



INVESTOR DAY 2023

April 4, 2023

Safe Harbor Statement

This presentation includes forward-looking statements including, but not limited to, statements regarding our expected financial and operating results in future periods, and statements regarding our expectations regarding the growth of our company, our market opportunity, product roadmap, including artificial intelligence, sales efficiency efforts and our industry. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "intend," "potential," "might," "would," "continue," or the negative of these terms or other comparable terminology. Actual events or results may differ from those expressed in these forward-looking statements, and these differences may be material and adverse.

We have based the forward-looking statements contained in this presentation primarily on our current expectations and projections about future events and trends that we believe may affect our business, financial condition, results of operations, strategy, short- and long-term business operations, prospects, business strategy and financial needs. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including, but not limited to, our ability to renew and expand subscriptions with existing customers especially enterprise customers and attract new customers generally; our ability to successfully expand and compete in new geographies and industry verticals; our ability to expand and scale our sales force; our ability to expand our service and application provider network; our ability to develop new product and platform offerings to expand our market opportunity; our ability to release new products and updates that are adopted by our customers ; our ability to manage our growth effectively; weakened or changing global economic conditions; the number of options exercised by our employees and former employees; and the accuracy of the assumptions and estimates underlying our financial projections. For a detailed discussion of these and other risk factors, please refer to the risks detailed in our filings with the Securities and Exchange Commission, including, without limitation, our most recent Quarterly Report on Form 10-Q and Annual Report on Form 10-K, which are available at <http://investors.yext.com> and on the SEC's website at <https://www.sec.gov>. Further information on potential risks that could affect actual results will be included in other filings we make with the SEC from time to time. Moreover, we operate in a very competitive and rapidly changing environment. New risks and uncertainties emerge from time to time and it is not possible for us to predict all risks and uncertainties that could have an impact on the forward-looking statements contained in this presentation. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those described in the forward-looking statements.

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Michael Walrath

Chief Executive Officer
& Chair of the Board





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Chief Executive Officer
& Chair of the Board





INVESTOR DAY 2023

Restructuring and Progress

Customer Voices

Operating Philosophy & Plans

Unified Go-To-Market

Product Strategy

Financial Updates & Outlook

Artificial Intelligence

Q&A





INVESTOR DAY 2023

Restructuring and Progress

Customer Voices

Operating Philosophy & Plans

Unified Go-To-Market

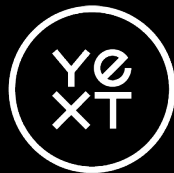
Product Strategy

Financial Updates & Outlook

Artificial Intelligence

Q&A





INVESTOR DAY 2023

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Customer Voices

Operating Philosophy & Plans

Unified Go-To-Market

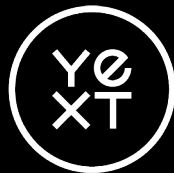
Product Strategy

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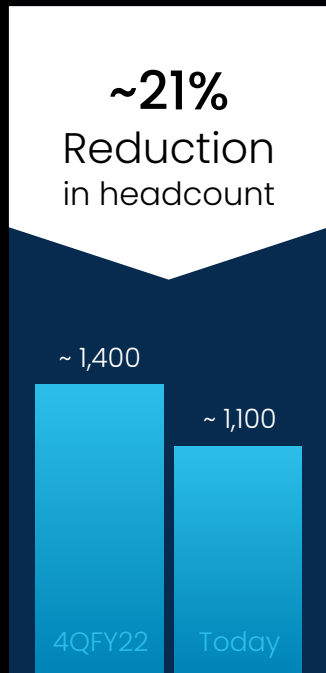
Artificial Intelligence

Q&A

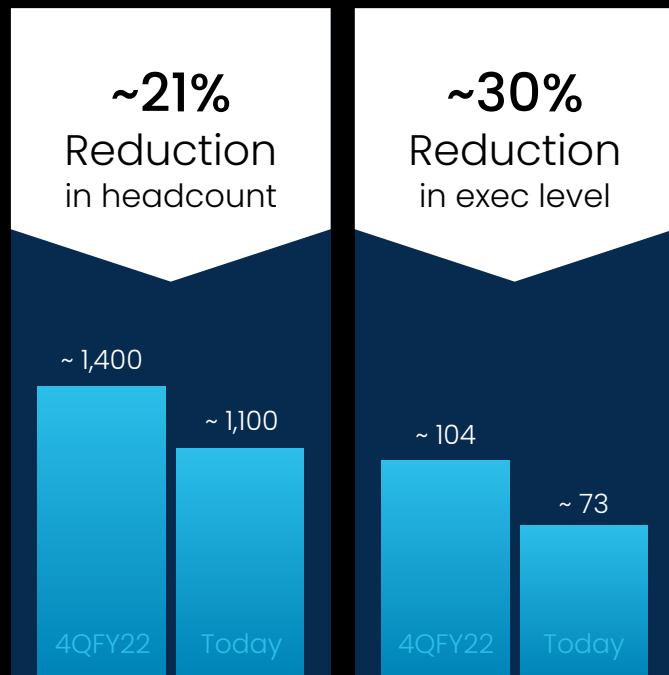


Strong progress made

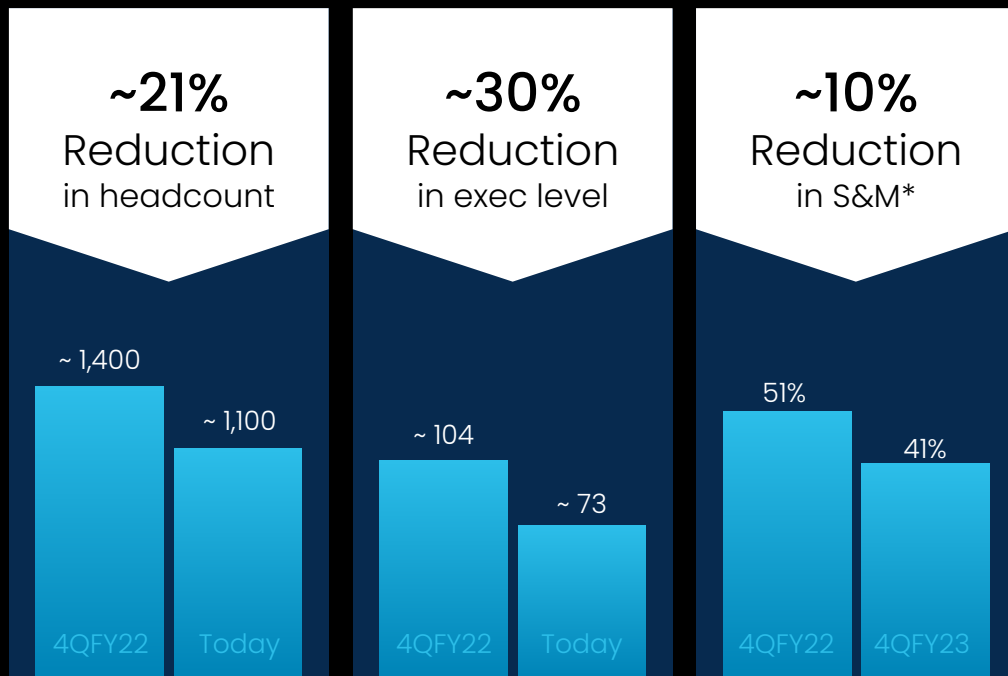
Strong progress made



Strong progress made

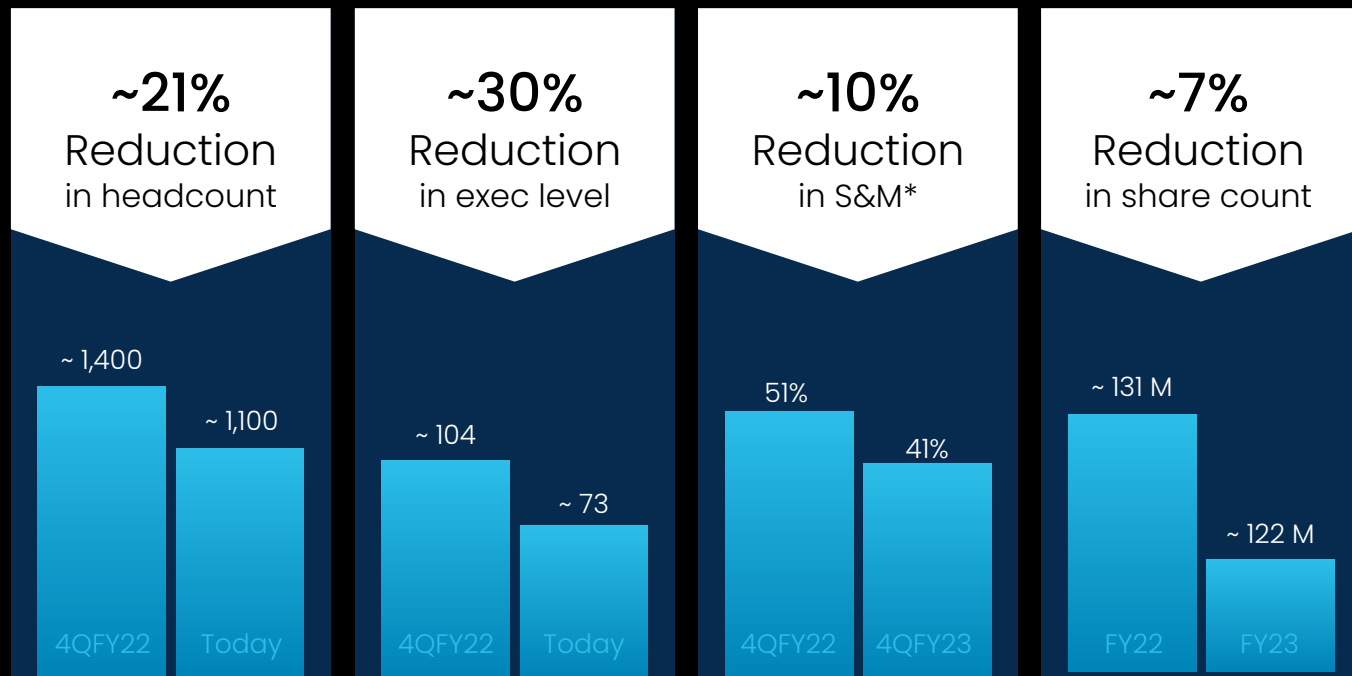


Strong progress made



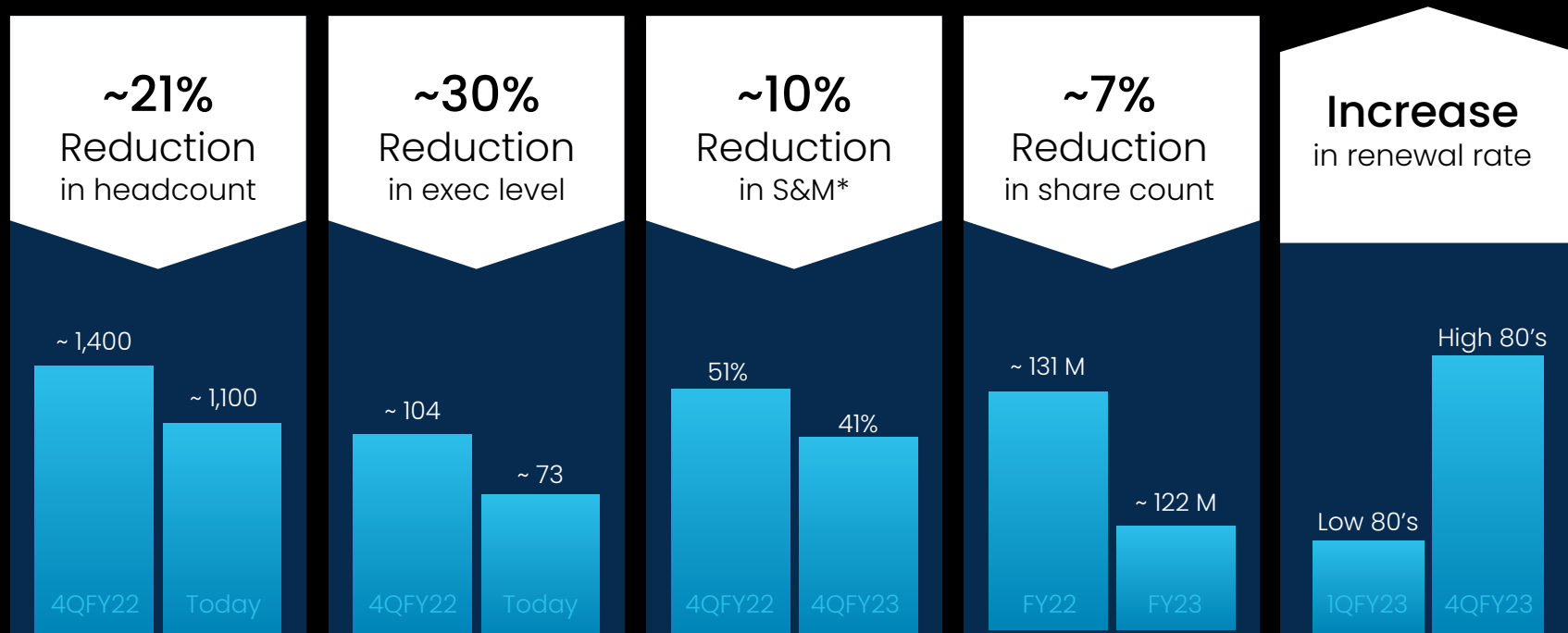
*as % of rev (non-GAAP)

Strong progress made



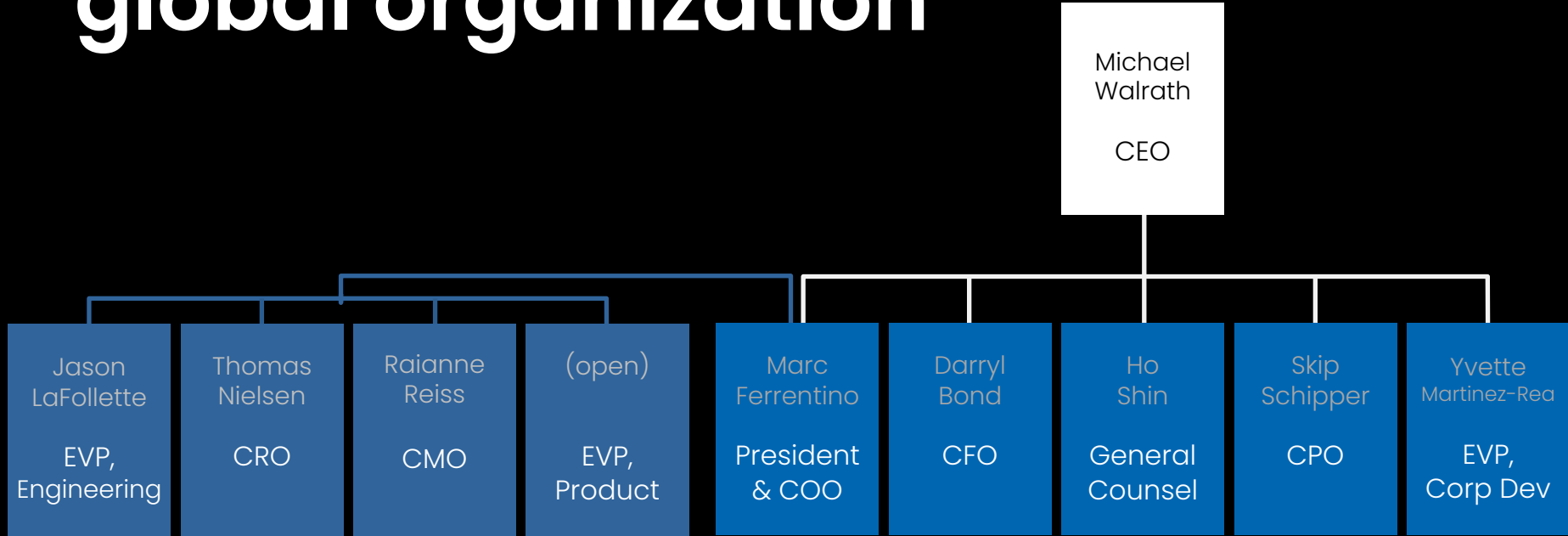
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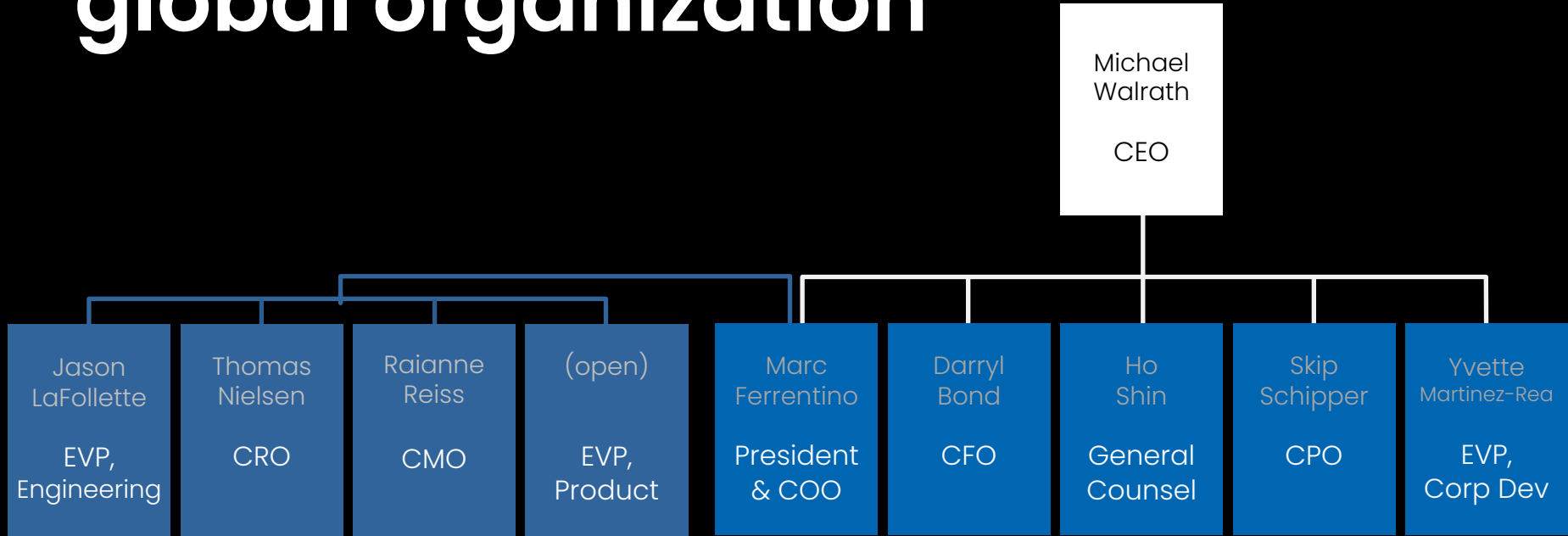


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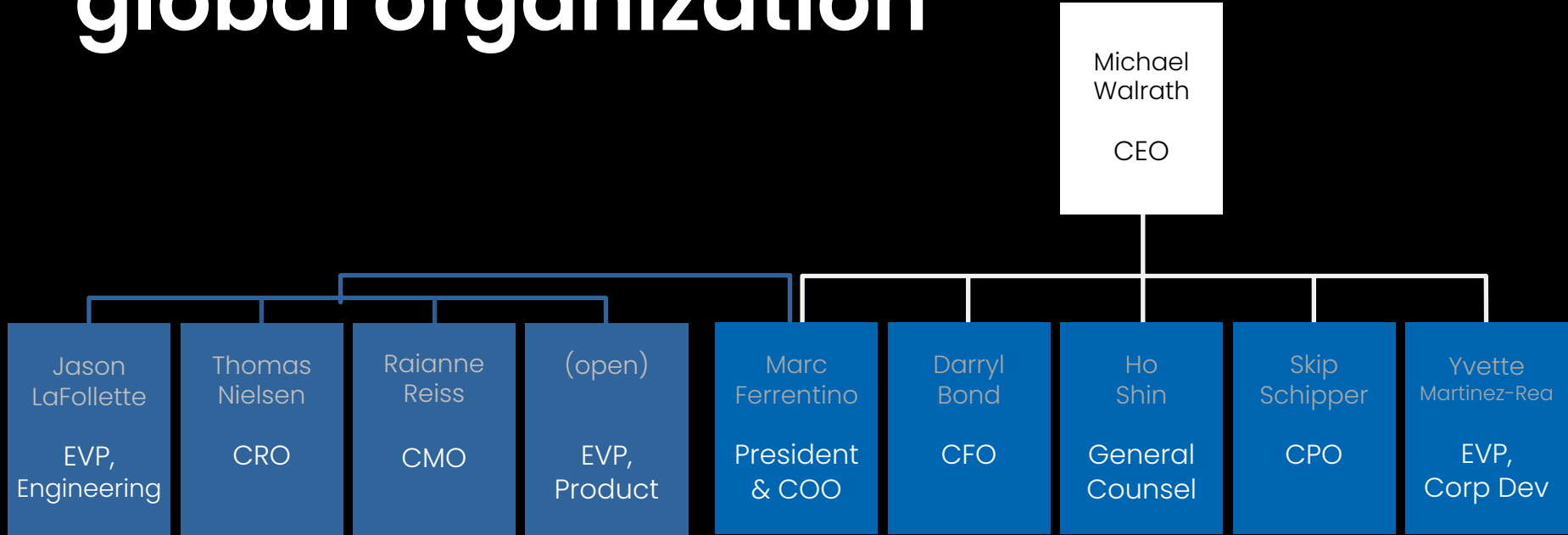
Restructuring to a global organization



