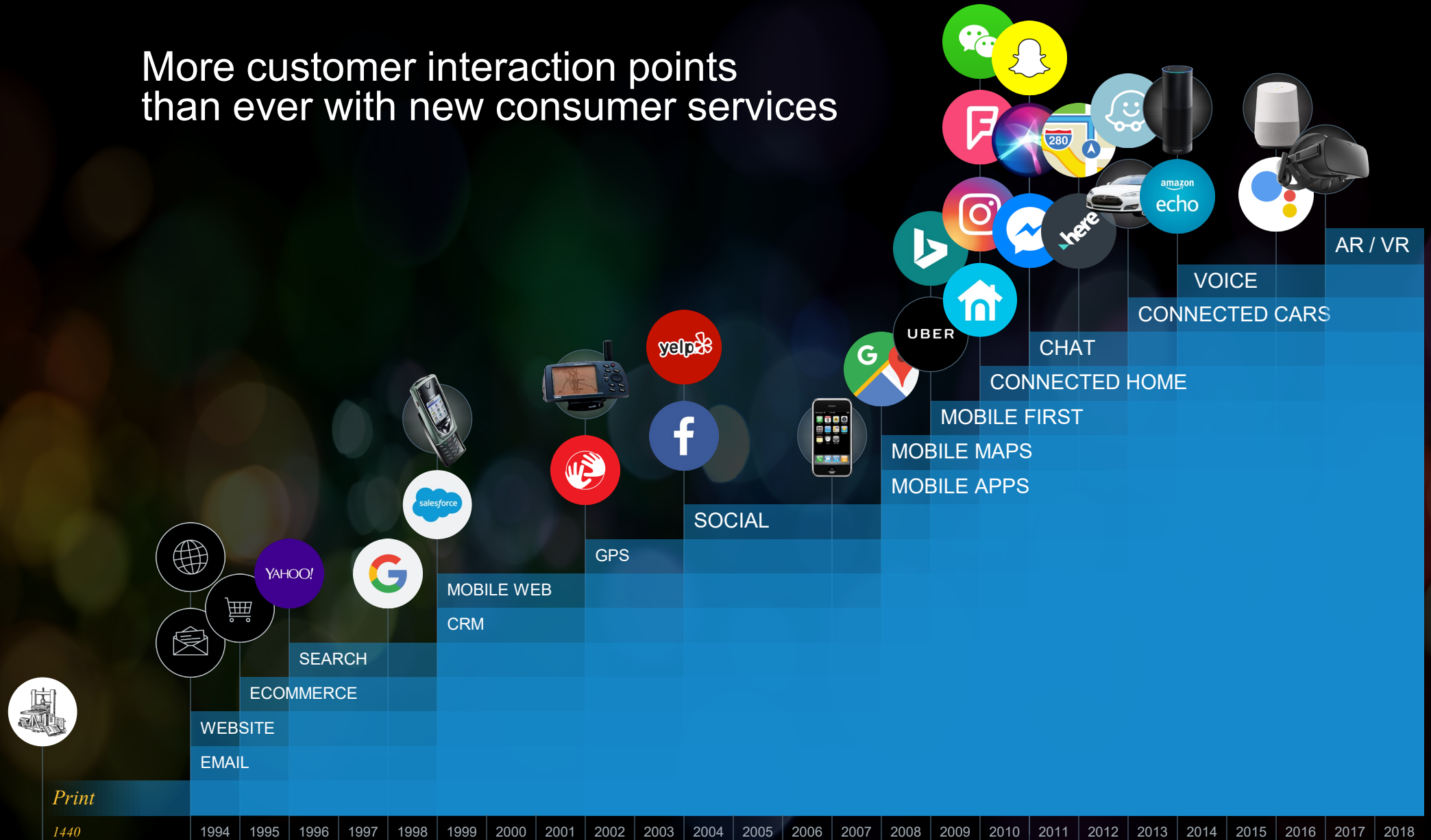
Search, Maps, Directories, Voice, Chat



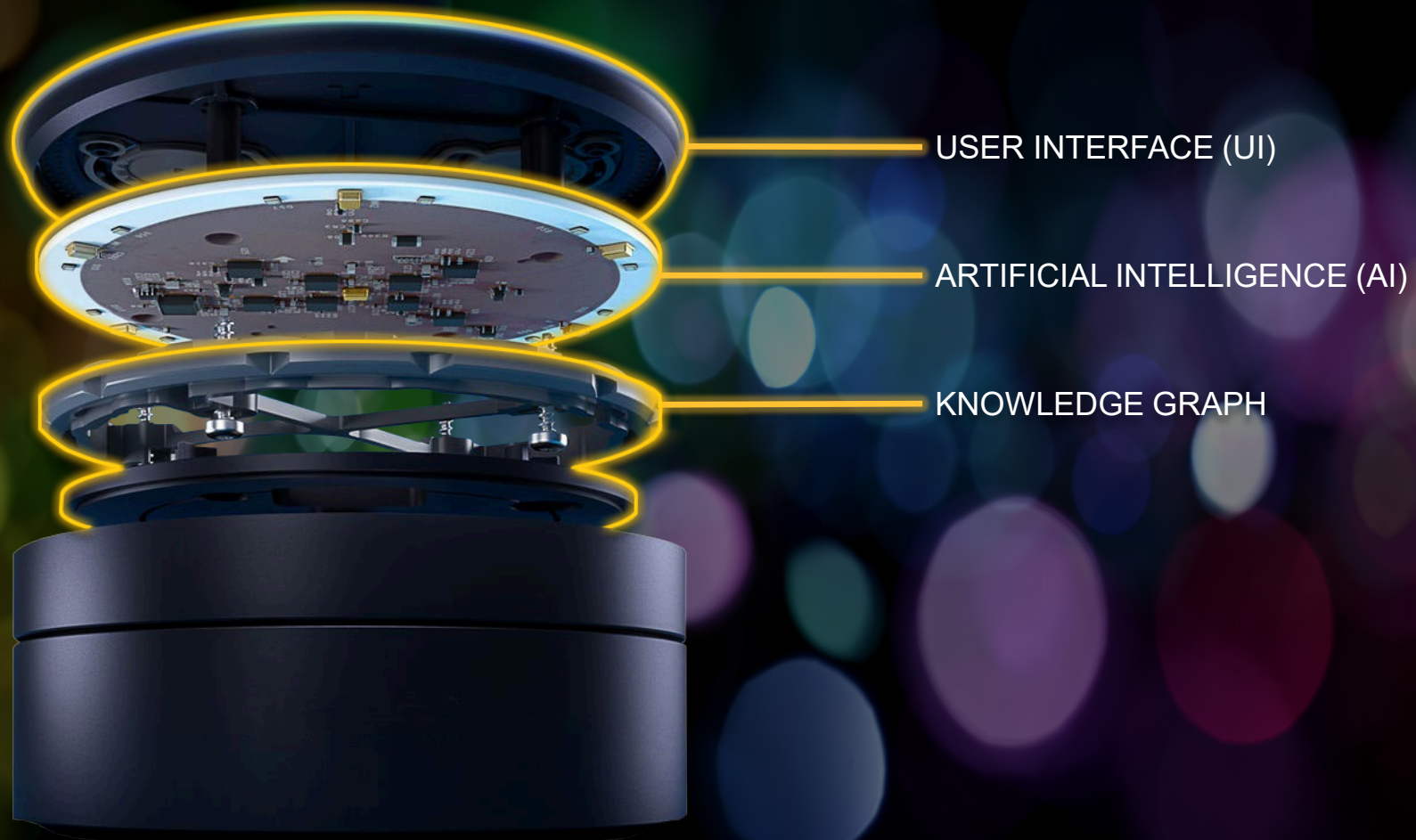
73% of high-intent traffic
is going to new services

Study of 20,107 business locations conducted by Yext in February 2017. "High-intent traffic" represents mobile searches for nearby businesses.

More customer interaction points than ever with new consumer services



Anatomy of the new consumer service





The Value of DKM

BRAND CONSISTENCY & CONTROL

Control the facts about your brand — everywhere they appear



DISCOVERABILITY

Capture and measure traffic from the AI-powered services of today and tomorrow



OPERATIONAL EFFICIENCY

Reduce time, manual effort, and data discrepancies across your teams and internal systems



CUSTOMER EXPERIENCE

Ensure customers see the right answers about your brand — and act on their feedback to foster loyalty



Average 49% more views

in 12 months on search, maps,
and directories when using DKM



vs. traditional approach

Based on a sample of 72,982 business locations in the USA and Europe, across financial services, food services, healthcare, hospitality, and retail conducted by Yext in January 2018. Examined incremental average views driven YOY over each business's starting average.
"Traditional approach" represents strategy where no DKM strategy had been implemented.

15x+ ROI

with full DKM implementation



This ROI model represents projections for a business with no initial DKM strategy, based upon historical lift in views from Yext client data. This is not a guarantee of returns of any Yext product.