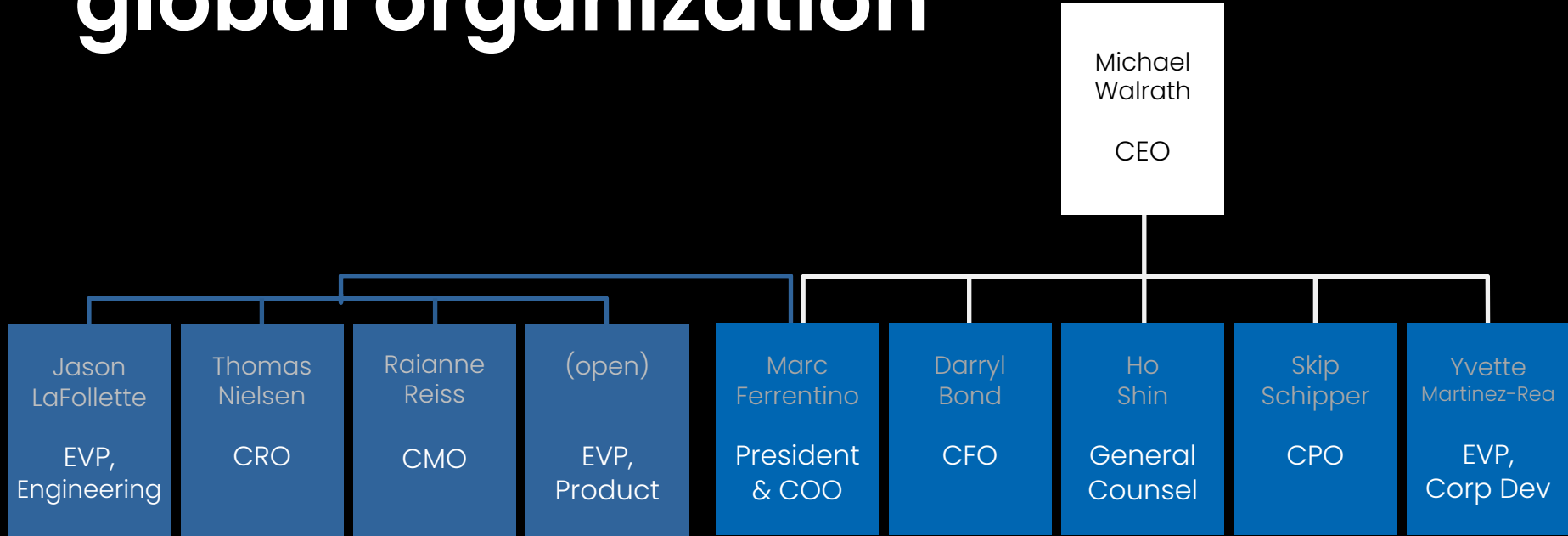
Restructuring to a global organization



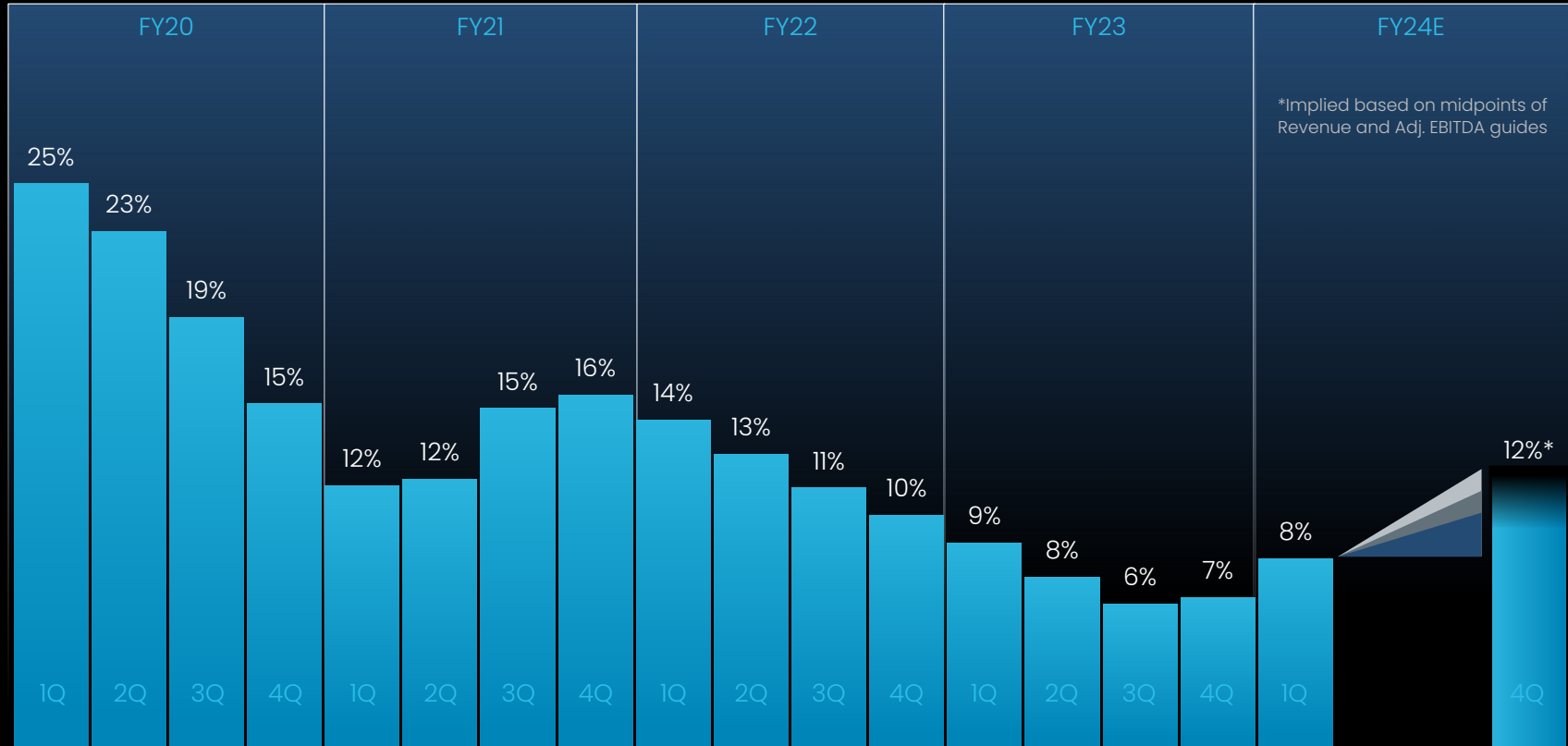
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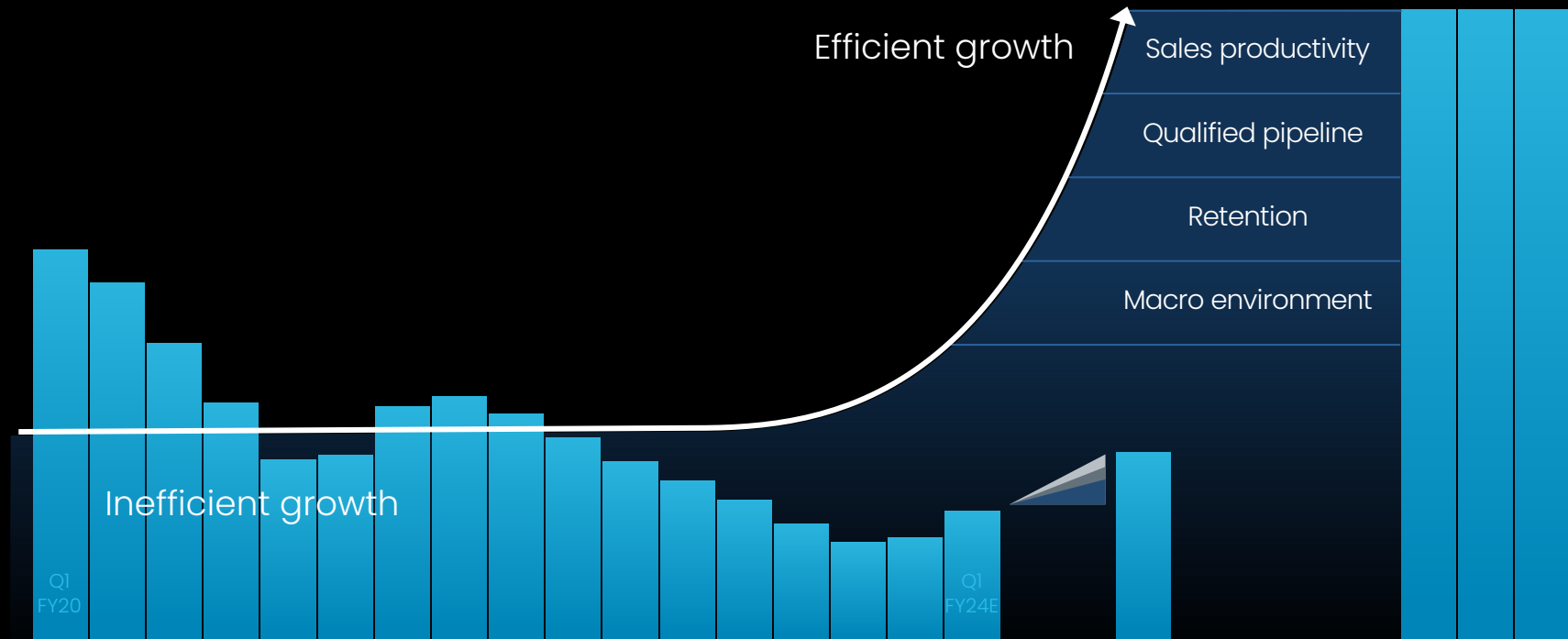
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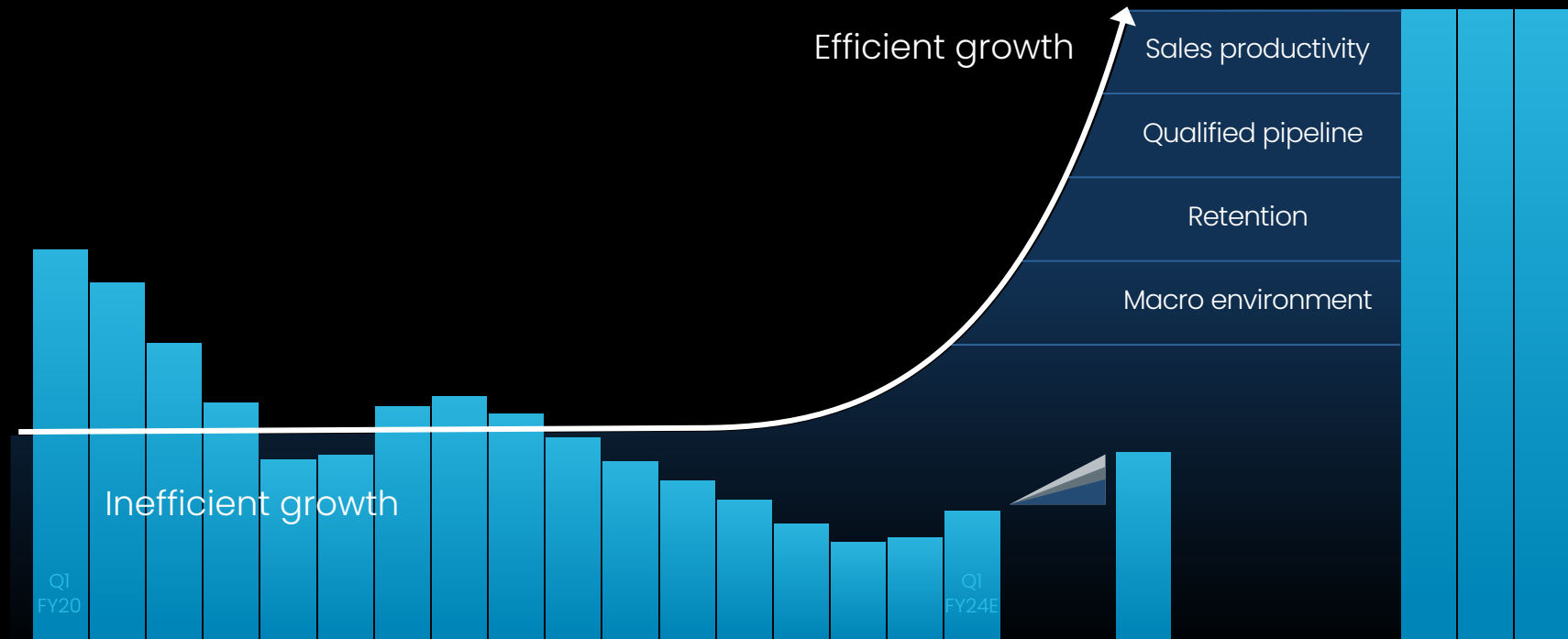
The Rule of 40



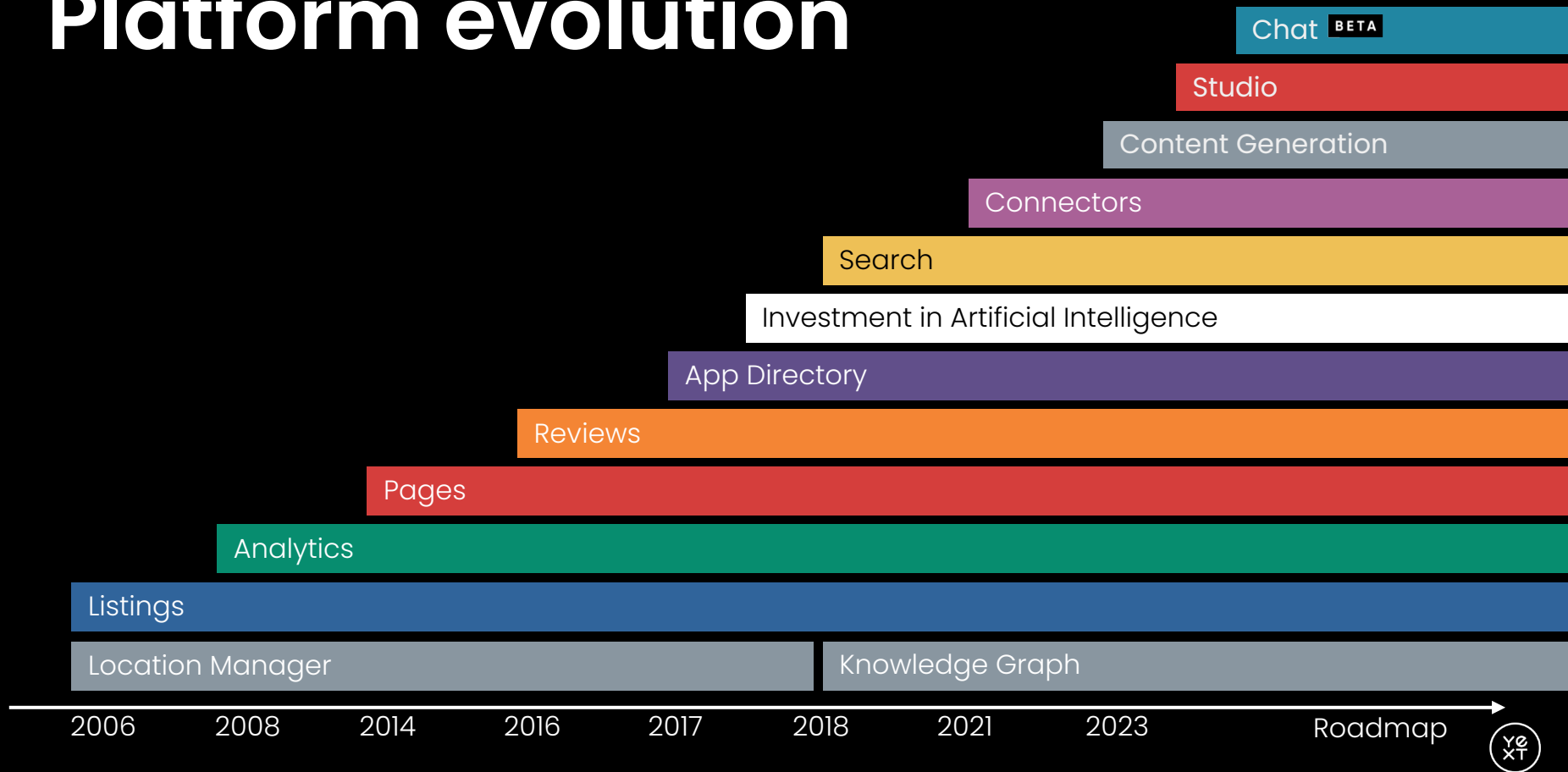
FY23 Turnaround to efficiency



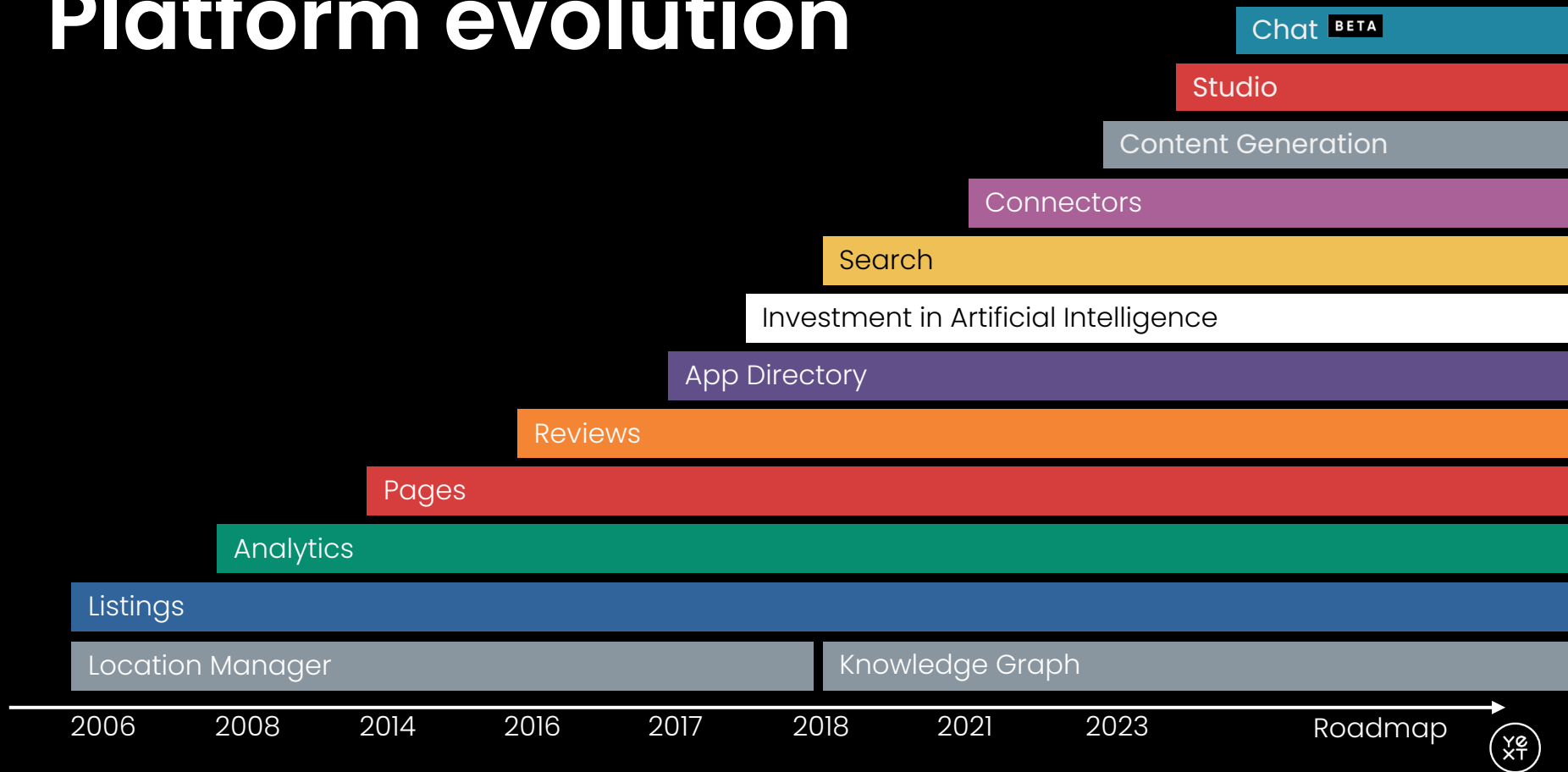
FY23 Turnaround to efficiency



Platform evolution

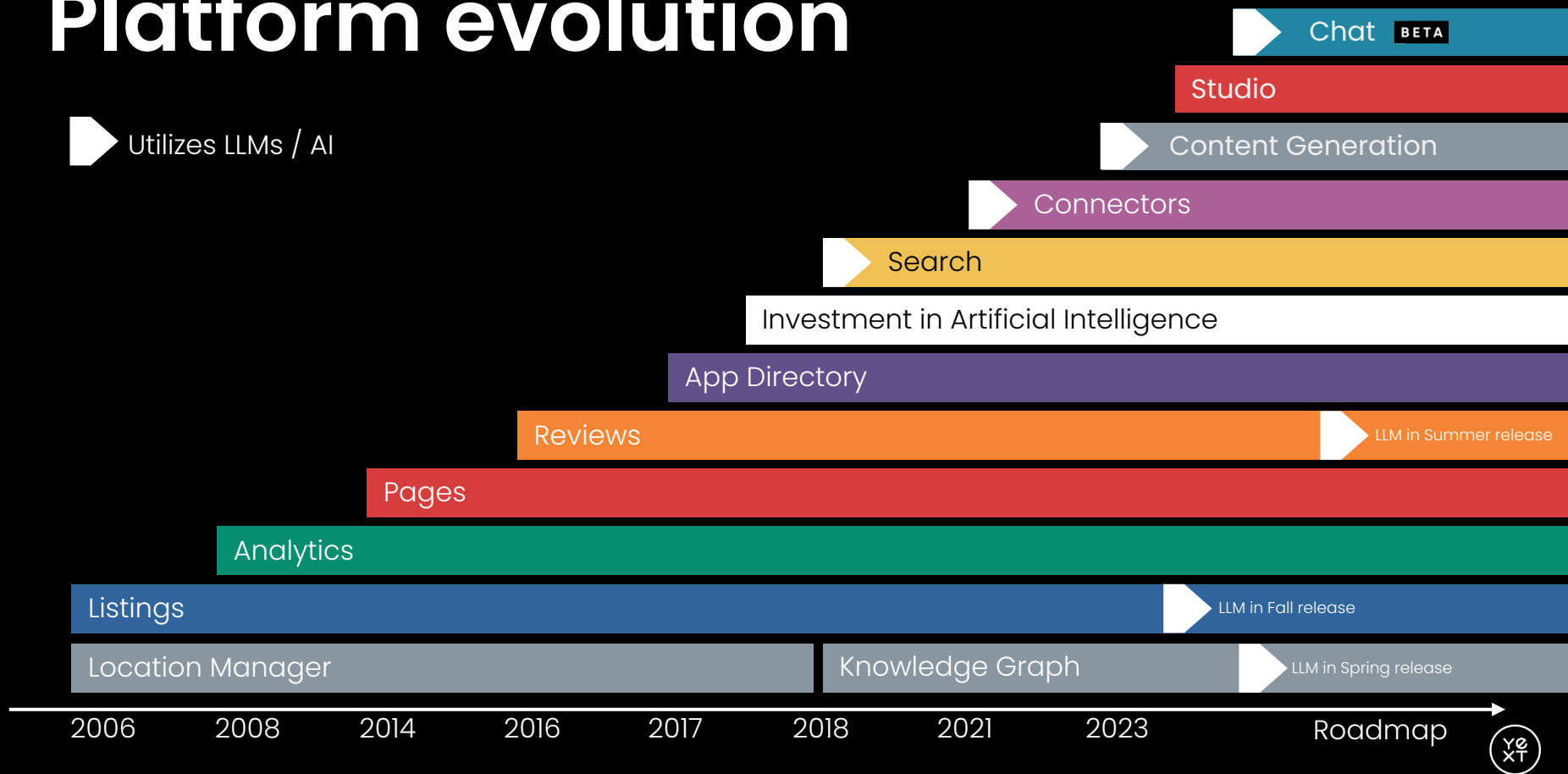


Platform evolution



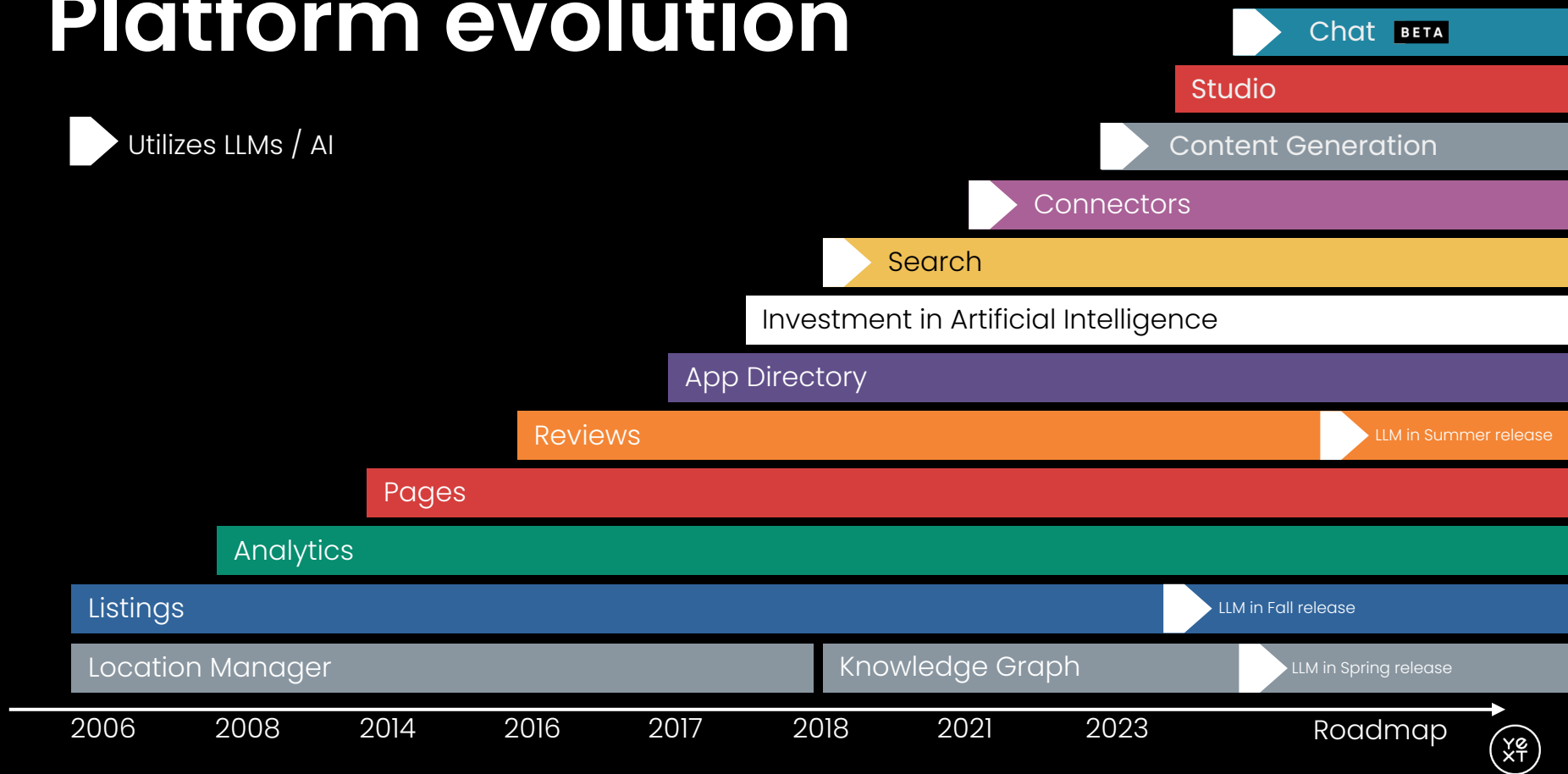
Platform evolution

► Utilizes LLMs / AI



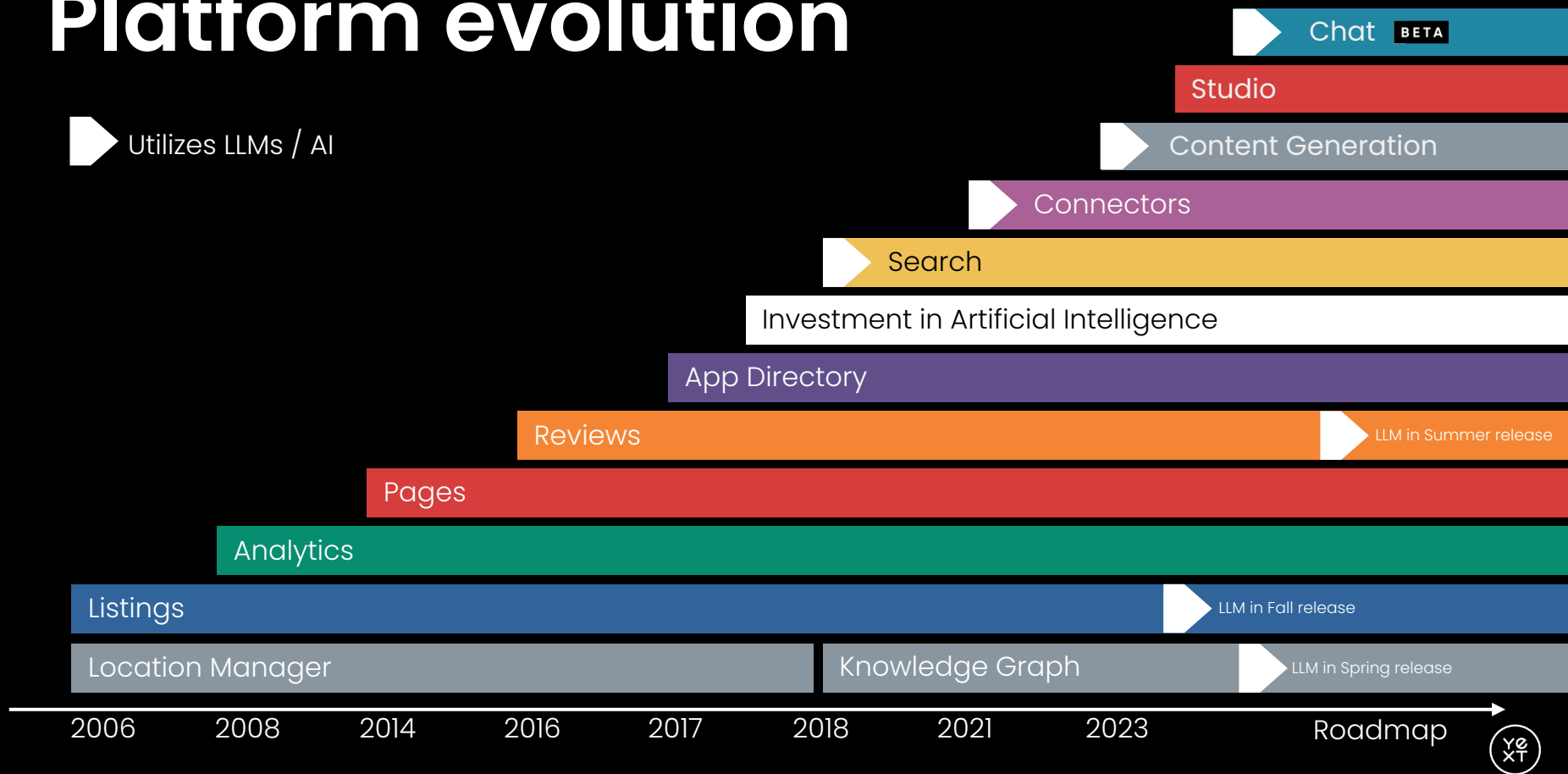
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AI on the horizon



The New York Times

The Brilliance and Weirdness of ChatGPT

Dec. 2022

A new chatbot from OpenAI is inspiring awe, fear, stunts and



Why tech insiders are so excited about ChatGPT, a chatbot that answers questions and writes essays

Dec. 2022



OpenAI begins piloting ChatGPT Professional, a premium version of its viral chatbot

Jan. 2023



12 Cool Things You Can Do with ChatGPT

Jan. 2023

The Washington Post

AI is no threat to traditional artists. But it is thrilling.

Feb. 2023

AI today



Dec. 2022

Mashable

The ChatGPT chatbot from OpenAI is amazing, creative, and totally wrong

Jan. 2023



Plagued with errors: A news outlet's decision to write stories with AI backfires

Feb. 2023

TIME

**The New AI-Powered Bing Is Threatening Users.
That's No Laughing Matter**

Feb. 2023



Widely available A.I. is 'dangerous territory,' says Tenable's Amit Yoran

Mar. 2023

Entrepreneur

**Walmart Leaked Memo Warns
Against Employees Sharing
Corporate Information With
ChatGPT**

ChatGPT



Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Write a biography for Michael Walrath





Michael Walrath is an accomplished entrepreneur and technology executive, best known for co-founding Right Media, an online advertising exchange platform that was later acquired by Yahoo for \$850 million. Born in 1975, Walrath grew up in Florida and went on to attend the University of Virginia, where he graduated with a degree in computer science. After working for a few years as a software engineer, he co-founded Right Media in 2003 with Brian O'Kelley and others, with the goal of creating a more efficient marketplace for buying and selling online advertising. The company quickly gained popularity and was acquired by Yahoo in 2007, with Walrath staying on as a senior executive for several years.



Following the acquisition, Walrath went on to co-found a number of other successful startups, including business networking site LinkedIn and advertising analytics company Xaxis. He also served as CEO of ad tech company AppNexus, which was acquired by AT&T in 2018 for \$1.6 billion. Throughout his career, Walrath has been widely recognized for his contributions to the tech industry, receiving accolades such as Ernst & Young's Entrepreneur of the Year award in 2012 and being named to Crain's New York Business' 40 under 40 list in 2007. He currently serves as a managing partner at venture capital firm WGI Group, where he focuses on investing in early-stage technology companies.



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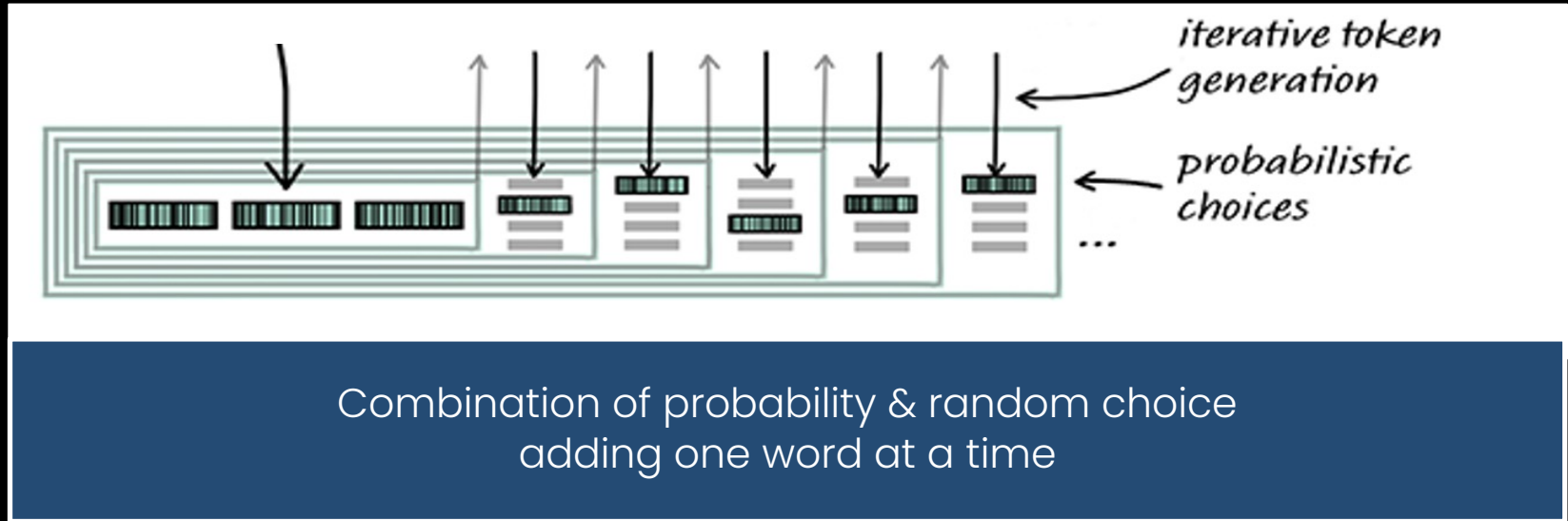


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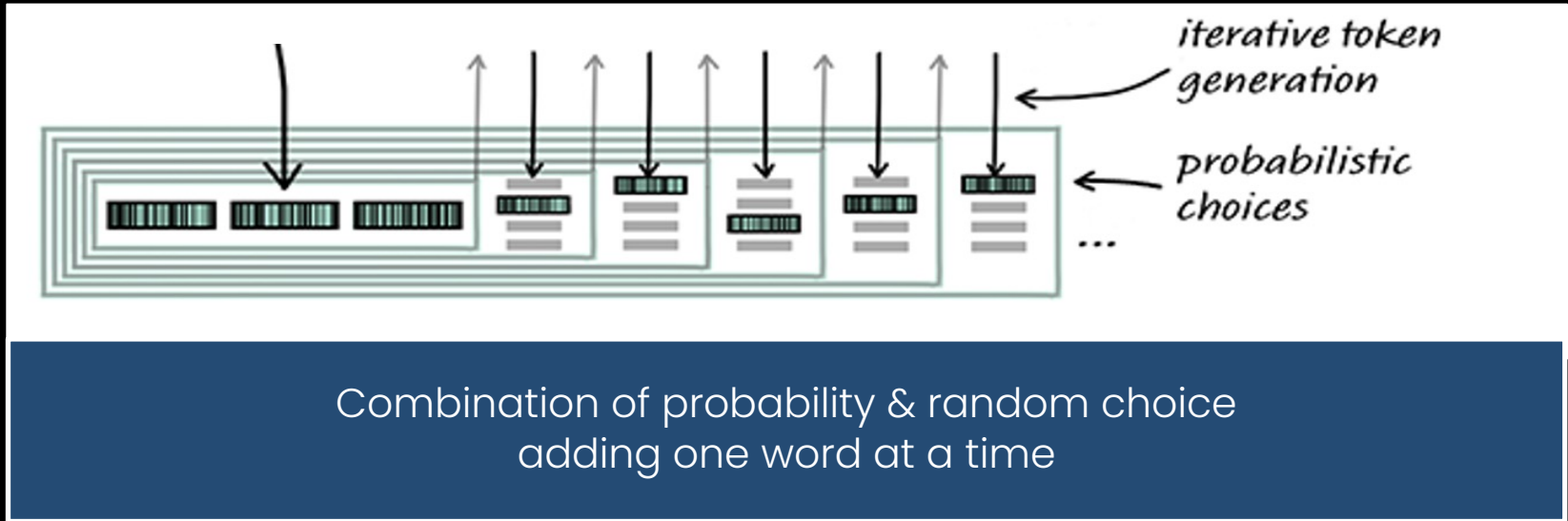




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Generative AI Risk

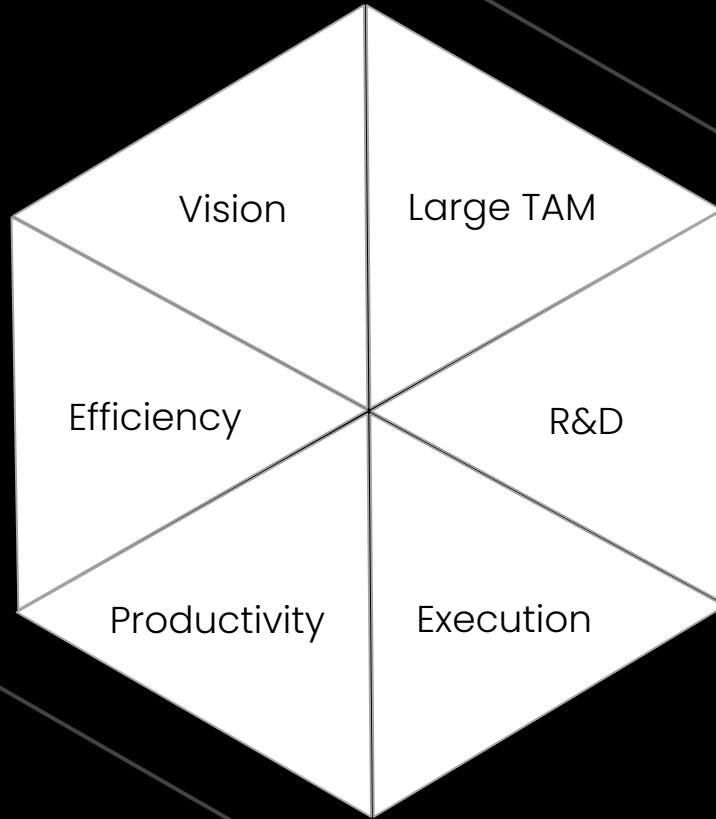


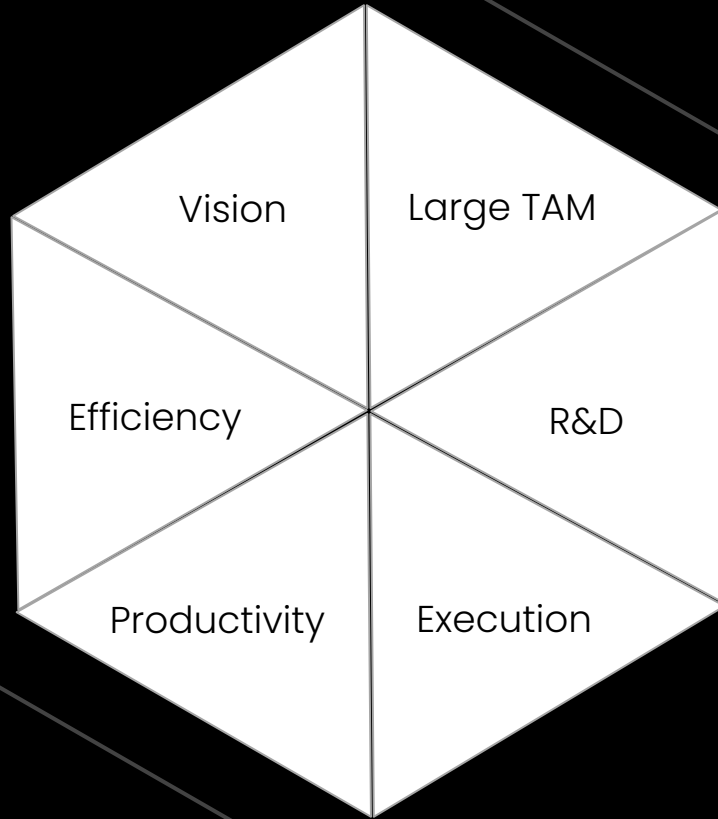
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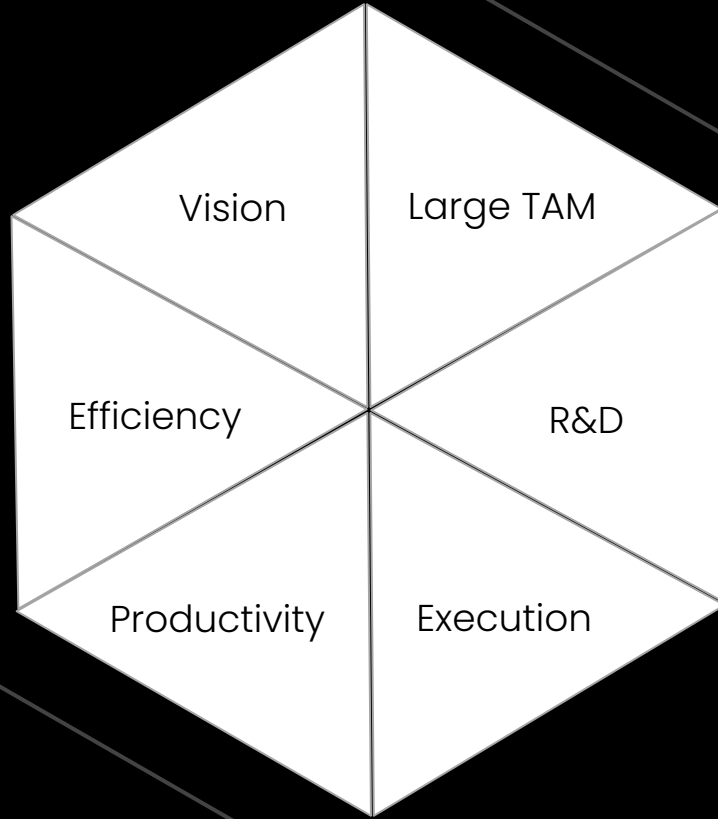


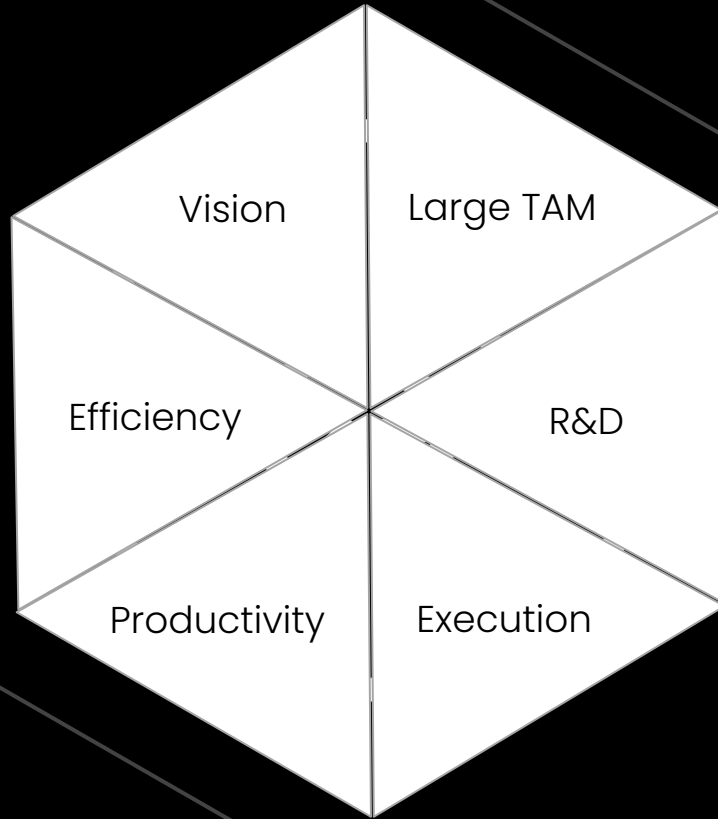
	Generative AI without Yext	Generative AI with Yext
Content source	Rephrases content from the web	Answers from the Knowledge Graph
Content generation	Probability & random choice	Sourced from brand verified content
Content quality	Correct information & wrong information	Only correct information
Content consistency	Different results every time	Same results every time
Risk factor	 High risk	 Low risk

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Marc Ferrentino

President & Chief Operating Officer



The customer journey is fragmented



2010

The website was the center of a company's digital experience



2023

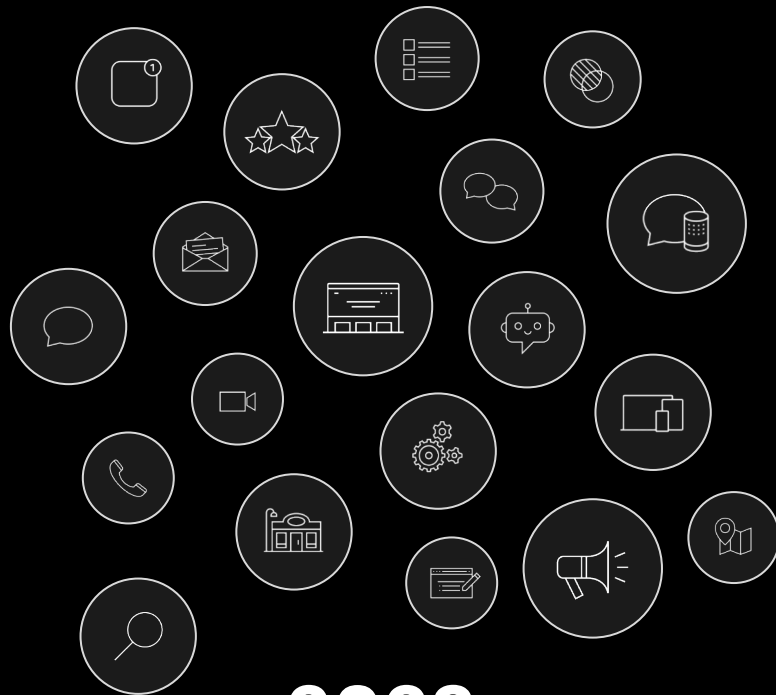
There is no center to a company's digital experience

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2023

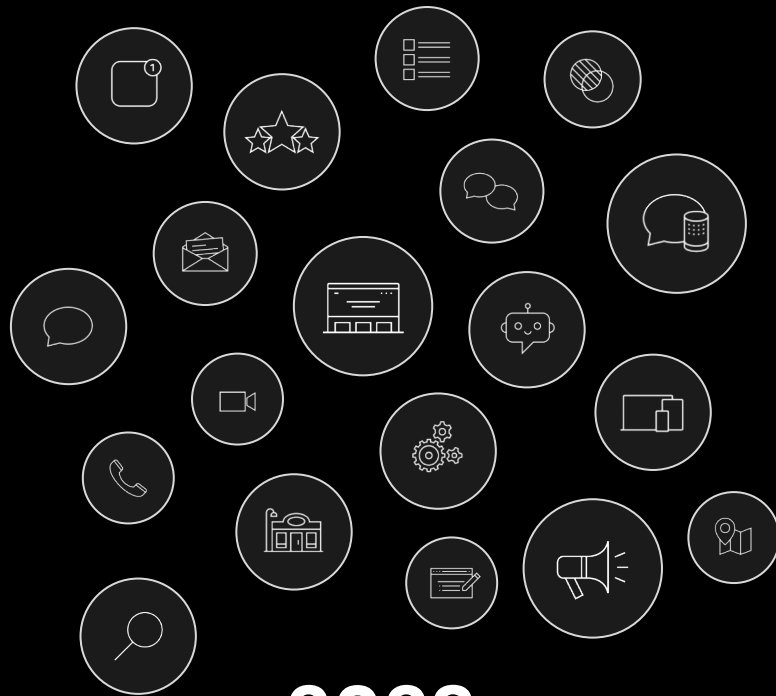
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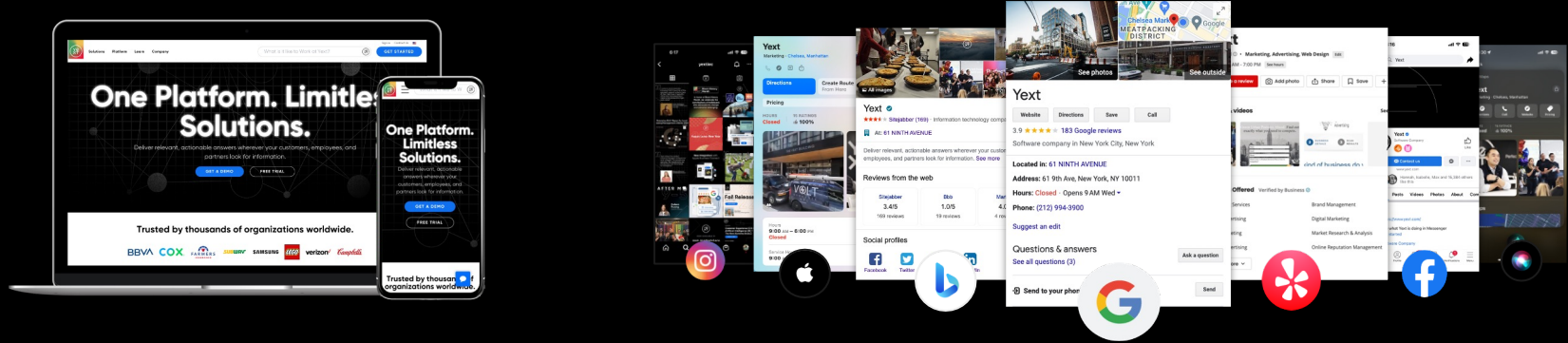
The website was the center of a company's digital experience



2023

There is no center to a company's digital experience

Your digital experience is more than your website



52% of interactions
with your brand happen
on 3rd party services

Source: Study of 37,115 business locations
conducted by Yext in February 2023



The consumer web sets the bar for digital experience



amazon.com[®]

NETFLIX



ebay



twitch



Uber



Google



Lemonade



The consumer web sets the bar for digital experience



amazon.com[®]