The world's biggest brands have adopted DKM

RETAIL



FINANCIAL SERVICES



FOOD SERVICES



HEALTHCARE



HOSPITALITY



DIGITAL AGENCIES



Digital Knowledge Management Drives Customer Success

DRIVE REVENUE FROM
MICRO-EXPERIENCES



14.45x ROI
from online orders



15% OF ORGANIC ORDERS
from local pages

ENGAGE CUSTOMERS
IN THE LAST MILE



63% MORE ACTIONS
like Get Directions and Clicks-to-Call



VILLA RESTAURANT GROUP

186% MORE CLICKS
to website

IMPROVE WCM
PERFORMANCE

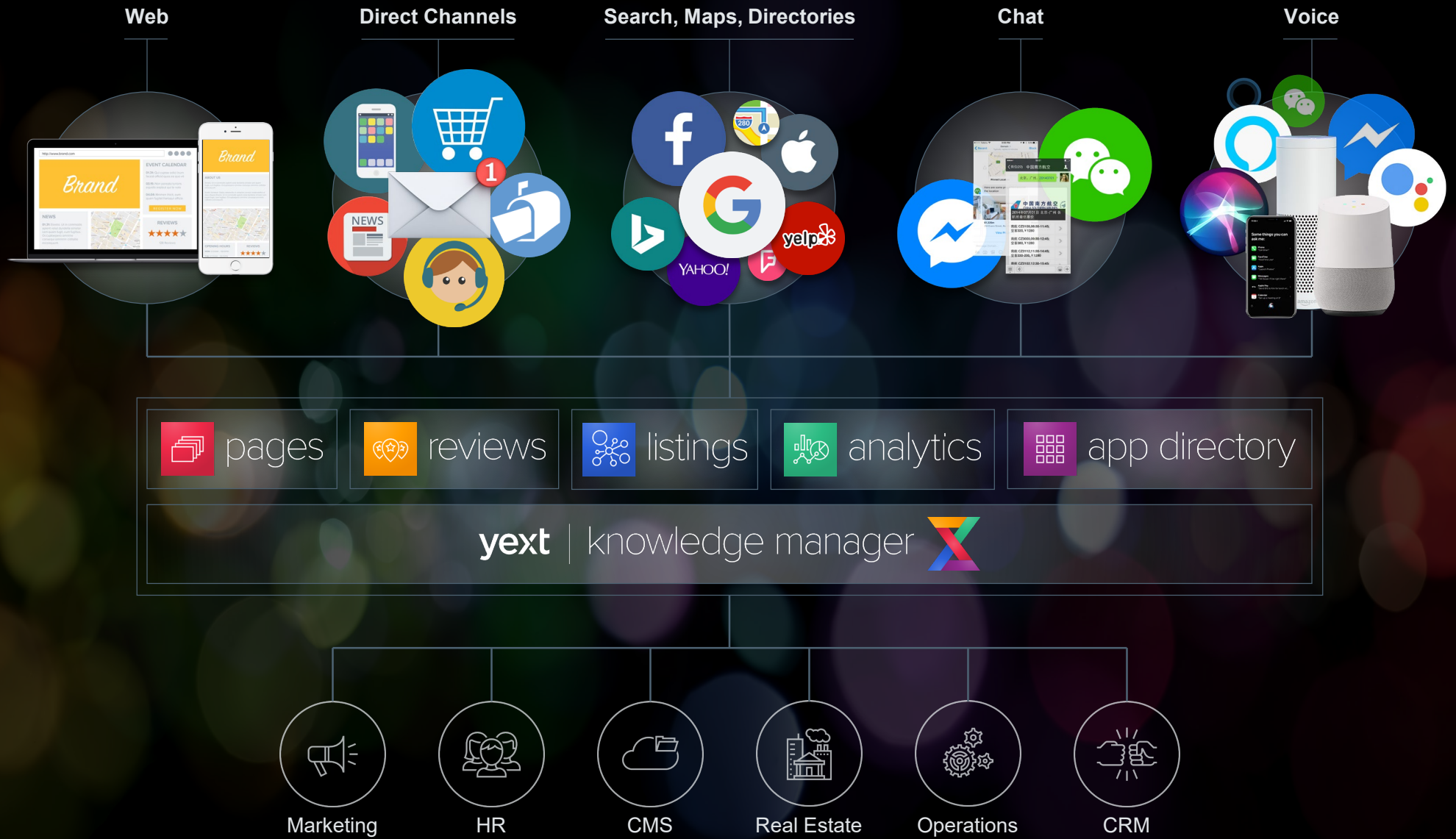


44% MORE TRAFFIC
to doctor pages on steward.com



174% MORE IMPRESSIONS
for locations.dennys.com

Qdoba, Comcast, and Steward metrics were computed by the customer in whole or in part without involvement or verification by Yext. Qdoba returns reflect the value of online orders in October 2017 relative to the cost of the Yext product; historical value of online orders attributable to the channels prior to the implementation of Yext products have not been excluded. Comcast percentage measured as of Fall 2017; Steward percentage increase measured in the five months since implementation of the Yext product. CorePower Yoga, VRG, and Denny's percentages were computed by Yext and represent increases over the 18 months, 9 months, and 2 years since the implementation of the Yext product, respectively. These metrics are illustrative only and may not represent the experience of any other current or future customer and are not a guarantee of results. All or a portion of returns or percentage increase may be attributable to factors other than Yext's products such as general economic or industry conditions or other customer initiatives.



Yext is the global leader in Digital Knowledge Management



Founded in
2006

8
US Patents

1.5 Million
Licenses

29.1 Million
Attributes Managed
Worldwide

153 Countries
With Active Licenses

YEXT
LISTED
NYSE

As of January 31, 2018

The background of the image is a dark, black canvas filled with numerous out-of-focus light spots, known as bokeh. These spots vary in size and color, including shades of yellow, green, blue, purple, and red, creating a vibrant, abstract pattern. The text "You. In Control. Everywhere." is centered horizontally and vertically in a white, sans-serif font.

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