NETFLIX



ebay



twitch



airbnb



Uber



YouTube

Google

Pinterest



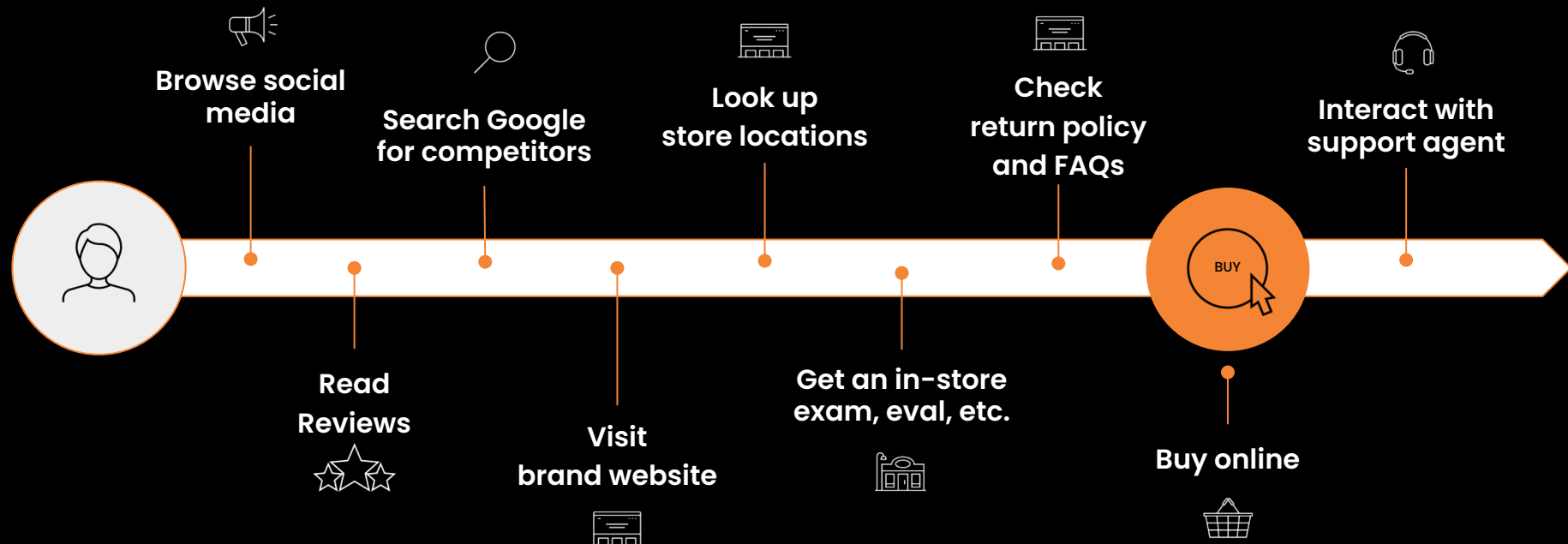
OpenAI

DOORDASH

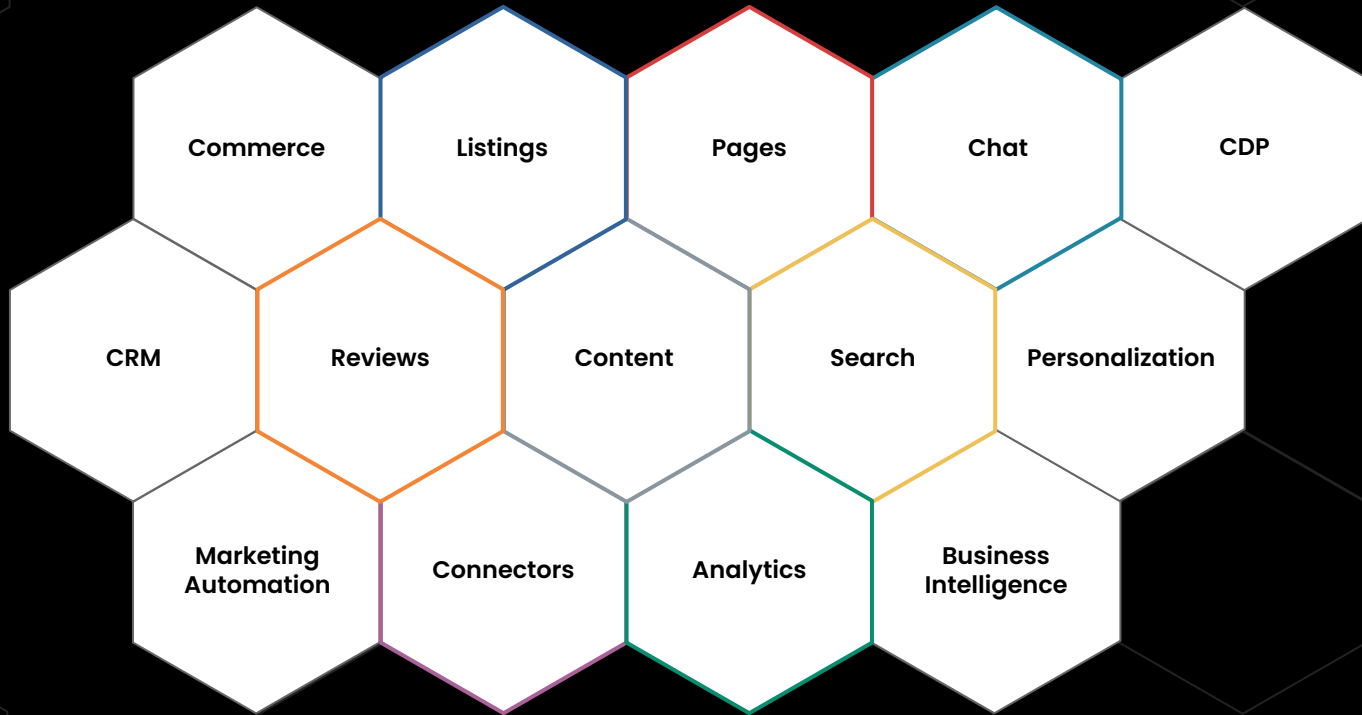
Lemonade

KAYAK

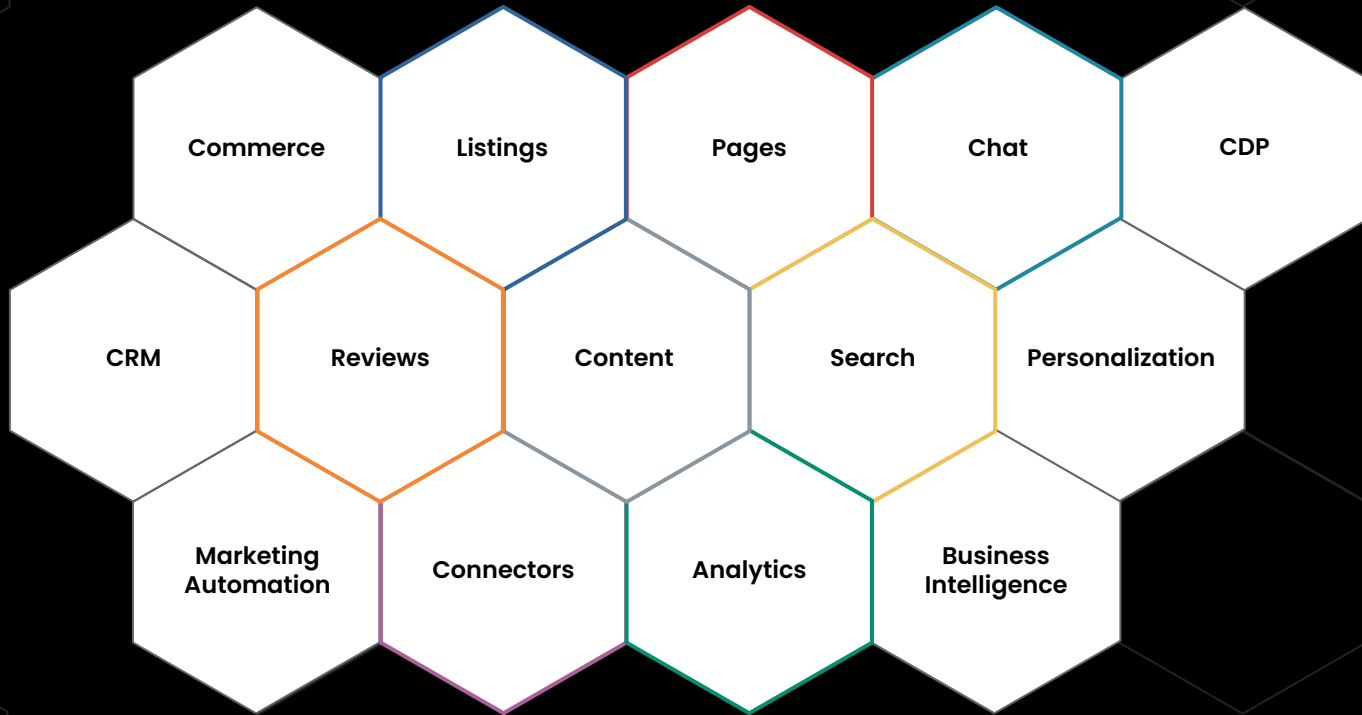




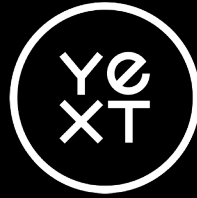
Components of a Digital Experience



Components of a Digital Experience



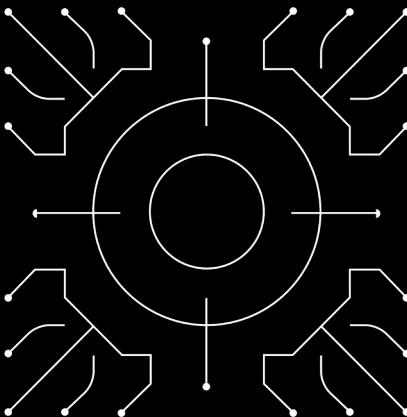
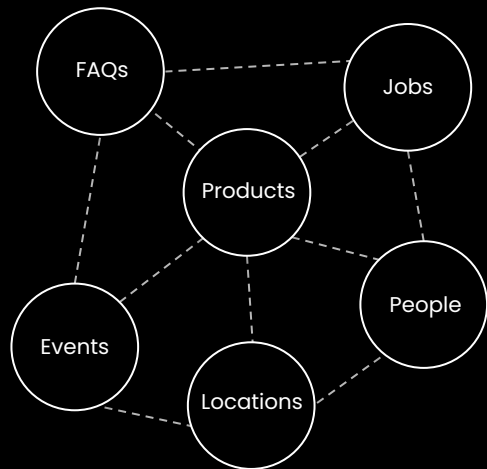
AI will disrupt
every industry



Yext is leveraging AI to disrupt the
digital experience
space



Our Vision



The Ultimate Digital Experience

AI Collects and Organizes Knowledge

from across the enterprise

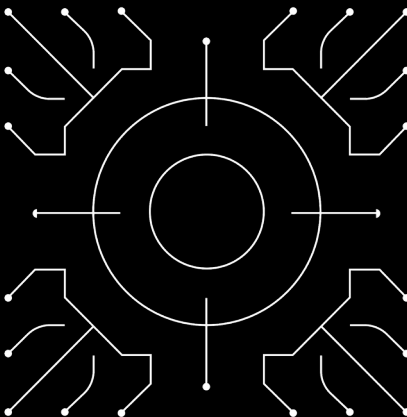
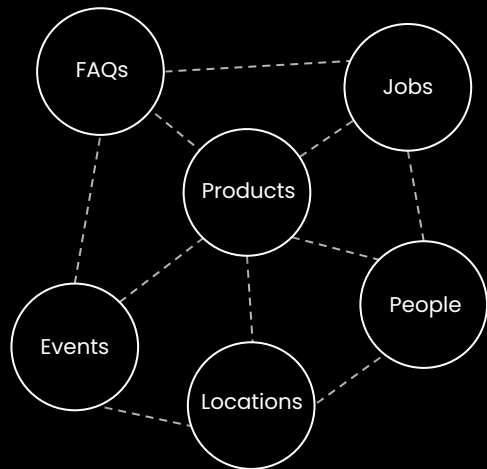
AI Generation, Reasoning and Orchestration

AI-Powered Experience

leveraging the latest in consumer AI



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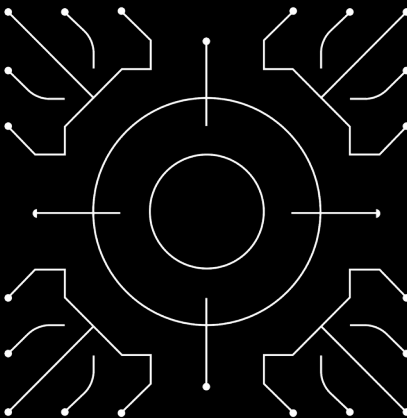
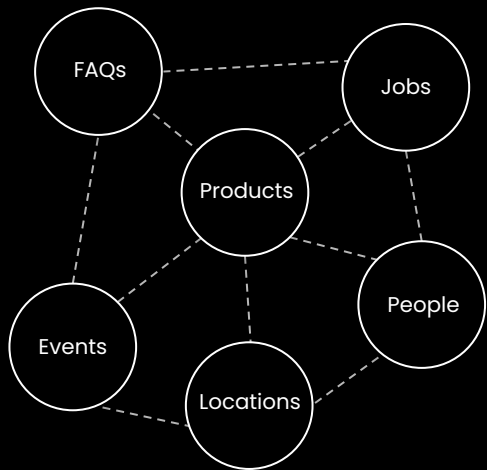
AI Generation, Reasoning and Orchestration

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Our Vision



The Ultimate Digital Experience

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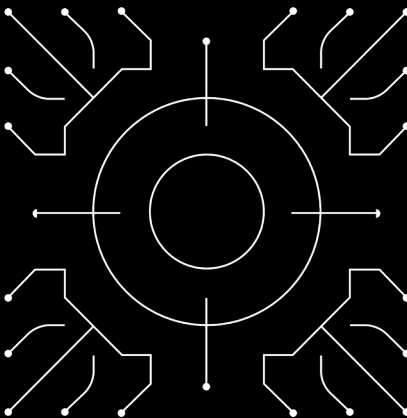
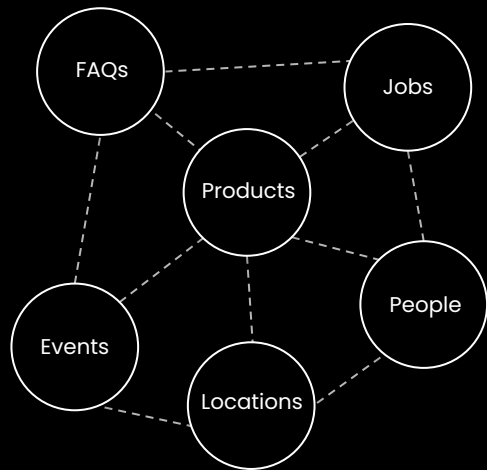
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Our Vision



The Ultimate Digital Experience

**AI Collects and Organizes
Knowledge**

from across the enterprise

**AI Generation, Reasoning and
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Three Pillars of Must-Have Enterprise Software Spend

DXP

Digital
Experience
Platform

+

ERP

Enterprise
Resource
Planning

+

CRM

Customer
Relationship
Management

The Answers
Platform helps
build digital
experiences

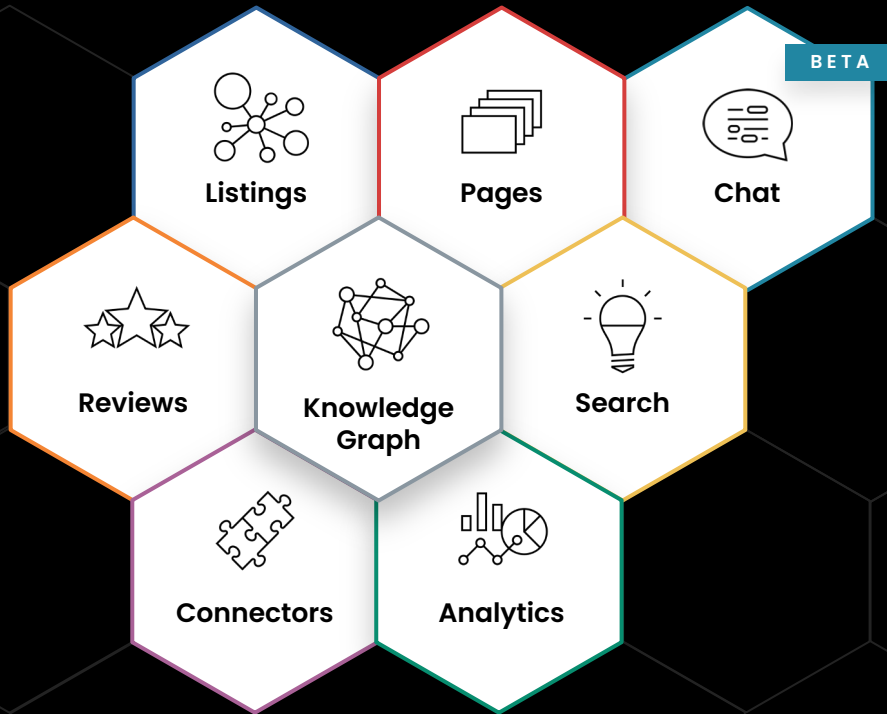


The Answers Platform

An API-first, composable approach to building digital experiences

PLATFORM INFRASTRUCTURE:

- AI & Machine Learning
- App Directory
- Users, Roles, & Permissions
- Global Serving Regions & CDN
- Cloud Security & Compliance

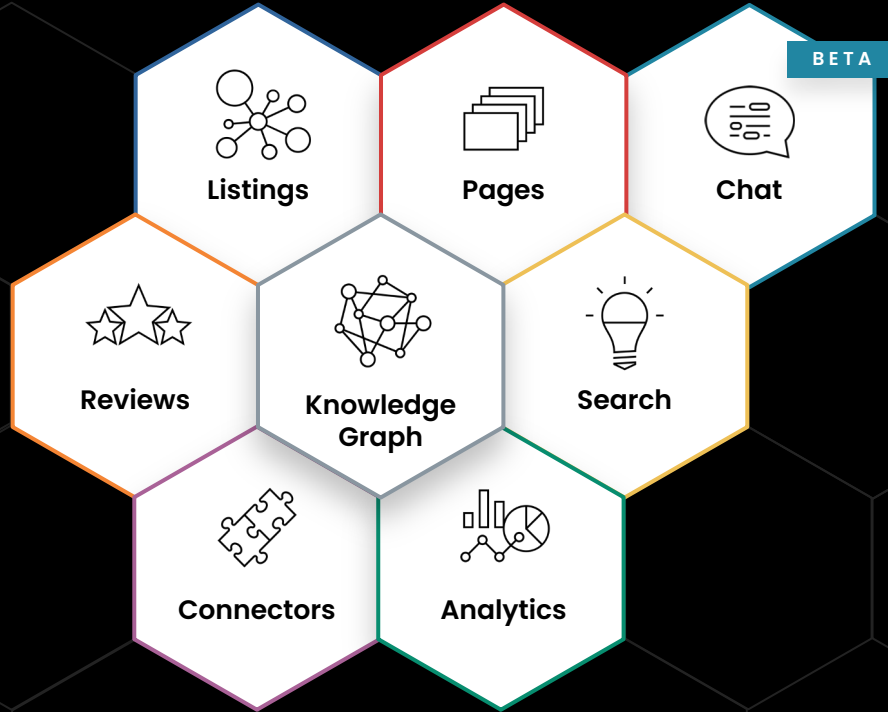


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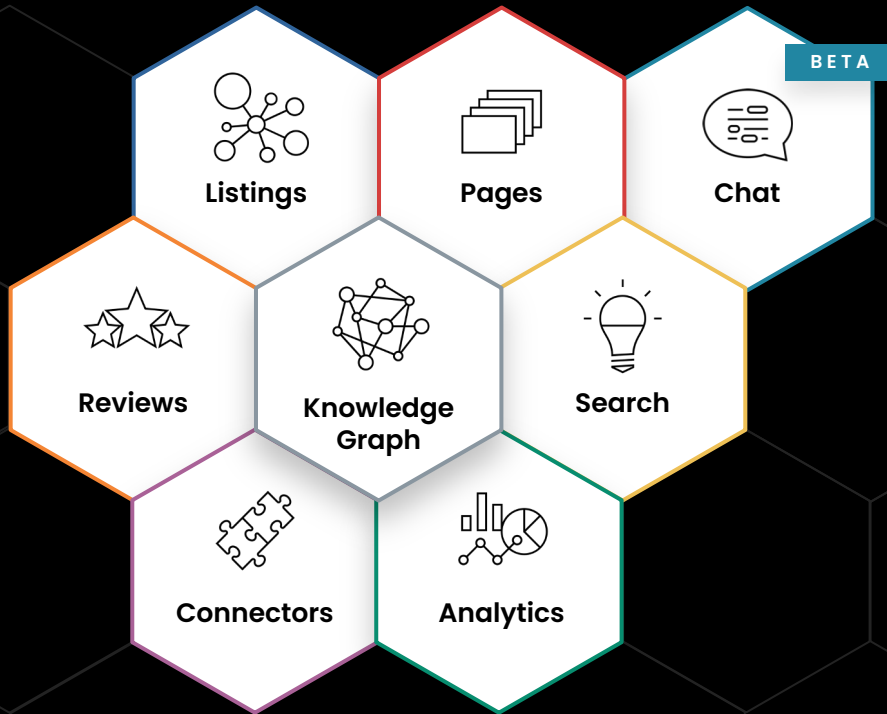


The Answers Platform

An API-first, composable approach to building digital experiences

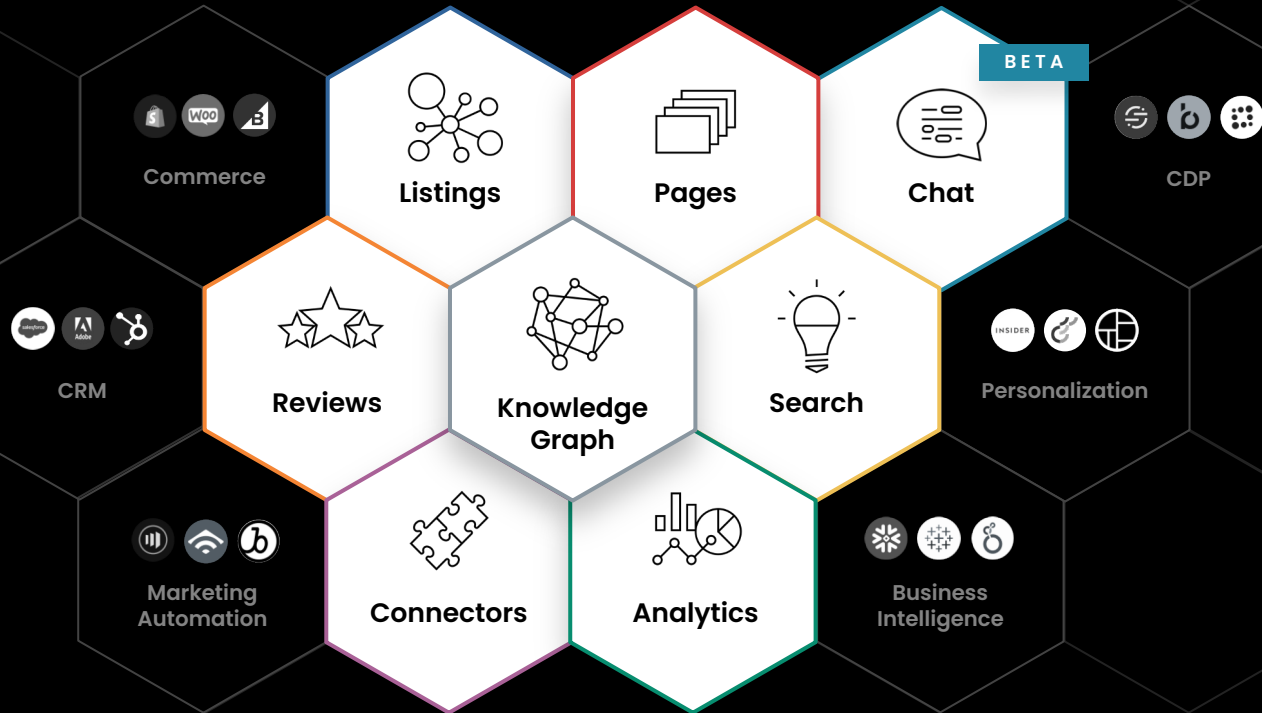
PLATFORM INFRASTRUCTURE:

- AI & Machine Learning
- App Directory
- Users, Roles, & Permissions
- Global Serving Regions & CDN
- Cloud Security & Compliance



Build on Yext — your way

Choose any combination of products and iterate as your needs change



Other Digital Experience Players



Monolithic	Composable
Proprietary	Open source
Limited to first-party (web, mobile)	Multichannel support (web, mobile, third-party, etc.)
Not optimized for AI	AI-enabled
Single-channel CMS	Headless CMS
Bad search	Great search
Slow page speed	Superfast page speed
Outdated tech	Cutting-edge tech
Built for the websites	Built for a conversational future



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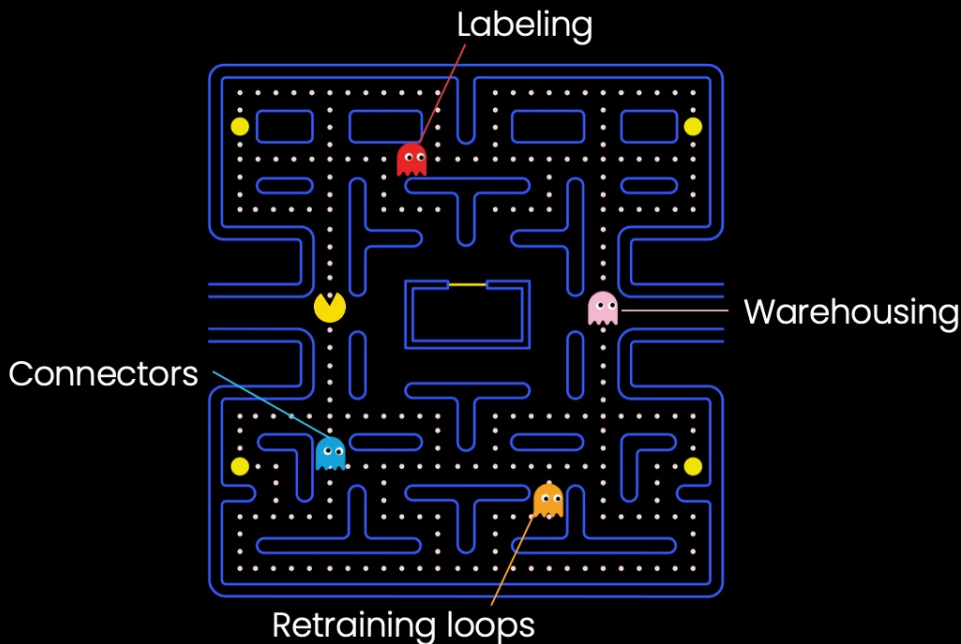
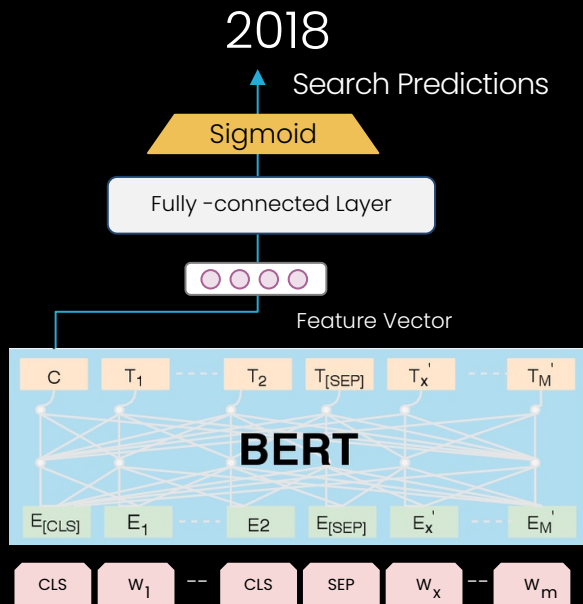
Michael Misiewicz

Director, Data Science

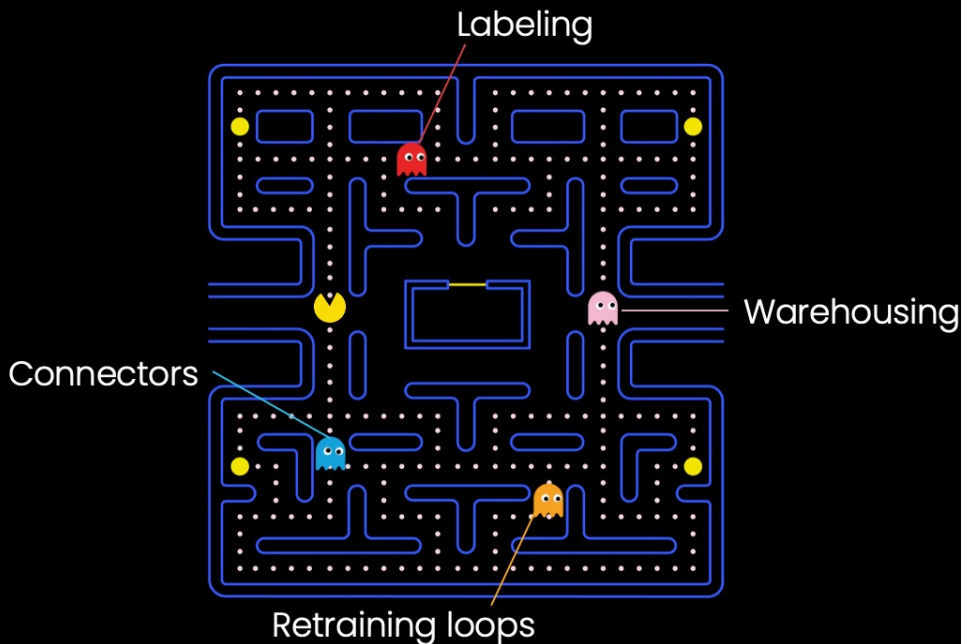
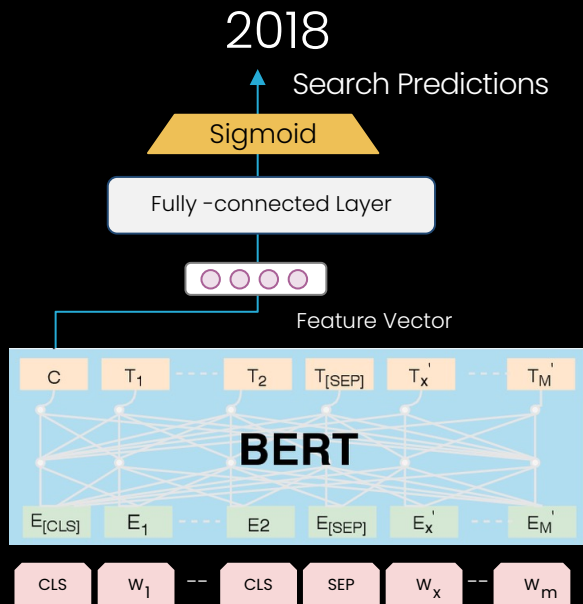


Our strategy for large language models

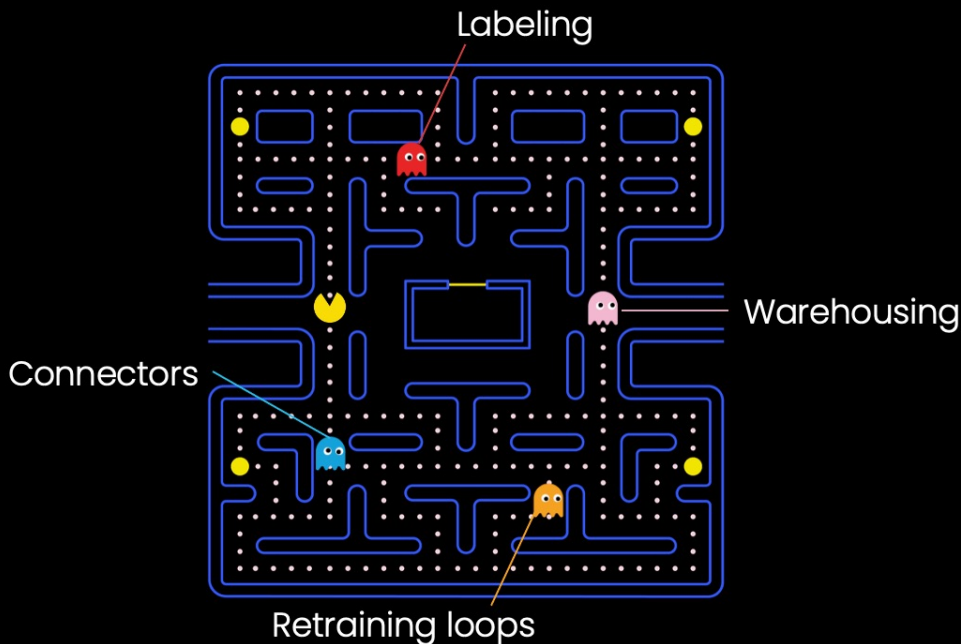
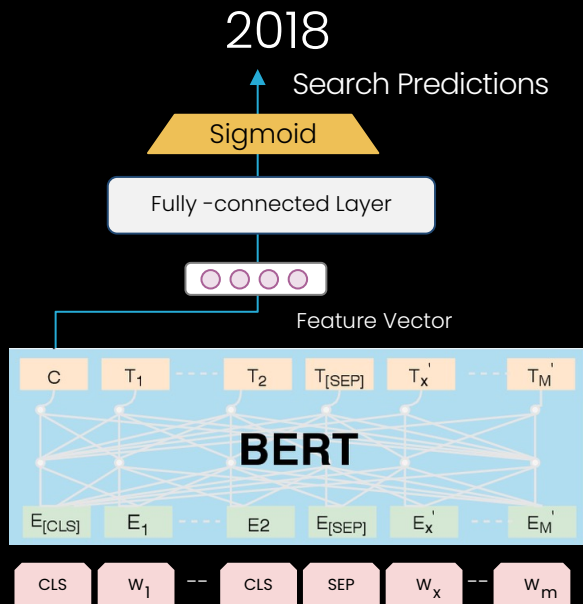
We've been building with LLMs for years...



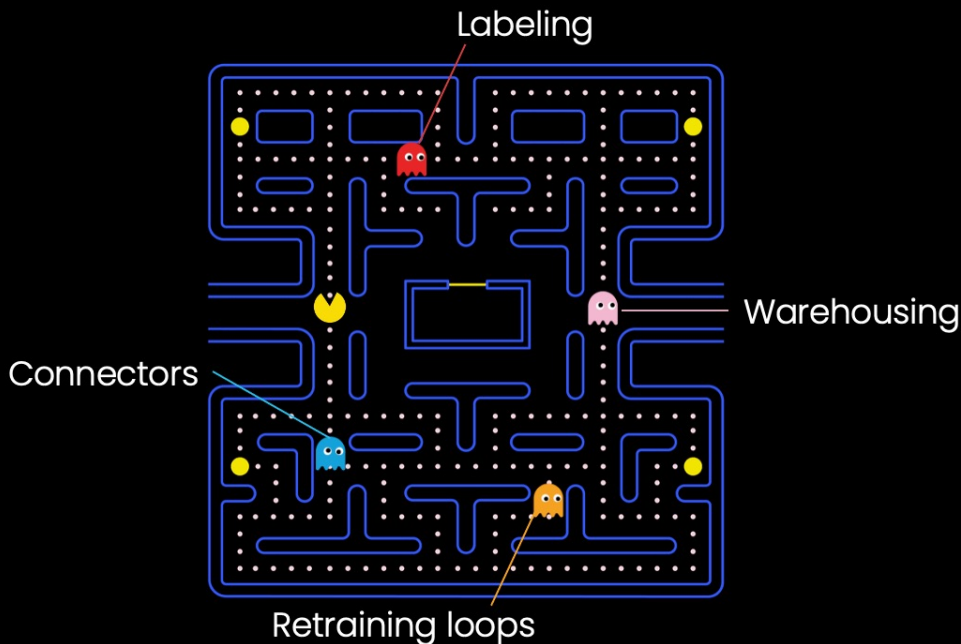
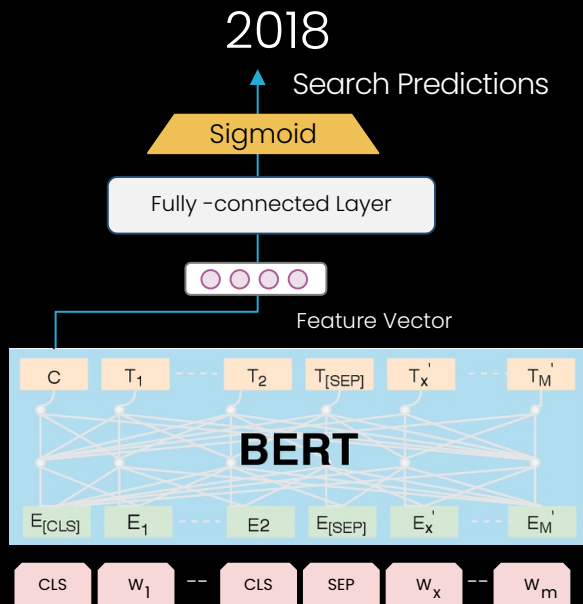
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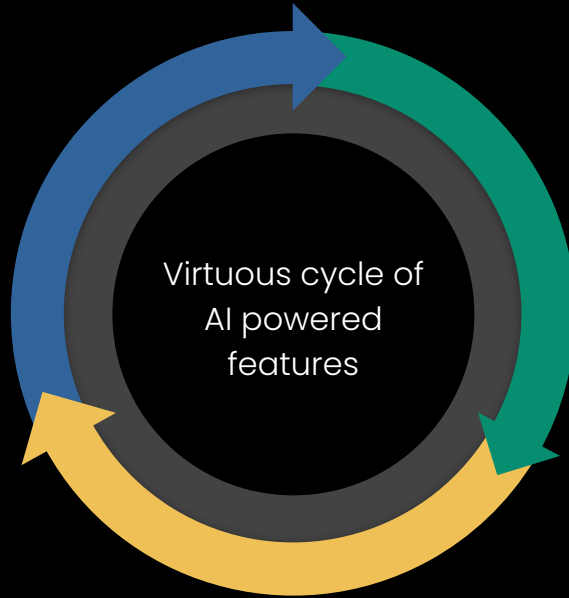
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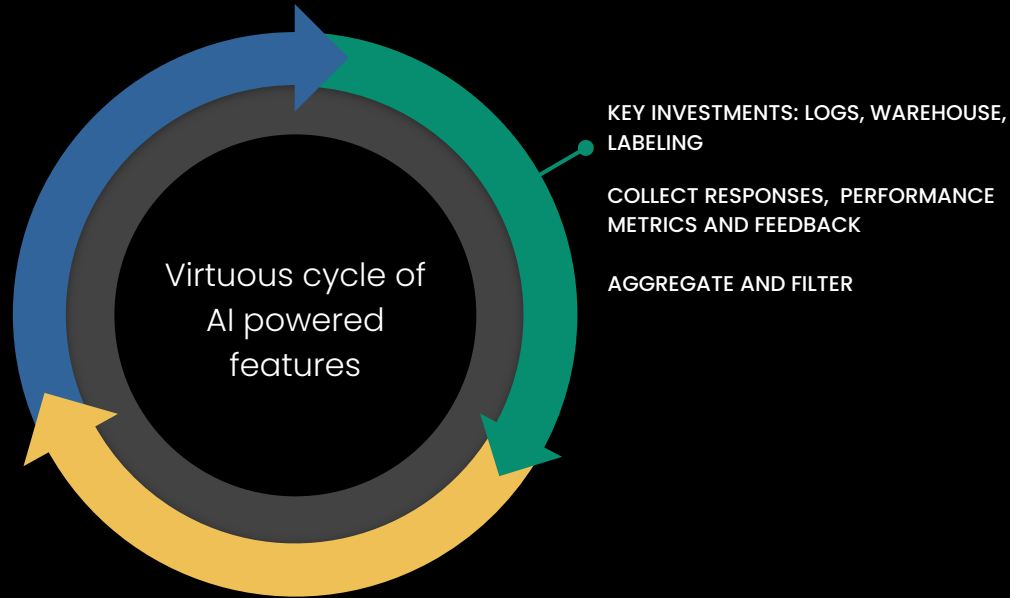
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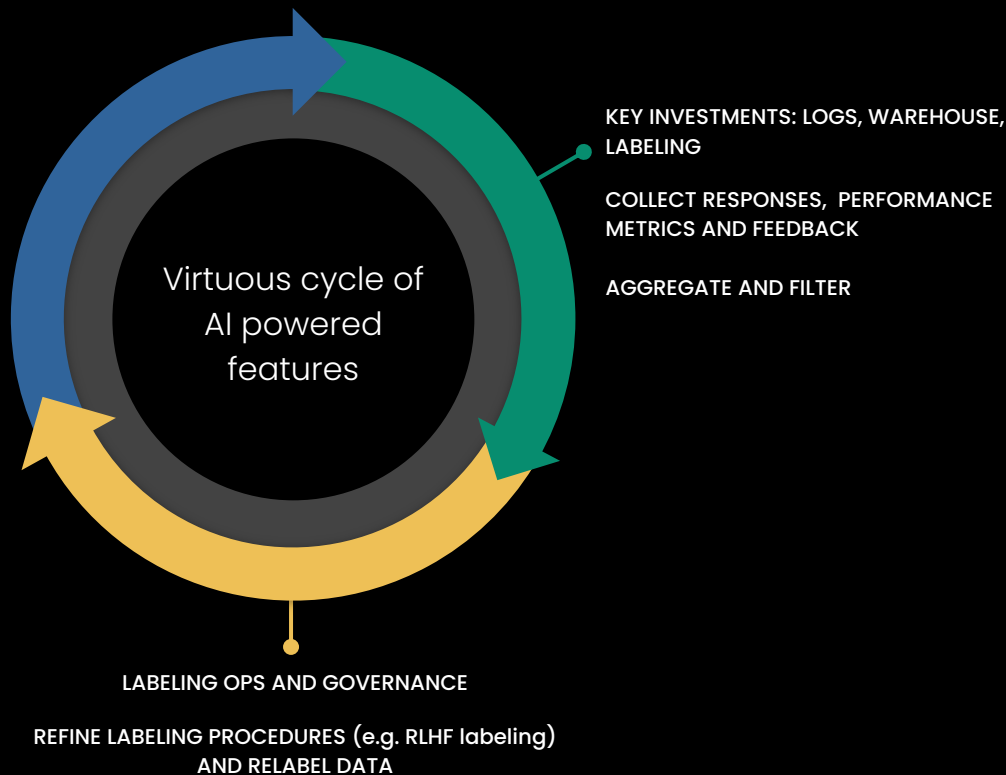
We have learned you need a continuous cycle of improvement and differentiation!



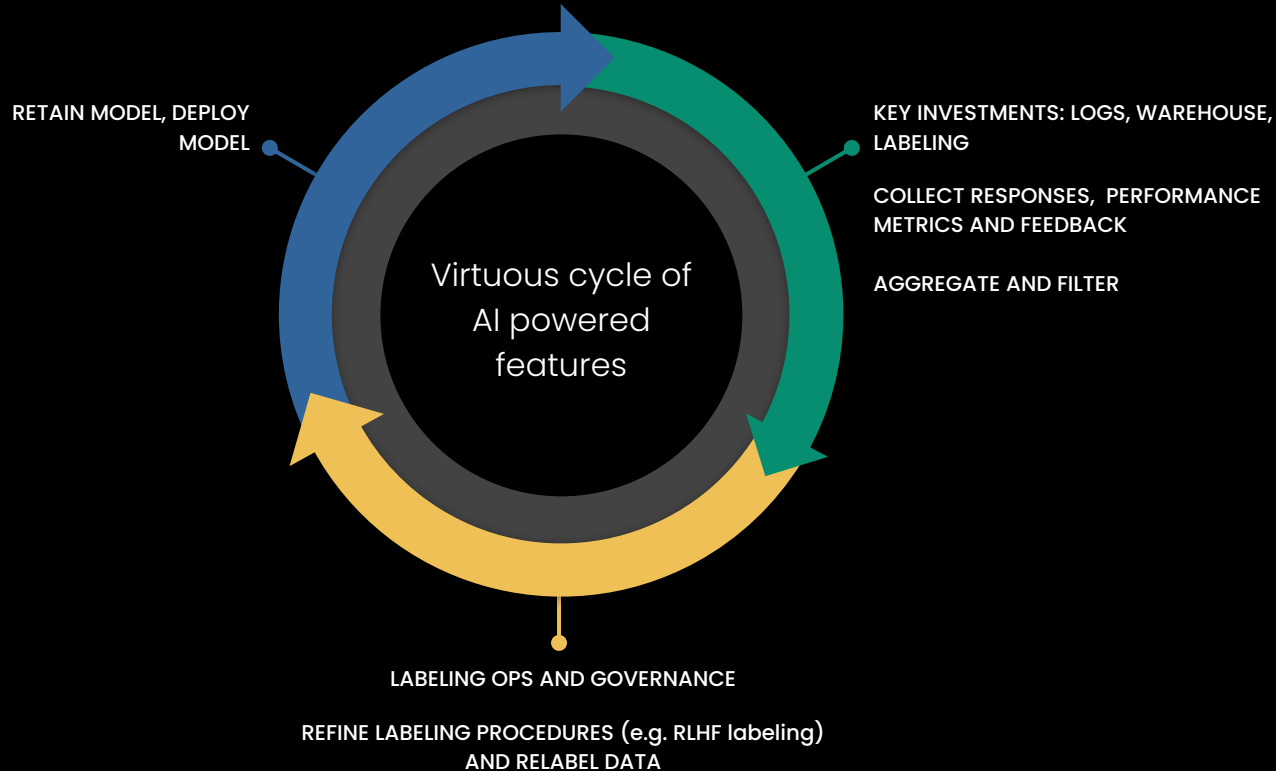
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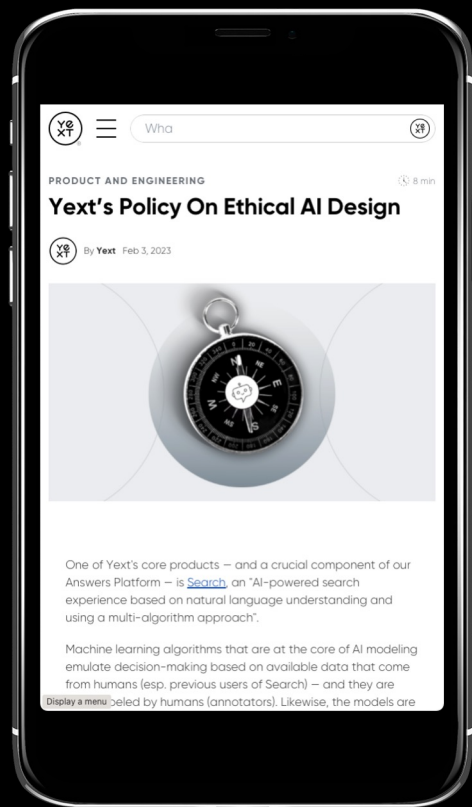


How do we develop
with large
language models?

Development of AI powered features

1. Find a **problem framing** that works well for the business problem and a model architecture to match

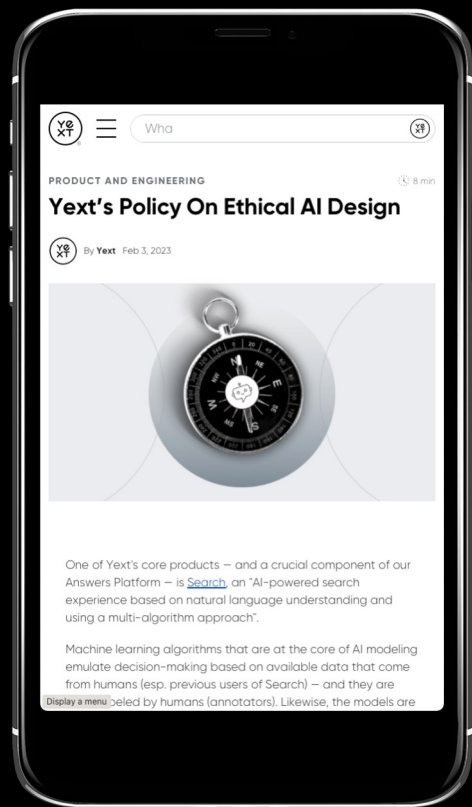
Models are **computer programs** that encode the problem and framing



Development of AI powered features

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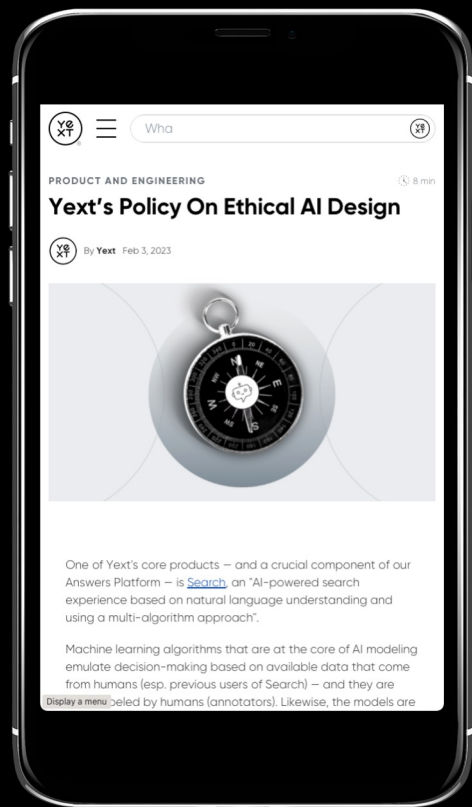
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Development of AI powered features

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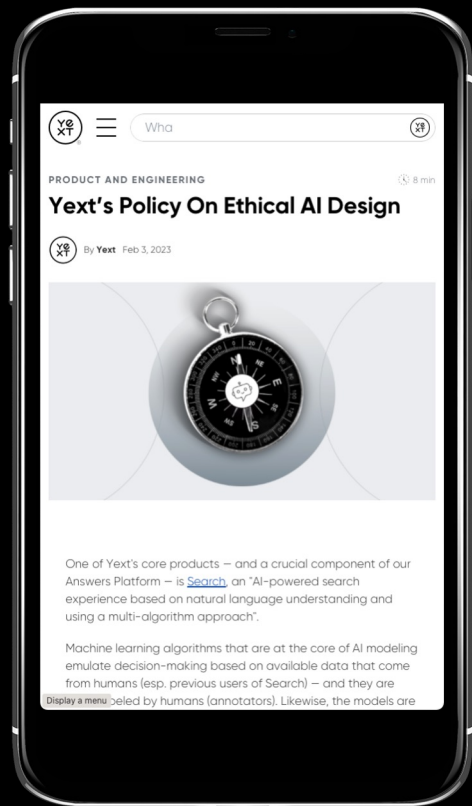
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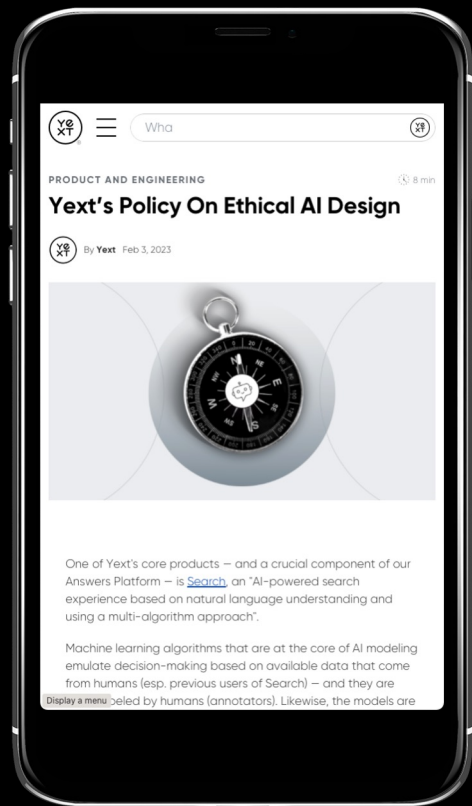
Development of AI powered features

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2. Find reliable clean **data** to **train** a model

Yext has made big investments in **Labeling Operations**, running the code on the data gives you the **model weights**



Development of AI powered features

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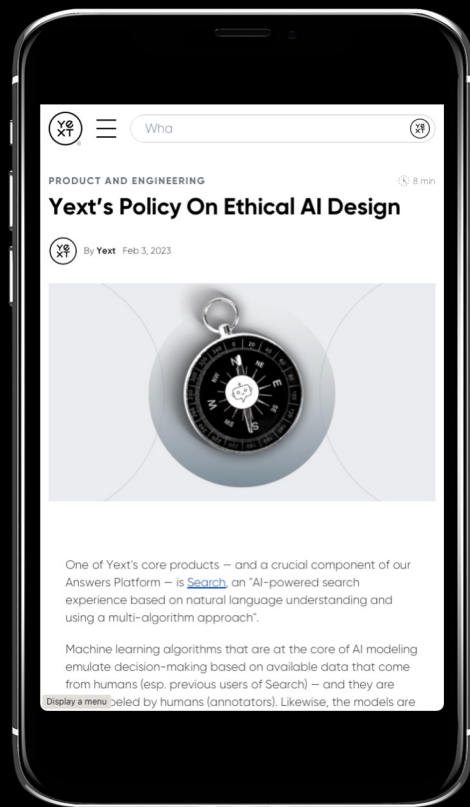
2. Find reliable clean **data** to **train** a model

Yext has made big investments in **Labeling Operations**, running the code on the data gives you the **model weights**

3. **Serve** the model in production, retrain based on feedback

GPUs are the essential infrastructure for R&D and production

Balance COST, SPEED and ACCURACY!

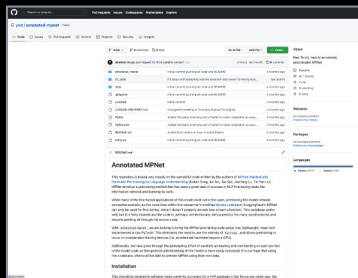


Build, Borrow, Buy

Three options to obtain and use deep learning models, including LLMs



Yext Annotated MPNet



Build

Write or modify our own code

Train it ourselves

Run it ourselves

<https://github.com/yext/annotated-mpnet>

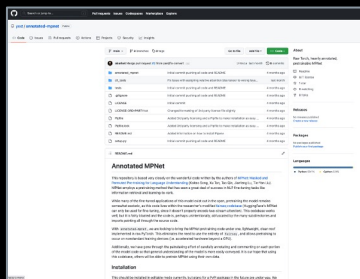


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Hugging Face

FLAN T5

BERT

BLOOM

Borrow

Use open source code

**Use open source weights
or**

Train it ourselves

Run it ourselves

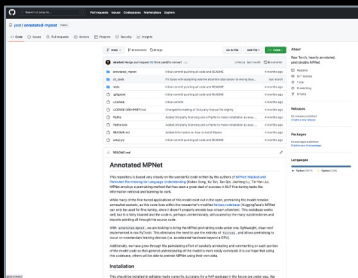


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OpenAI

co:here



Google
Natural Language
API

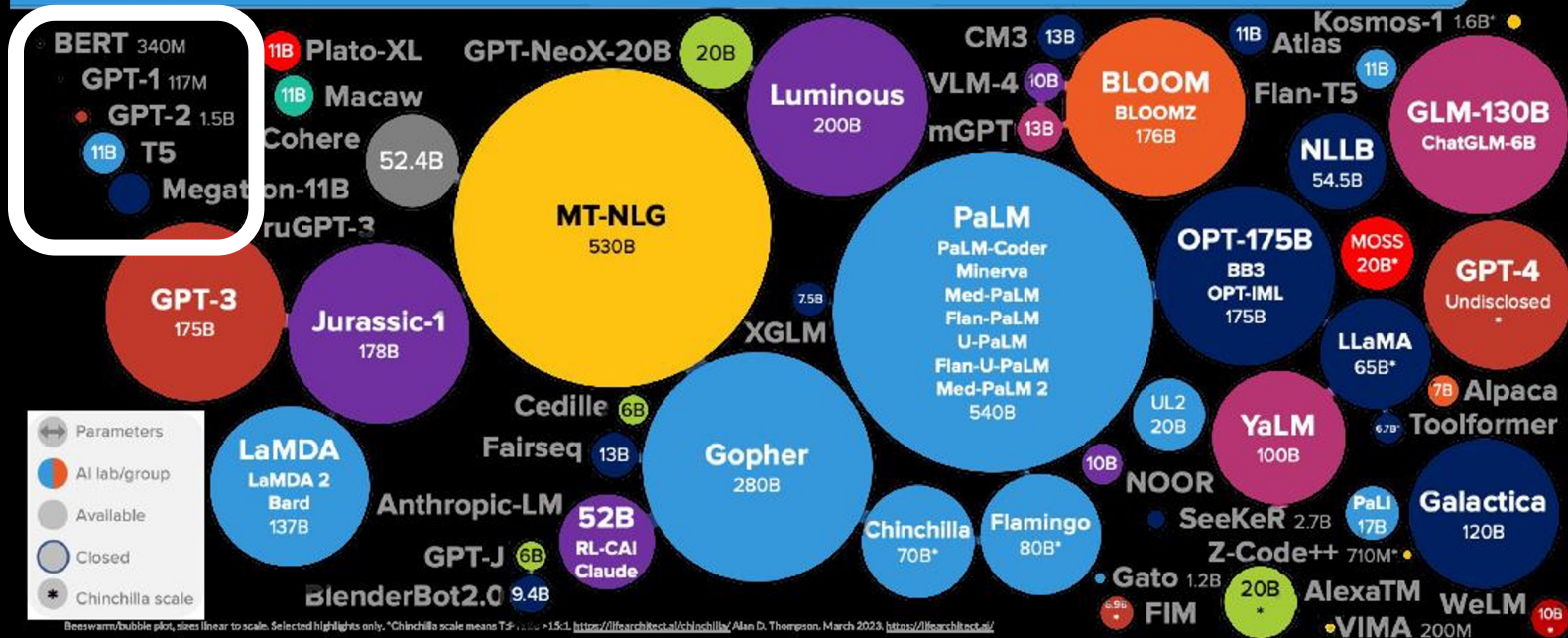
Buy

Call an API



LLMs in the world today

LANGUAGE MODEL SIZES TO MAR/2023

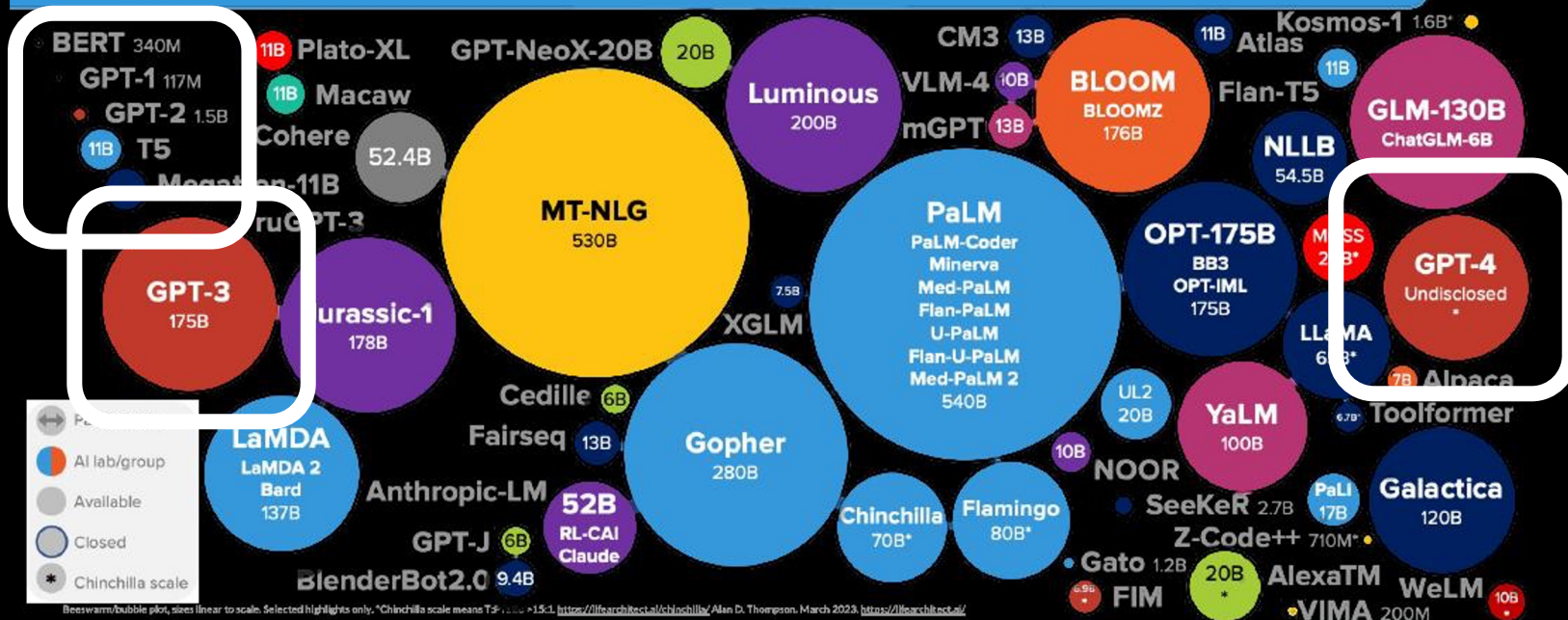


Beeswax/bubble plot, sizes linear to scale. Selected highlights only. *Chinchilla scale means T5-11B > 15.1. <https://lilachitect.ai/chinchilla/> Alan D. Thompson, March 2023, <https://lilachitect.ai/>



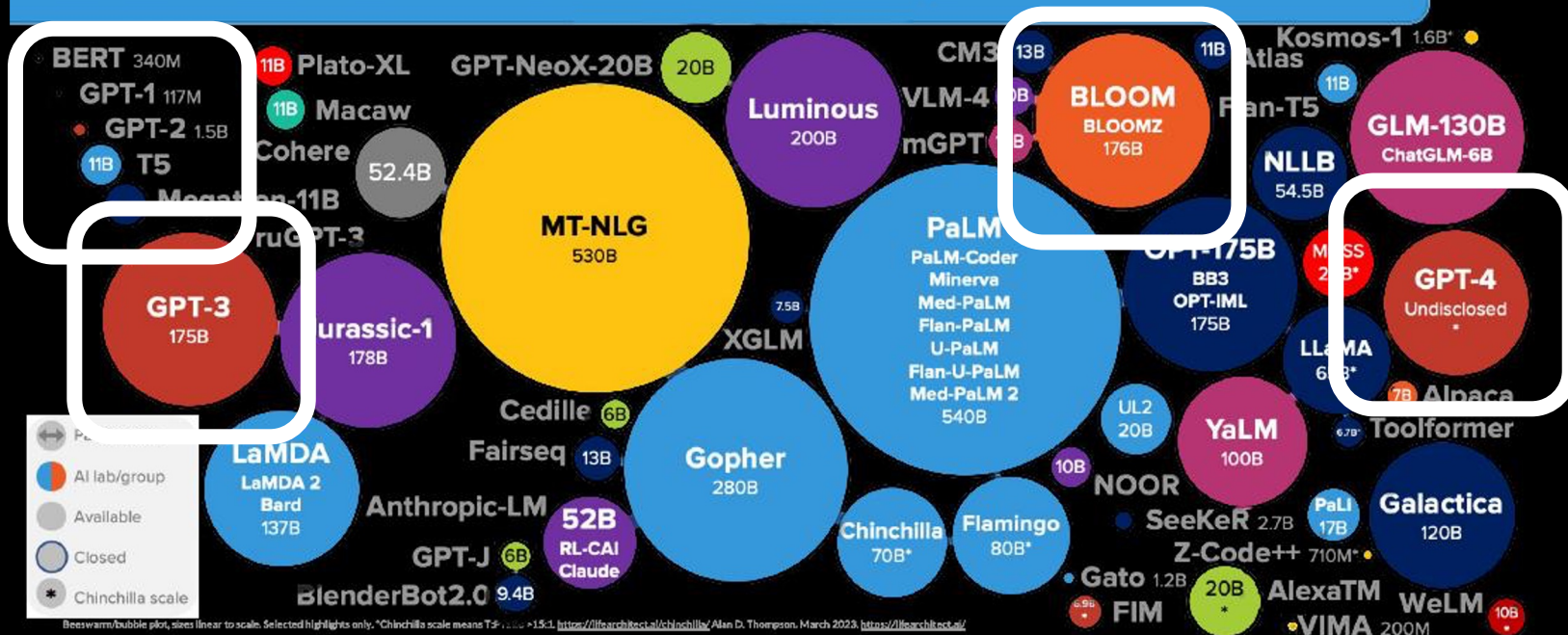
LLMs in the world today

LANGUAGE MODEL SIZES TO MAR/2023



LLMs in the world today

LANGUAGE MODEL SIZES TO MAR/2023



What is coming
next?

Third party LLMs
Self-hosted LLMs

Buying
API
Access

Becomes commoditized

Third party LLMs
Self-hosted LLMs

Buying
API
Access

Becomes commoditized

Right model +
Right job +
Right time +

Cost
Accuracy
Latency

Excellent execution

Third party LLMs
Self-hosted LLMs

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API
Access

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Next frontier: Reasoning problems in research

Third party LLMs
Self-hosted LLMs

Buying
API
Access

Becomes commoditized

Right model +
Right job +
Right time +

Cost
Accuracy
Latency

Excellent execution

Next frontier: Reasoning problems in research

**What could a model reason ... if the enterprise
knowledge was stored in the Yext Knowledge Graph?**

Google



Google Search

I'm Feeling Lucky



INVESTOR DAY 2023

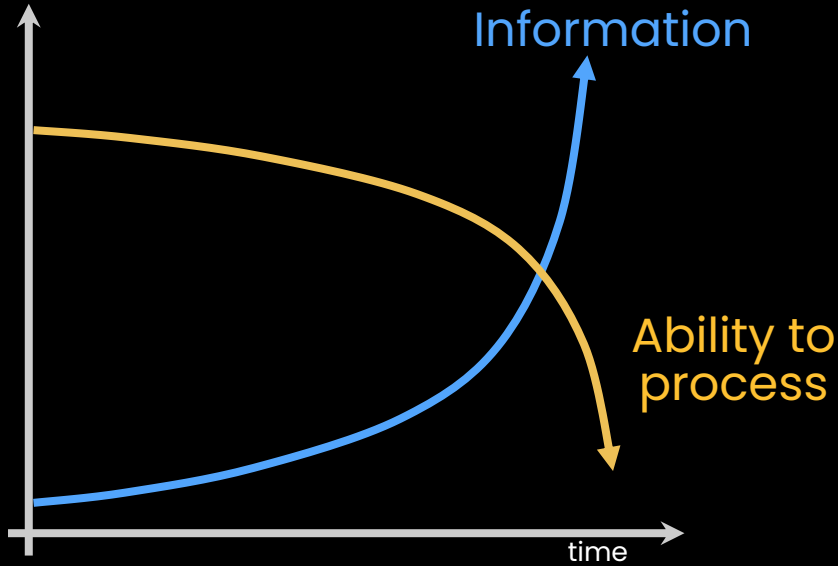


Christian Ward

Chief Data Officer

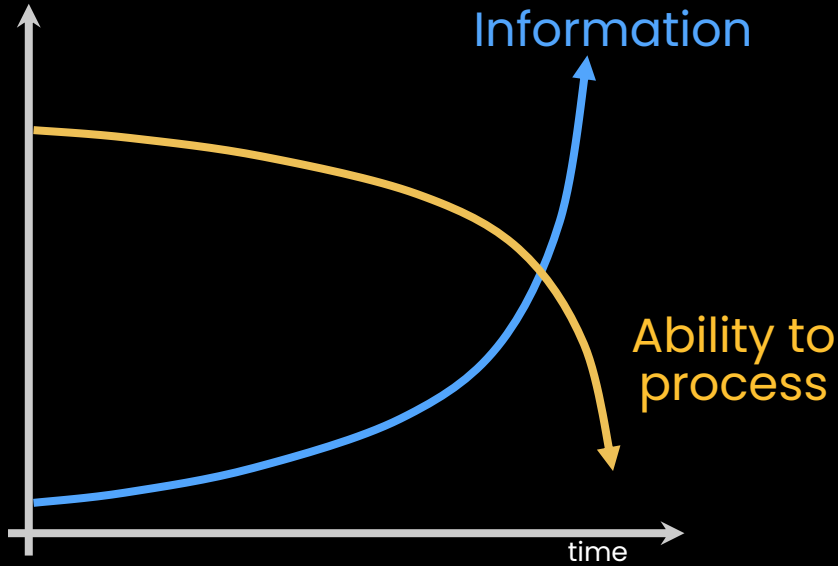


Digital experience challenges

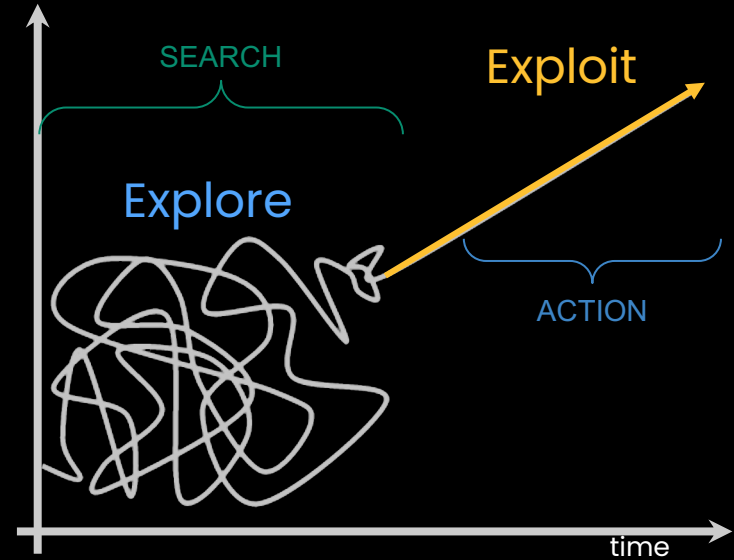


The Information Overload
Paradox

Digital experience challenges



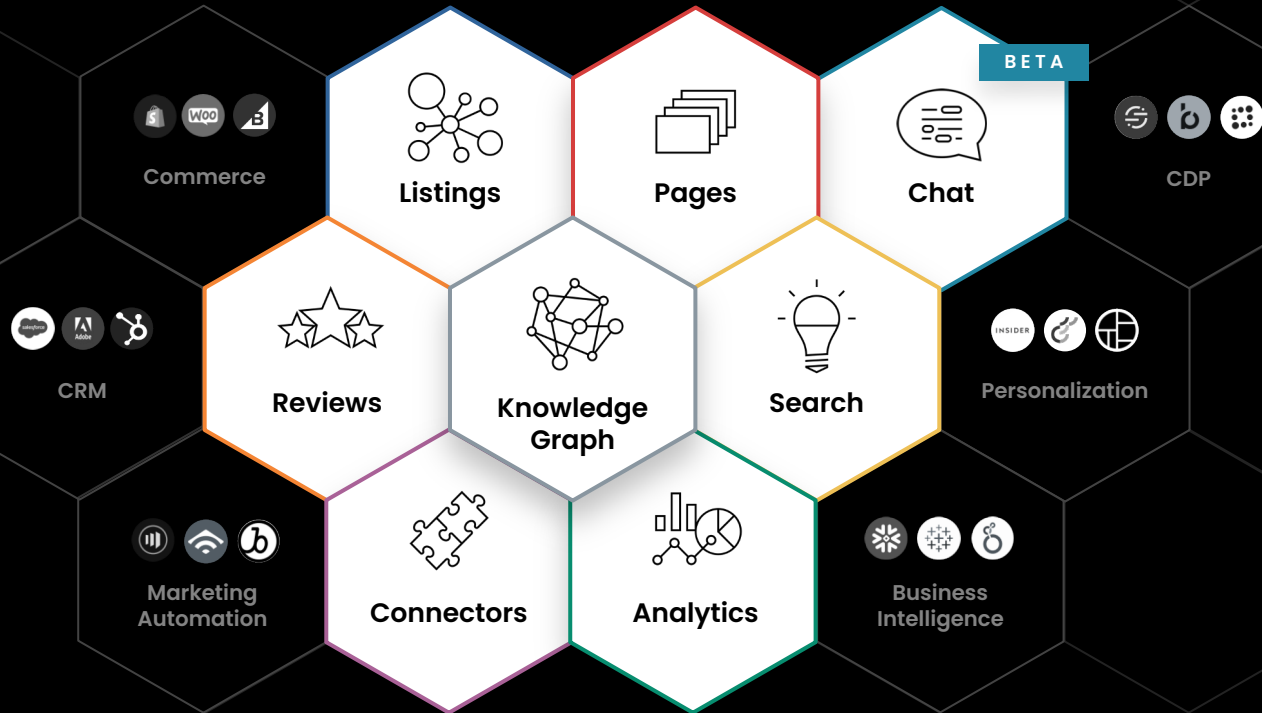
The Information Overload Paradox



The Explore vs Exploit Trade-off

Build on Yext — your way

Choose any combination of products and iterate as your needs change



The platform approach to AI



NEW JERSEY

COVID-19 Information Hub

Call (COVID-19 Vaccination and Testing): [1-855-568-0545](tel:1-855-568-0545) (10a-6p, M-F; 10a-4p, Sa)Call (Medical COVID-19 Questions): [1-800-962-1253](tel:1-800-962-1253) (24/7)

Select a Language ▾

Search for COVID-19 and Reopening Information Here

How is the COVID-19 vaccine being distributed in New Jersey?



TESTING



VACCINE INFO



QUARANTINE INFO



COVID ALERT NJ

What you need to know

[View All >](#)

Can I use new drugs or therapeutics to treat COVID-19? Where do I get them?

Last Updated: 01/30/2023

COVID-19 Therapeutics Overview If you test positive for COVID-19, you should ask your healthcare provider about whether a treatment is right for you. For patients with mild to moderate COVID-19 who...

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Who is eligible for a COVID-19 vaccine or booster in New Jersey? How many doses of a COVID-19 vaccine should I get?

Last Updated: 10/17/2022

Everyone 6 months of age and older is recommended to get an updated COVID-19 bivalent vaccine or booster dose that targets the Omicron variant, if it has been at least two months since your most re...

[LEARN MORE >](#)

What happens if I test positive? How long do I need to stay home?

Last Updated: 09/28/2022

If you tested positive for COVID-19 or are waiting for test results (regardless of vaccination status, whether symptomatic or asymptomatic): ISOLATE AT HOME: Stay away from people and pets for at ...

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Where can I get free, public COVID-19 testing or treatment?

Last Updated: 03/27/2023

Free COVID-19 testing is available at many locations across the state. Below, you can find a list of free public testing locations in



How do I get a new copy of my COVID-19 vaccination card? Is there an app or a digital copy?

Last Updated: 02/11/2022

Docket App Docket is an app from the NJ Department of Health that makes it easier for



Should I wear a mask to stop the spread of COVID-19?

Last Updated: 04/13/2022

In New Jersey, face masks are no longer required in most outdoor and indoor settings. The Department of Health recommends



NEW JERSEY

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 Can I be evicted in NJ if I have Covid issues?   

Google Search

I'm Feeling Lucky

About 347,000 results (0.57 seconds)

Eviction Protection

Low- and moderate-income households who have applied for state or local rental assistance, and who have experienced an economic impact due to the COVID-19 pandemic are also protected from eviction for unpaid rent accrued through December 31, 2021. Feb 6, 2023



New Jersey (.gov)

<https://covid19.nj.gov> › faqs › assistance-and-benefits

What if I can't pay my rent? Can I still get evicted? Is there any ...



About featured snippets



Feedback

People also ask

What are the current eviction laws in New Jersey?



How do I delay an eviction in NJ?



When can a landlord evict a tenant in NJ?



Are NJ eviction courts backed up?



Feedback



New Jersey (.gov)

<https://covid19.nj.gov> › pages › renter

New Jersey Eviction Prevention Information

As New Jersey winds down the COVID-19 eviction moratorium, the State has introduced critical protections to renter households who experienced economic ...



Legal FAQ

<https://legalfaq.org> › covid › nj



Search for COVID-19 and Reopening Information Here

What rules are in place for reopened restaurants?



TESTING



VACCINE INFO



QUARANTINE INFO



COVID ALERT NJ

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What if I can't pay my rent? Can I still get evicted? Is there any rental relief?

Last Updated: 02/06/2023

[Copy Link to Article](#)

Eviction Protection

The State of New Jersey has introduced protections to renter households who experienced economic hardships during the pandemic:

- All renter households with incomes below 120% of their county's Area Median Income are permanently protected against eviction or removal at any time for nonpayment of rent, habitual late payment of rent, or failure to accept a rent increase that accrued from March 1, 2020 through August 31, 2021.
- Low- and moderate-income households who have applied for state or local rental assistance, and who have experienced an economic impact due to the COVID-19 pandemic are also protected from eviction for unpaid rent accrued through December 31, 2021.
- These protections are not affected by the U.S. Supreme Court's decision regarding the CDC's eviction moratorium.

For the special New Jersey eviction protections to take effect, you must provide the required self-certification form to your landlord, and if there is a pending



Search Baptist Health South Florida

Office with cardiologists

x



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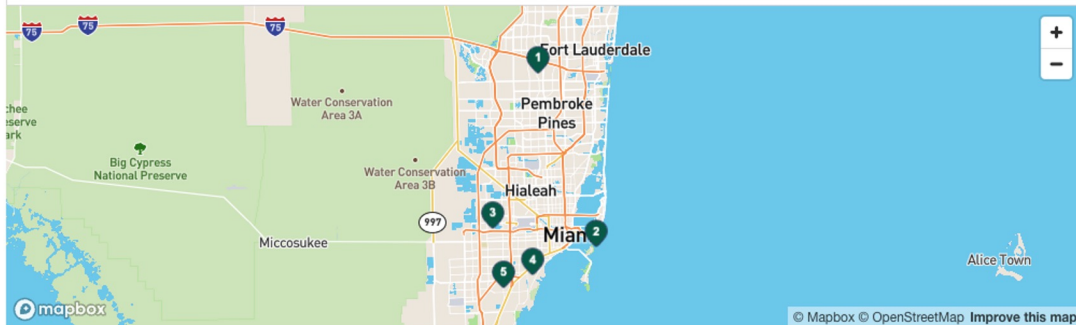
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LOCATIONS

Cardiology



1 Plantation | Cardiology



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786-204-4200

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FAQs

*Patent***How do I apply for a patent?****Who can apply for a patent?**

If a first person furnishes all of the ideas to make an invention and a second person employs the first person or furnishes the money for building and testing the invention, should the patent application be filed by the first and second persons jointly?



If a petition for expedited license is filed without a corresponding U.S. application, how much information should be submitted in the copy of the material required by 37 CFR 5.13? Will an invention summary suffice?




Does an applicant have to file a petition for a license with a new patent application to obtain a foreign filing license?

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-  Carryout

At This Location:

-  Breakfast
-  Coca-Cola Freestyle

Restaurant Hours

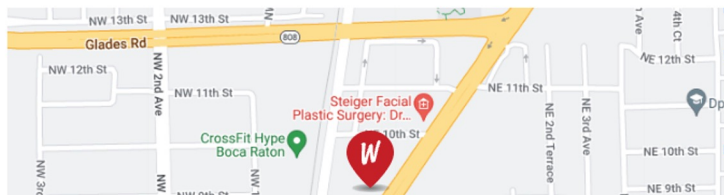
Thursday	8:00 AM - 10:00 PM
Friday	8:00 AM - 10:00 PM
Saturday	8:00 AM - 10:00 PM
Sunday	8:00 AM - 10:00 PM
Monday	8:00 AM - 10:00 PM
Tuesday	8:00 AM - 10:00 PM
Wednesday	8:00 AM - 10:00 PM

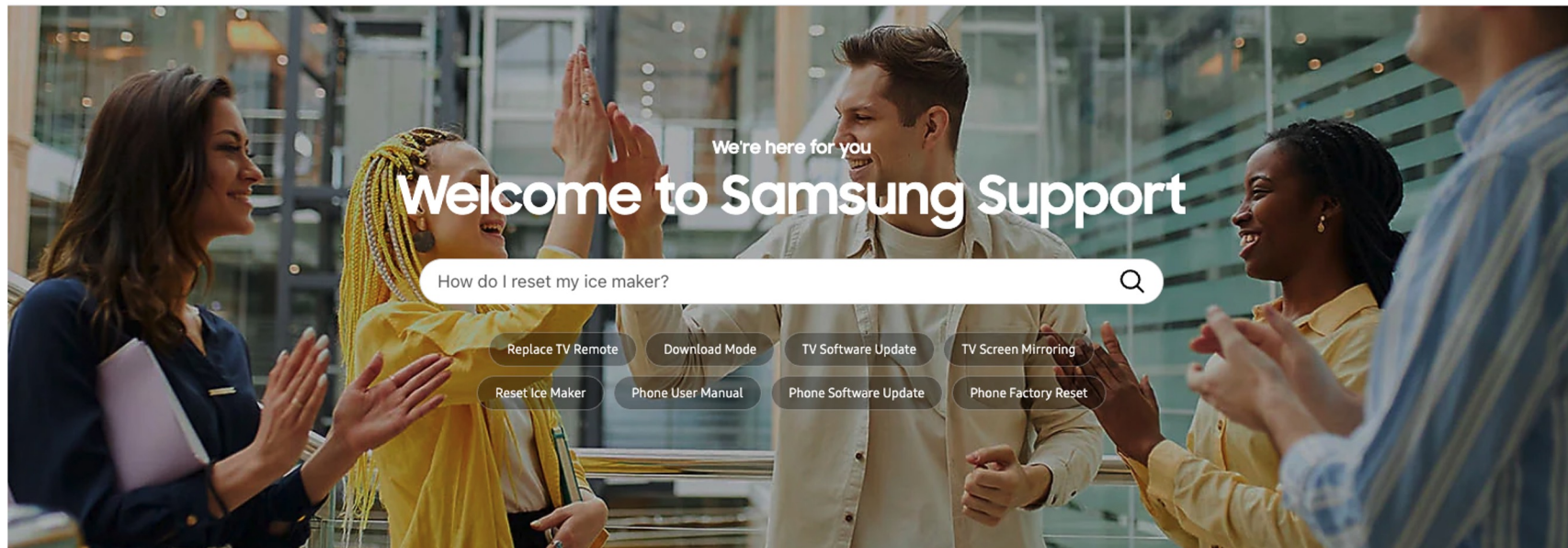
Breakfast ends at 10:30 AM Today

Holiday Hours May Vary

Drive Thru Hours

Thursday	6:30 AM - 2:00 AM
Friday	6:30 AM - 3:00 AM
Saturday	6:30 AM - 3:00 AM
Sunday	6:30 AM - 2:00 AM
Monday	6:30 AM - 2:00 AM
Tuesday	6:30 AM - 2:00 AM
Wednesday	6:30 AM - 2:00 AM





Product Support

Get help, find answers, download drivers, manuals and more.

[Search](#) Search your model number

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Notary Services

The UPS Store 3rd Avenue

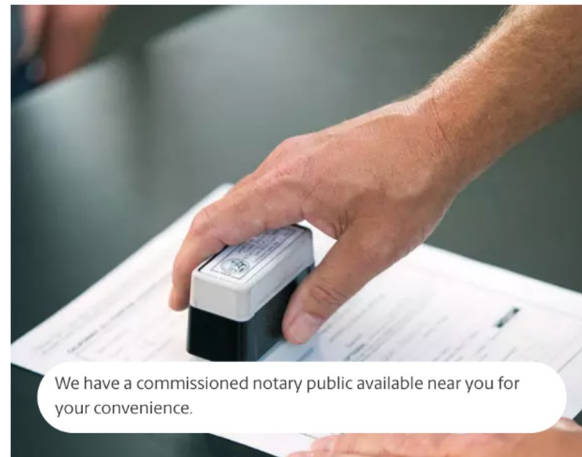
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- Deeds

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Folder is in Hitchhikers (All) ×

All Labels

+ Add Filter

Clear

Entities

+ Add Data

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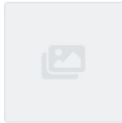



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Search

Entity Type is FAQ - Custom

All Folders

All Labels

+ Add Filter

Clear

Entities

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More Actions

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>

<input type="checkbox"/>	Entity Preview	Subscriptions	Last Updated	
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>How can I add a background to my LinkedIn to show off that I am a Hitchhiker?</div><div>Entity IDHH-FAQ-18</div></div>		12/12/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>What is the price of Yext?</div><div>Entity IDFAQ35</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>What is Yext's mission?</div><div>Entity IDFAQ1</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>What facts about my business can I manage with Yext?</div><div>Entity IDFAQ2</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>What countries is Yext available in?</div><div>Entity IDFAQ5</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>How do I sign up for Yext?</div><div>Entity IDFAQ6</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>How do I update my business information on Yahoo?</div><div>Entity IDFAQ7</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>How does a Yext subscription and billing work?</div><div>Entity IDFAQ8</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ - Custom</div><div>What happens when you cancel Yext Listings subscription?</div><div>Entity IDFAQ9</div></div>		12/13/22	...
<input type="checkbox"/>	<div><div>F</div><div>FAQ -</div><div>How long does it take to get up and running?</div></div>			

remove conversion tracking 🔗 master@56f1d43b <div>Staging</div> <div>Production</div> ⓘ			66 pages live	Preview ▾
<div><div>Initial Build</div><div>✓ Complete 12/12/2022 11:56:33 AM</div><div>Finished in 1 minute, 27 seconds</div></div>	<div><div>Page Generation</div><div>✓ Complete 12/12/2022 11:56:42 AM</div><div>64 files built in 6 seconds</div></div>	<div><div>Data Updates</div><div>↔ Active</div></div> <div>N/A</div>		
Remove parent_url navigation from update-tab-navigation in theme 🔗 master@062a388c ⓘ			66 pages live	Preview ▾
<div><div>Initial Build</div><div>✓ Complete 11/30/2022 12:48:40 PM</div><div>Finished in 1 minute, 10 seconds</div></div>	<div><div>Page Generation</div><div>✓ Complete 11/30/2022 12:48:48 PM</div><div>64 files built in 3 seconds</div></div>	<div><div>Data Updates</div><div>↔ Active</div></div> <div>N/A</div>		
Remove parent_url navigation from update-tab-navigation in theme 🔗 master@062a388c ⓘ			66 pages live	Preview ▾
<div><div>Initial Build</div><div>✓ Complete 11/30/2022 12:09:42 PM</div><div>Finished in 1 minute, 31 seconds</div></div>	<div><div>Page Generation</div><div>✓ Complete 11/30/2022 12:09:52 PM</div><div>64 files built in 4 seconds</div></div>	<div><div>Data Updates</div><div>↔ Active</div></div> <div>N/A</div>		

This article covers how to share an analytics dashboard directly from your account. To provide access to analytics dashboards to users within the account, see [Configure dashboard share settings](#).

1. Click **Analytics** in the navigation bar and click **Dashboards**.
2. Click on the desired dashboard in the sidebar.
3. Click on the **Export** button in the upper-right corner and select the desired option.
 - **Download PDF**
 - **Email**
 - This option allows you to send one-time emails.
 - For steps to set up a recurring email, see [Create Analytics email notifications](#).
 - **Share PDF Link**
 - This URL will update dynamically as you make changes to the dashboard. The receiver of the URL link does not need a Yext account to view the information.

Read more about [Share an Analytics Dashboard](#)

Was this the answer you were looking for?  

? Help Articles

Share an Analytics Dashboard

Last Updated on 2022-04-21

This article covers how to **share** an analytics **dashboard** directly from your account. To provide access to analytics **dashboards** to users within the account, see **Configure dashboard share settings**.

[> LEARN MORE](#)

HH Ideas Board ☆

Production unwelcome-stopping-visitor.pg... ⓘ

Staging main-unwelcome--stopping--vi... | view repository in GitHub ↗

main ▾

Date Range

Show 5 ▾

1-5 of 210

<

>

Merge pull request #119 from yext/will/dev1 ⓘ main@21fa15b1

Staging

Production ⓘ

1,407 pages live

Preview ▾

Initial Build

✓ Complete 2/9/2023 10:34:55 AM
Finished in 1 minute, 17 seconds

Page Generation

✓ Complete 2/9/2023 10:35:08 AM
1,308 files built in 10 seconds

Data Updates ↔ Active

✓ Complete 3/31/2023 9:08:19 AM
Last update successful

Merge pull request #118 from yext/will/dev3 ⓘ main@9c39757c ⓘ

1,407 pages live

Preview ▾

Initial Build

✓ Complete 2/8/2023 5:13:59 PM
Finished in 1 minute, 14 seconds

Page Generation

✓ Complete 2/8/2023 5:14:10 PM
1,305 files built in 9 seconds

Data Updates ↔ Active

✓ Complete 3/31/2023 9:08:19 AM
Last update successful

Merge pull request #117 from yext/will/dev3 ⓘ main@23889cc2 ⓘ

1,407 pages live

Preview ▾

Initial Build

✓ Complete 2/8/2023 4:57:19 PM
Finished in 1 minute, 11 seconds

Page Generation

✓ Complete 2/8/2023 4:57:30 PM
1,305 files built in 9 seconds

Data Updates ↔ Active

✓ Complete 3/31/2023 9:08:19 AM
Last update successful



Filter

IDEA CATEGORY

- ☐ Knowledge Graph
- ☐ Listings
- ☐ Search
- ☐ Analytics
- ☐ Reviews
- ☐ Platform & Developer Console
- ☐ Connectors
- ☐ APIs
- ☐ Pages
- ☐ Hitchhikers Platform & Documentation
- ☐ Apps
- ☐ Crawler
- ☐ Solution Templates & Admin Console
- ☐ Other

STATUS

- ☐ Idea Submitted
- ☐ Clarification Required
- ☐ Under Consideration
- ☐ Planned
- ☐ Under Development
- ☐ Released
- ☐ Declined

Ideas

[NEW IDEA +](#)

A platform for you to share your product idea or feature request and to collaborate on others ideas through upvoting and commenting.



1-25 out of 1333

SORT: Most Relevant ▾



0

IDEA SUBMITTED

7h

Ashna Sikand

It would be great to be able to bulk edit Apple action links via a spreadsheet and currently upload it to the platform. The platform also currently does not allow to export this field.

KNOWLEDGE GRAPH

0



1

IDEA SUBMITTED

1d

Postman API library

Andrew Hosier

Launch of new endpoint naming conventions, can we build a library of all the new endpoints to be downloaded in to Postman.

APIS

0



0

IDEA SUBMITTED

23h

Being able to use the schedule updates function to assign licenses on a certain date without manual work on that day



Filter

IDEA CATEGORY

- ☐ Knowledge Graph
- ☐ Listings
- ☐ Search
- ☐ Analytics
- ☐ Reviews
- ☐ Platform & Developer Console
- ☐ Connectors
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Ideas

A platform for you to share your product idea or feature request and to collaborate on others ideas through upvoting and commenting.

Search Ideas

1-25 out of 1333

SORT: Most Relevant

- 0

IDEA SUBMITTED

Bulk Edit Apple Action Link via Spreadsheet

Ashna Sikand

It would be great to be able to bulk edit Apple action links via a spreadsheet and currently upload it to the platform. The platform also currently does not allow to export this field.

KNOWLEDGE GRAPH

7h

0
- 1

IDEA SUBMITTED

Postman API library

Andrew Hosier

Launch of new endpoint naming conventions, can we build a library of all the new endpoints to be downloaded in to Postman.

APIS

1d

0
- IDEA SUBMITTED

23h

Text Chat

anything about the Yext products and how they work. Don't know where to start just ask what does Yext do?

How do I remove duplicates?

3/31/2023, 12:26:22 PM

Give me a second...

3/31/2023, 12:26:24 PM

To remove duplicates in Yext, navigate to the **Listings > Duplicate Suppression** in the navigation bar. Here you'll find all of the potential duplicates Yext has

3/31/2023, 12:26:29 PM

Type a message



What is the Hitchhikers program?

✕





- ALL
- UNITS
- TRACKS
- REFERENCE DOCS
- COMMUNITY POSTS
- IDEAS
- ⋮ MORE



★ Units

What is Hitchhikers?

20 Points, 5 Minutes

MODULE: Introduction to Hitchhikers

> BEGIN UNIT



 

How the Learning Platform Works

20 Points, 5 Minutes

MODULE: Introduction to Hitchhikers

> BEGIN UNIT



 

Updates in Hitchhikers

20 Points, 5 Minutes


MODULE: Fall '22 Release Highlights

> BEGIN UNIT

View All >

★ Tracks





Hitchhikers Program

200 Points

Learn about the Hitchhikers Program, how it works, what it will do for you, and how to get started.

> BEGIN CONTENT

View All >



Introducing Yext Chat: Conversational AI for the Enterprise [LEARN MORE](#)



[Solutions](#) [Platform](#) [Learn](#) [Company](#)

[Sign in](#) [Contact Us](#)

What is



[GET STARTED](#)

One Platform. Limitless Solutions.

Deliver relevant, actionable answers wherever your customers, employees, and partners look for information.

[GET A DEMO](#)

[FREE TRIAL](#)

Trusted by thousands of organizations worldwide.

BBVA

COX

UBS

SUBIQUITY

SAMSUNG

LEGO

verizon

Campbell's

Welcome to Telescope

Telescope / teləˈskōp/ (n): an instrument to view distant objects

Telescope is the platform where Yext employees can find ~perfect~ answers to all of the workplace questions they have. You can "scope" info about fellow Yexters, what's coming up on the calendar, what other teams do, how you can engage with them, and more! Telescope is built with ❤️ on Yext's Knowledge Graph, Search, and Pages products.



Upcoming Events

7
Apr

10
Apr

12
Apr

Telescope Knowledge Base 101

☆ Star Board

🔗 Copy Link

✎ Edit

Type a keyword to filter cards o

A - Z

i How to Manage Content in the Knowledge Base

Last updated: 52 days ago

i Telescope Knowledge Base FAQs

Last updated: 164 days ago

i Telescope Knowledge Base Overview & How To Guide

Last updated: 162 days ago

[Telescope](#) / [Telescope Knowledge Base 101](#)

Telescope

How to Manage Content in the Knowledge Base

195 Views | 10 Shares

We will go through how to add, edit, and "delete" cards and boards. We will also include some starter templates for content that you can reference when you need to add a new card. But first, some ground rules.

Dos and Don'ts When Adding Content

- You can't use sub bullets
- You can't have new lines between the same number sequence
- The maximum number of characters in each card Body field is 100k
- You can't use tables
- Take advantage of headers when needing to separate content out into sections.

Just want to watch videos on how to do this? Check these out:

[How to Manage Boards](#)[How to Manage Cards](#)

How to Add a Board

1. Log into the Telescope Knowledge Graph via the okta tile.
2. Click Add Data.
3. Click Board.
4. Add a Name for your board and link it to a folder. IT MUST BE LINKED TO A FOLDER TO APPEAR IN THE KNOWLEDGE BASE. The other fields are optional but a description is helpful!

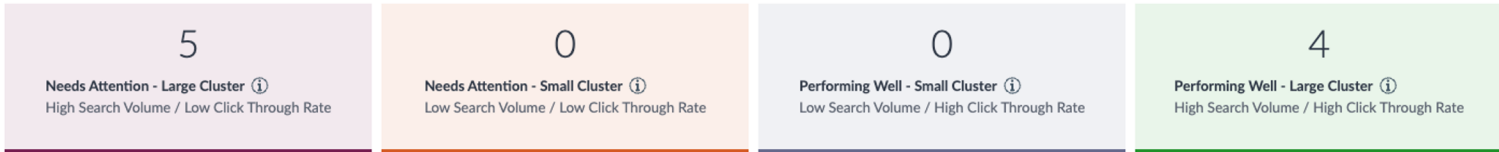
If you don't see a folder to create boards in, please reach out to us in #help-telescope.

How to Edit a Board



Search Term Clusters ☆

Search Term Clustering Last Run On: 03/31/2023 ⓘ



Export

Show 25 ▾ 1-9 of 9 < >

Search Term Cluster	Performance	Searches ▾	Sessions	Clicks	Click Through Rate	Knowledge Graph Result Rate	Percentage of Total Searches	Search Terms
> integration guides	Needs Attention - Large Cluster	18	22	1	5%	100%	36%	1
> get started with the api	Needs Attention - Large Cluster	9	10	3	33%	100%	18%	2
> using the live api	Performing Well - Large Cluster	5	6	5	100%	100%	10%	3
> search results page	Needs Attention - Large Cluster	4	6	0	0%	100%	8%	1
> api pagination	Needs Attention - Large Cluster	4	4	0	0%	100%	8%	2
> search integration adding a search bar	Performing Well - Large Cluster	3	8	3	100%	100%	6%	2
> entity	Performing Well - Large Cluster	3	3	3	100%	100%	6%	3
> knowledgetags	Performing Well - Large Cluster	2	4	1	50%	50%	4%	2
> optimization task	Needs Attention - Large Cluster	1	1	0	0%	0%	2%	1

Digital Experience



```
graph TD; Organize --> Generate; Generate --> Deliver; Deliver --> Optimize; Optimize --> Organize;
```

Organize

Connectors, Knowledge Graph

Collect content, data and knowledge from across your organization. Leverage AI to automatically clean, extract, transform.

Generate

Knowledge Graph

Leverage AI to automatically generate and transform content on the fly for different channels. Summarize, translate, transform

Deliver

Pages, Search, Listings, Chat, APIs

Deliver experiences across all user touchpoints. Leverage AI to deliver state the art experiences at scale with Recommendations, Chat and Search.


Optimize

Analytics, Reviews

Use analytics to optimize your content over time. Leverage AI to automatically cluster and find content gaps and quickly write responses.

Search Term Clusters




Search Term Clustering Last Run On: 01/20/2023 

1

Needs Attention - Large Cluster 
High Search Volume / Low Click Through Rate

95

Needs Attention - Small Cluster 
Low Search Volume / Low Click Through Rate

178

Performing Well - Small Cluster 
Low Search Volume / High Click Through Rate

17

Performing Well - Large Cluster 
High Search Volume / High Click Through Rate

Export

Show 25 1-25 of 291 < >

Search Term Cluster	Performance	Searches	Sessions	Clicks	Click Through Rate	Knowledge Graph Result Rate	Percentage of Total Searches	Search Terms
> redacted	Performing Well - Large Cluster	905	293	541	37%	95%	8%	62
> redacted	Performing Well - Large Cluster	883	277	462	33%	94%	8%	34
> how do i forward my business phone	Performing Well - Large Cluster	719	226	366	31%	96%	6%	2
> redacted	Performing Well - Large Cluster	612	199	349	34%	99%	5%	13

Third Party AI-Generated Content

Residential | My Connection | Cox Business | Español

Contact Us | Vienna, VA



Products ▾ Customers ▾ Shopping Cart ▾



How do I forward my business phone?

Welcome to the Cox Communications Business Phone Call Forwarding Guide!

First things first, let's take a little trip down memory lane. Did you know that the concept of call forwarding was first patented way back in 1921 by Almon Strowger, a mortician who was frustrated with operators redirecting his calls to a rival funeral home?

But don't worry, we promise there will be no funeral-related redirects happening here.

Now, let's get down to business. To forward your business phone with Cox Communications, simply follow these easy steps:

- Pick up the phone and press the "CFwdALL" button.
- Dial the phone number where you would like your calls to be forwarded.
- Wait for a confirmation tone or message.
- Hang up the phone and voila!

Your calls are now being forwarded to the desired number.

But wait, there's more! You can also forward your calls to a specific phone number only when you're unable to answer by using the "CFwdBUSY" button, or forward your calls to a specific phone number only when your line is unavailable by using the "CFwdNOANS" button.

And just in case you ever change your mind and want to stop forwarding your calls, simply press the "CFwdALL" button again and then hang up.

Happy redirecting, friends! Let's make Almon Strowger proud



[All](#)[FAQ](#)[Links](#)[Channels](#)[Support Articles](#)[Guides](#)[Videos](#)

FAQ

forward my phones

How do I enable call forwarding to my phones? ^

The Cox Business [MyAccount web portal](#) and [MyAccount mobile app](#), both provide a quick way to turn on or off Call Forwarding options.

1. All Calls allows you to forward all incoming calls until the feature is turned off
2. Busy allows you to forward an incoming call only when the line is busy
3. No Answer allows you to forward an incoming call when there is no answer on the line. This feature allows you to select the number of rings prior to forwarding
4. Not Reachable allows you to set a forwarding option in the event your phone service is interrupted, which is a great option to prepare for outage events
5. Selective allows you to forward, or a do not forward option, during a specified time schedule. Selective also allows you to select any phone number or targeted phone numbers in the setup

[More Info About Setting Up Call Forwarding Rules](#) >

How do I forward my phones during a network outage? v

[View All](#) >

Links

[Using Call Forwarding](#) >





Cox Communications

Jim Robinson

AVP, Digital Operations



EXECUTIVE Q&A



INVESTOR DAY 2023

VIRTUAL BREAK



Thomas Nielsen

Chief Revenue Officer

1. How we're **organized** in FY24
2. The **big bets** we're making around operational excellence and growth
3. When it's time to accelerate our **investment in growth**

How we're organized

in FY24

How We're Organized

FLATTENED ORG

IMPROVED EFFICIENCY

LEVERAGE PARTNER-FIRST

COLLABORATION

NORTH AMERICA

Verticals

GEOs

Mid-Market

Reseller

EMEA & APAC

GEOs

Mid-Market

Reseller

How We're Organized

FLATTENED ORG

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Mid-Market

Reseller

The **big bets** we're making

around operational
excellence and growth

**Alignment &
Roles**

Data Driven

**Pipeline
Generation**

**Value-Based
Selling**

**Platform Buying
Programs**

**Value
Realization**

Alignment & Roles	Data Driven	Pipeline Generation	Value-Based Selling	Platform Buying Programs	Value Realization
Position our teams and roles to best capitalize on our opportunity areas					

Alignment & Roles	Data Driven	Pipeline Generation	Value-Based Selling	Platform Buying Programs	Value Realization
Position our teams and roles to best capitalize on our opportunity areas	Build a culture of setting goals, measuring , and arriving at data-driven decisions				

Alignment & Roles	Data Driven	Pipeline Generation	Value-Based Selling	Platform Buying Programs	Value Realization
Position our teams and roles to best capitalize on our opportunity areas	Build a culture of setting goals, measuring , and arriving at data-driven decisions	Shared company pipeline generation goals built around Platform selling			

Alignment & Roles	Data Driven	Pipeline Generation	Value-Based Selling	Platform Buying Programs	Value Realization
Position our teams and roles to best capitalize on our opportunity areas	Build a culture of setting goals, measuring , and arriving at data-driven decisions	Shared company pipeline generation goals built around Platform selling	Implement a Value-Based selling framework to scale customer proposals		

Alignment & Roles	Data Driven	Pipeline Generation	Value-Based Selling	Platform Buying Programs	Value Realization
Position our teams and roles to best capitalize on our opportunity areas	Build a culture of setting goals, measuring , and arriving at data-driven decisions	Shared company pipeline generation goals built around Platform selling	Implement a Value-Based selling framework to scale customer proposals	Equip sellers with Buying Programs to enable full platform selling and tool consolidation	

Alignment & Roles	Data Driven	Pipeline Generation	Value-Based Selling	Platform Buying Programs	Value Realization
Position our teams and roles to best capitalize on our opportunity areas	Build a culture of setting goals, measuring , and arriving at data-driven decisions	Shared company pipeline generation goals built around Platform selling	Implement a Value-Based selling framework to scale customer proposals	Equip sellers with Buying Programs to enable full platform selling and tool consolidation	Create a Value Realization framework for high touch client success interactions

Winning Team Culture

When it's time to accelerate our
investment in growth

When it's time to accelerate our **investment in growth**

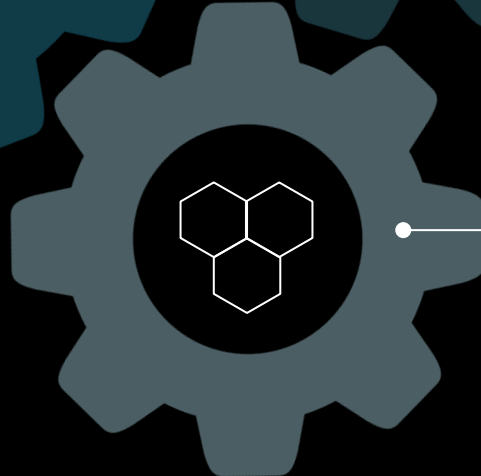
Sales Productivity



Pipeline Generation



Product Innovation

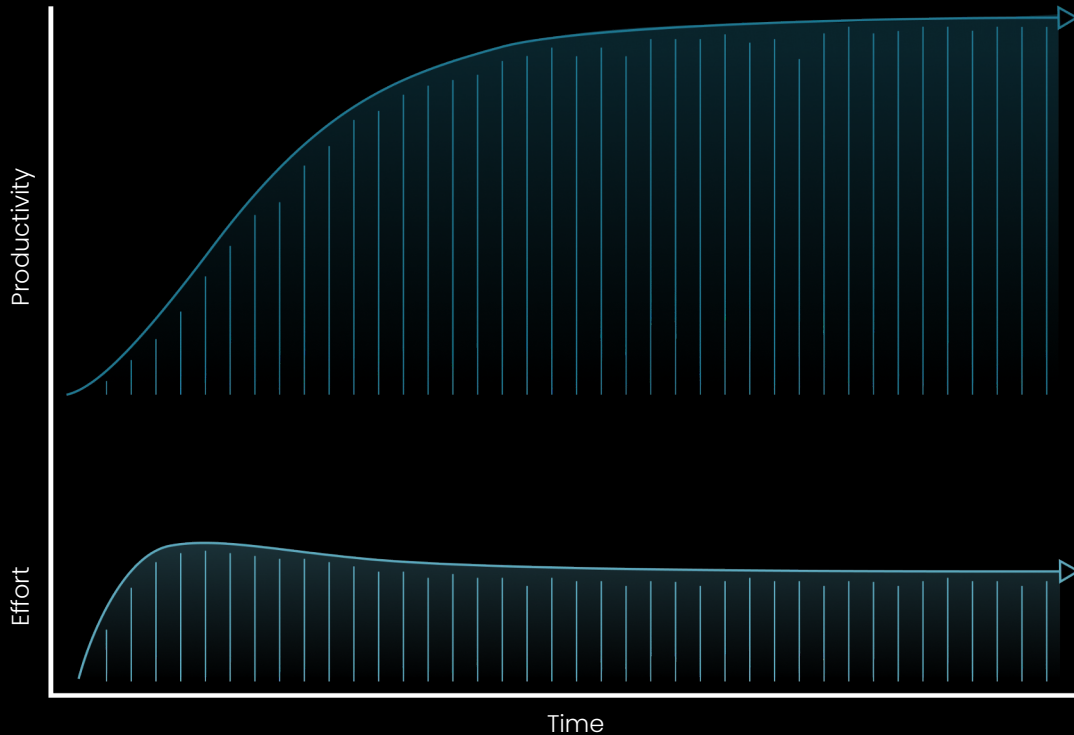




Sales Productivity

- New Sales Tools
- Reusable Assets
- Maximise Output

Increasing productivity isn't enough to make the decision to ramp up QCs.

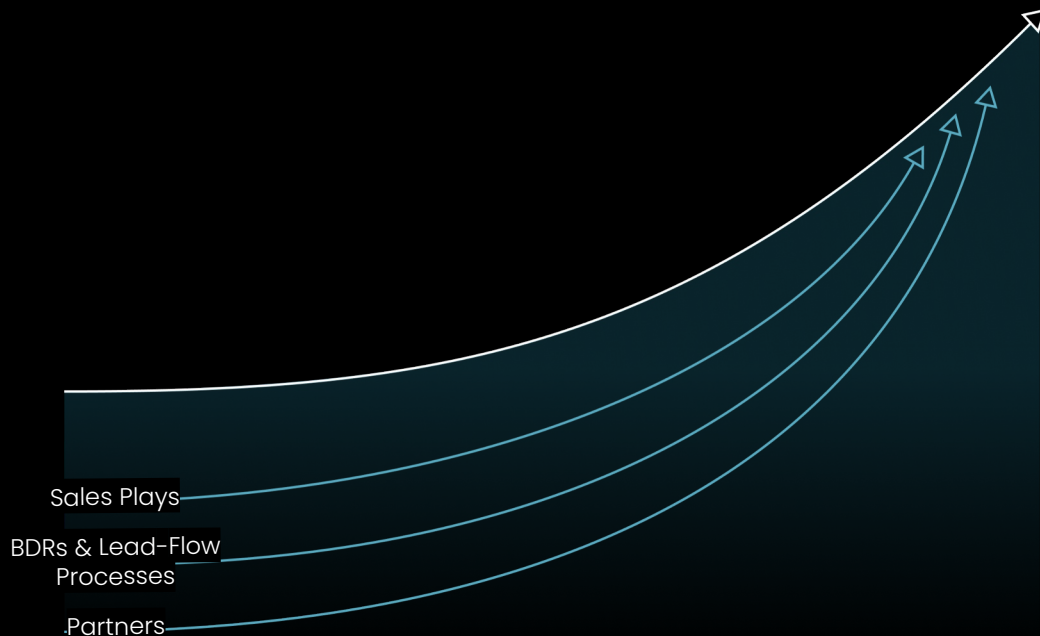




Pipeline Generation

- Quarterly KPIs
- Growing BDRs and Lead-Flow process
- Partner Org Expanding

Higher quality leads and faster progression into qualified pipeline results in a hockey stick curve

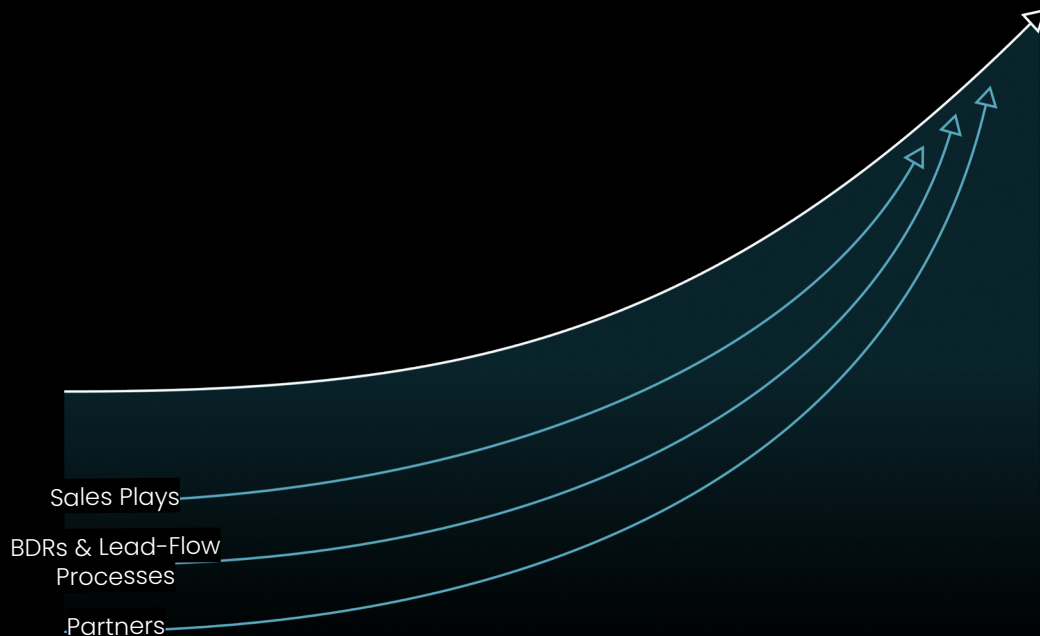




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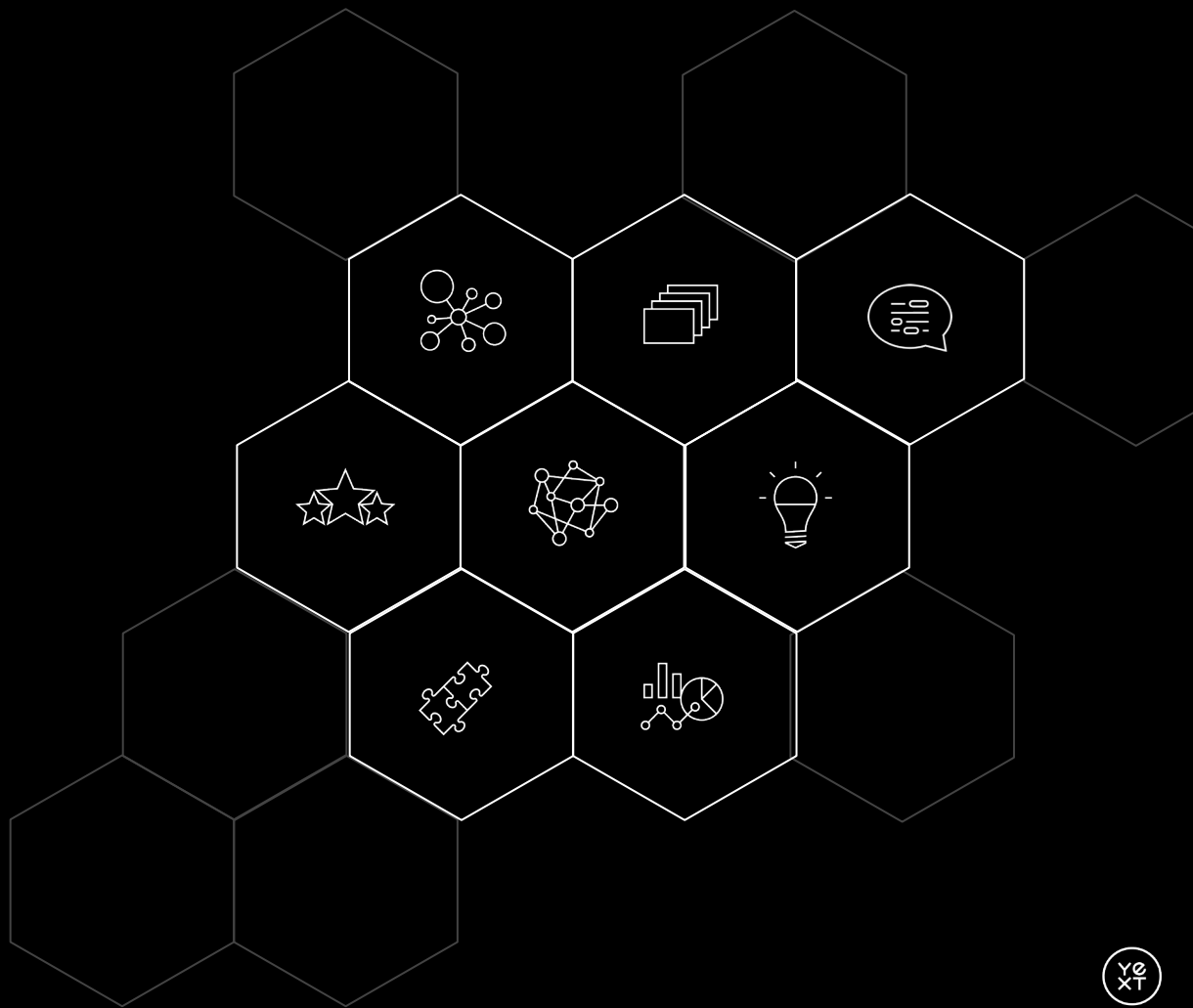




Product Innovation

- New Spend Category
- New Releases
- Full Platform Selling

Our teams have much more to promote and compete with.

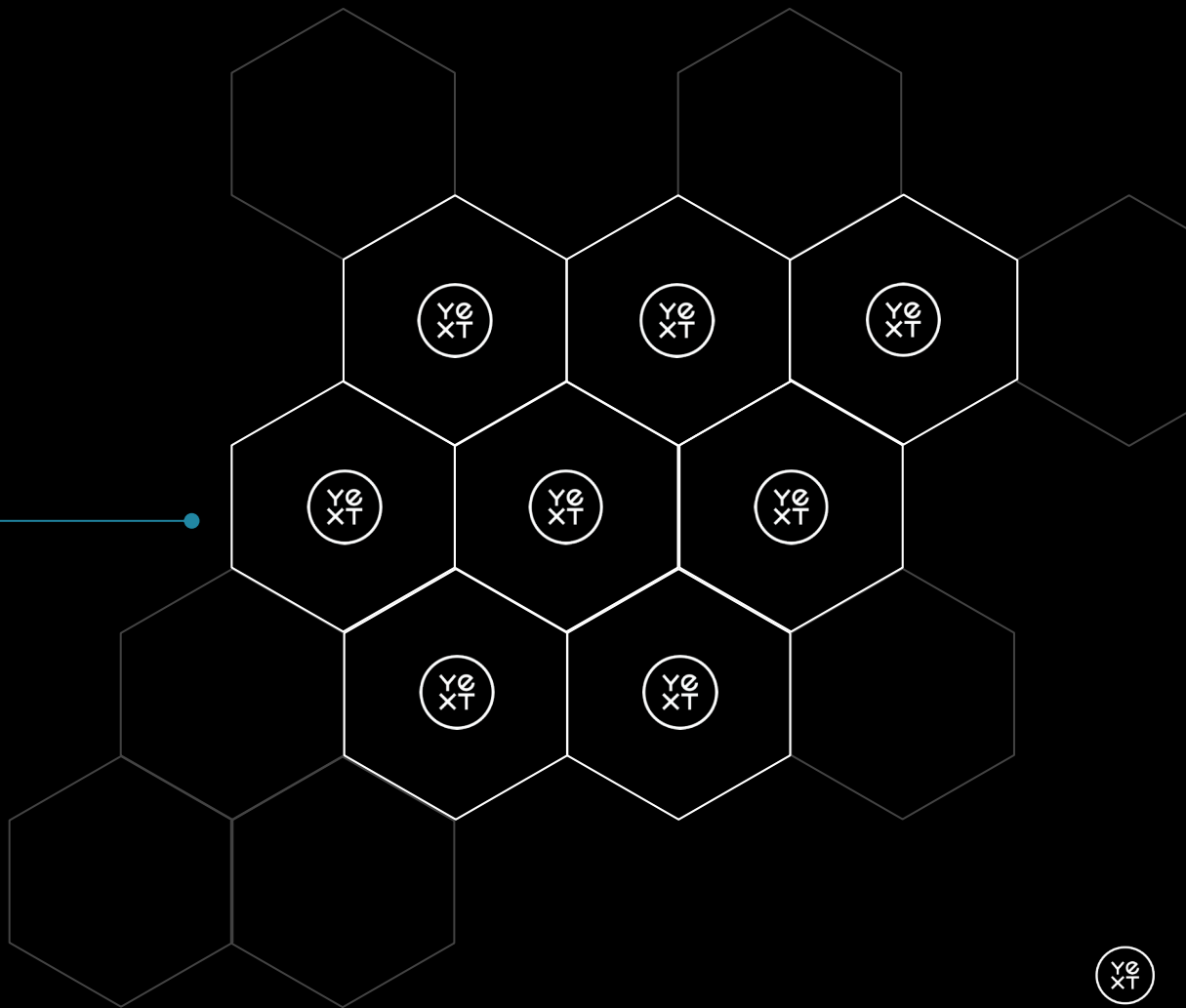




Capture our Opportunity

- Full Platform Selling

76% of our Direct customers*
have one or two products

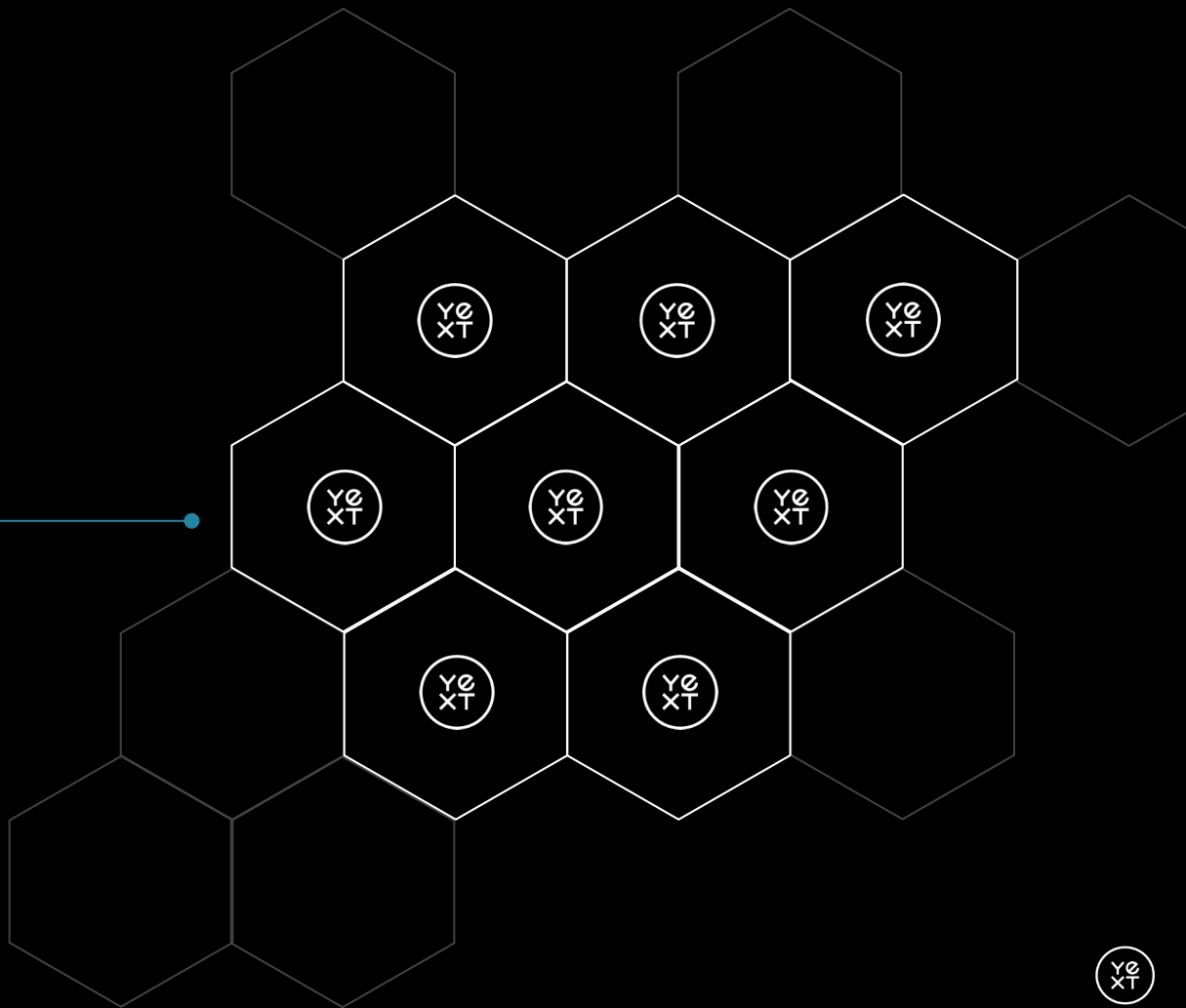




Capture our Opportunity

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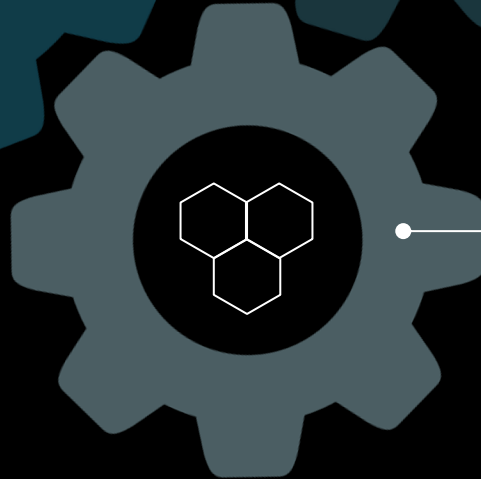
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Pipeline Generation

Quarterly KPIs
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Flow process
Partner Org Expanding



Product Innovation

New Spend Category
New Releases
Full Platform Selling

When it's time to accelerate our **investment in growth**

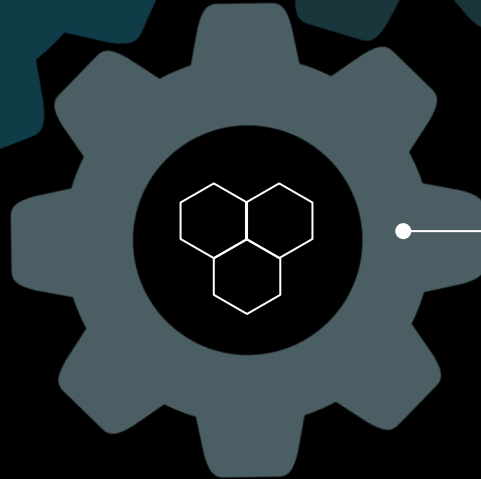
Sales Productivity

New Sales Tools
Reusable Assets
Maximise Output



Pipeline Generation

Quarterly KPIs
Growing BDRs and Lead-
Flow process
Partner Org Expanding



Product Innovation

New Spend Category
New Releases
Full Platform Selling



INVESTOR DAY 2023



Raianne Reiss

Chief Marketing Officer



MARKETING

The First Six Months



MARKETING

The First Six Months

Six different organizations



One integrated team

MARKETING

The First Six Months

Six different organizations



One integrated team

Sales & Marketing out of sync



Aligned priorities and GTM motions

MARKETING

The First Six Months

Six different organizations



One integrated team

Sales & Marketing out of sync



Aligned priorities and GTM motions

Subjective measures



Measurable KPIs and ROI

MARKETING

The First Six Months

Six different organizations



One integrated team

Sales & Marketing out of sync



Aligned priorities and GTM motions

Subjective measures



Measurable KPIs and ROI

Focused on brand



Focused on brand + accelerating growth

New logo acquisition



New logos + customer expansion

The First Six Months

Six different organizations



One integrated team

Sales & Marketing out of sync



Aligned priorities and GTM motions

Subjective measures



Measurable KPIs and ROI

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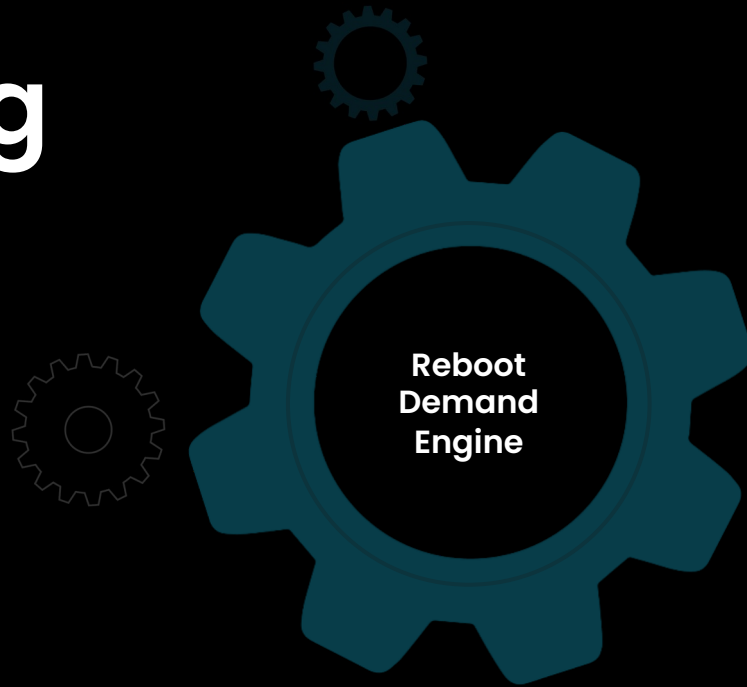
New logos + customer expansion

Pipeline contribution not impactful

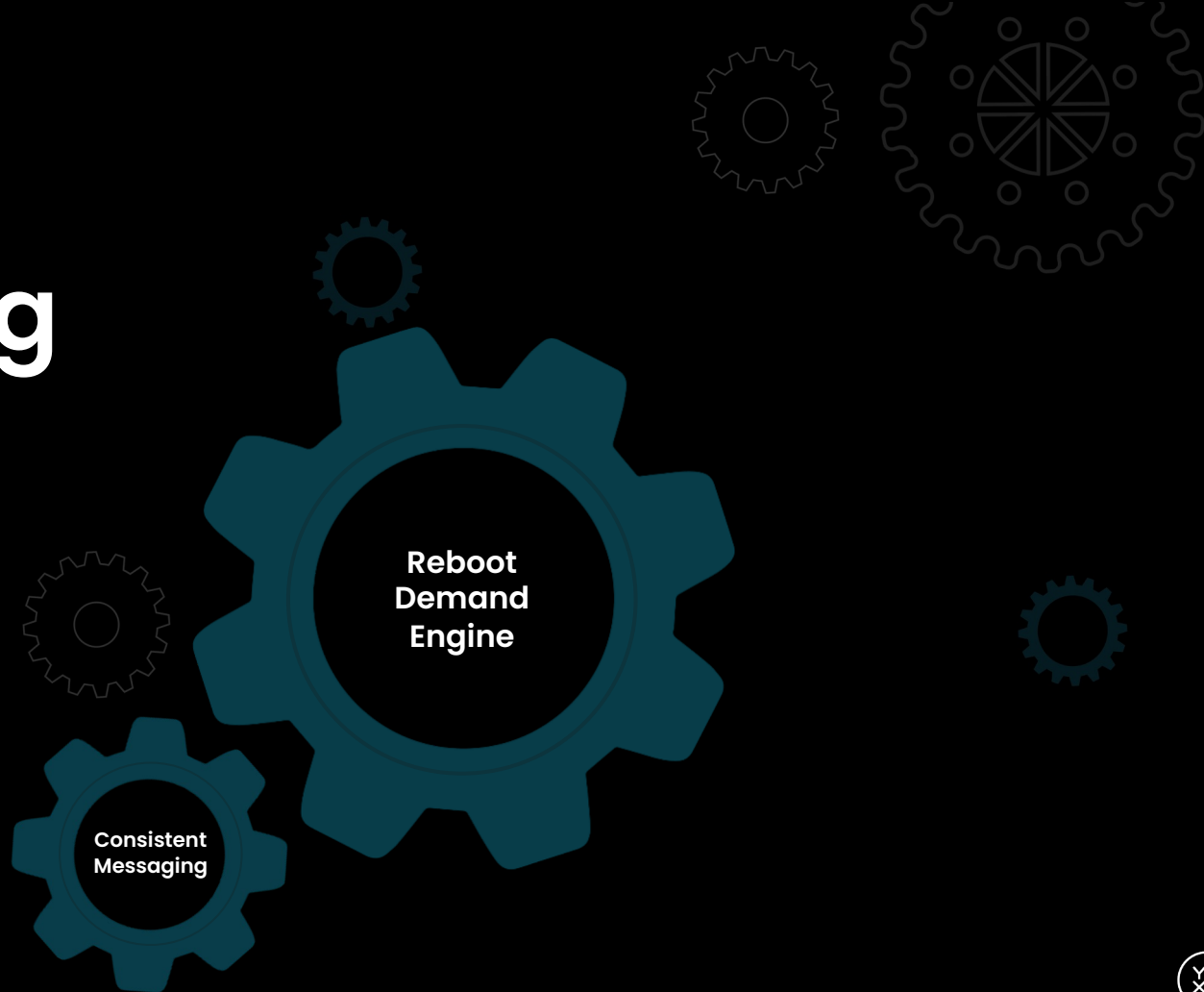


Rapidly growing pipeline contribution

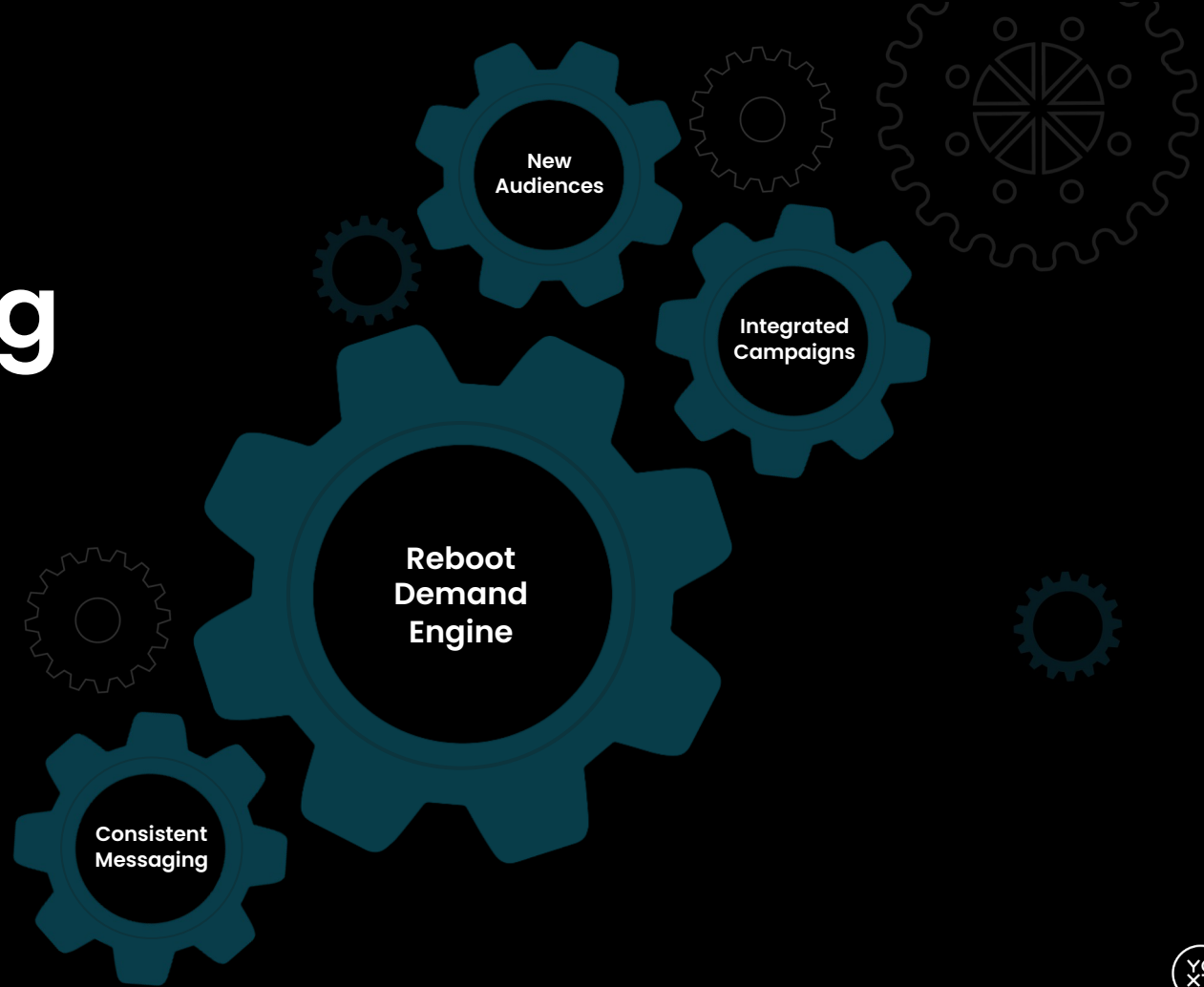
Grow Marketing Pipeline



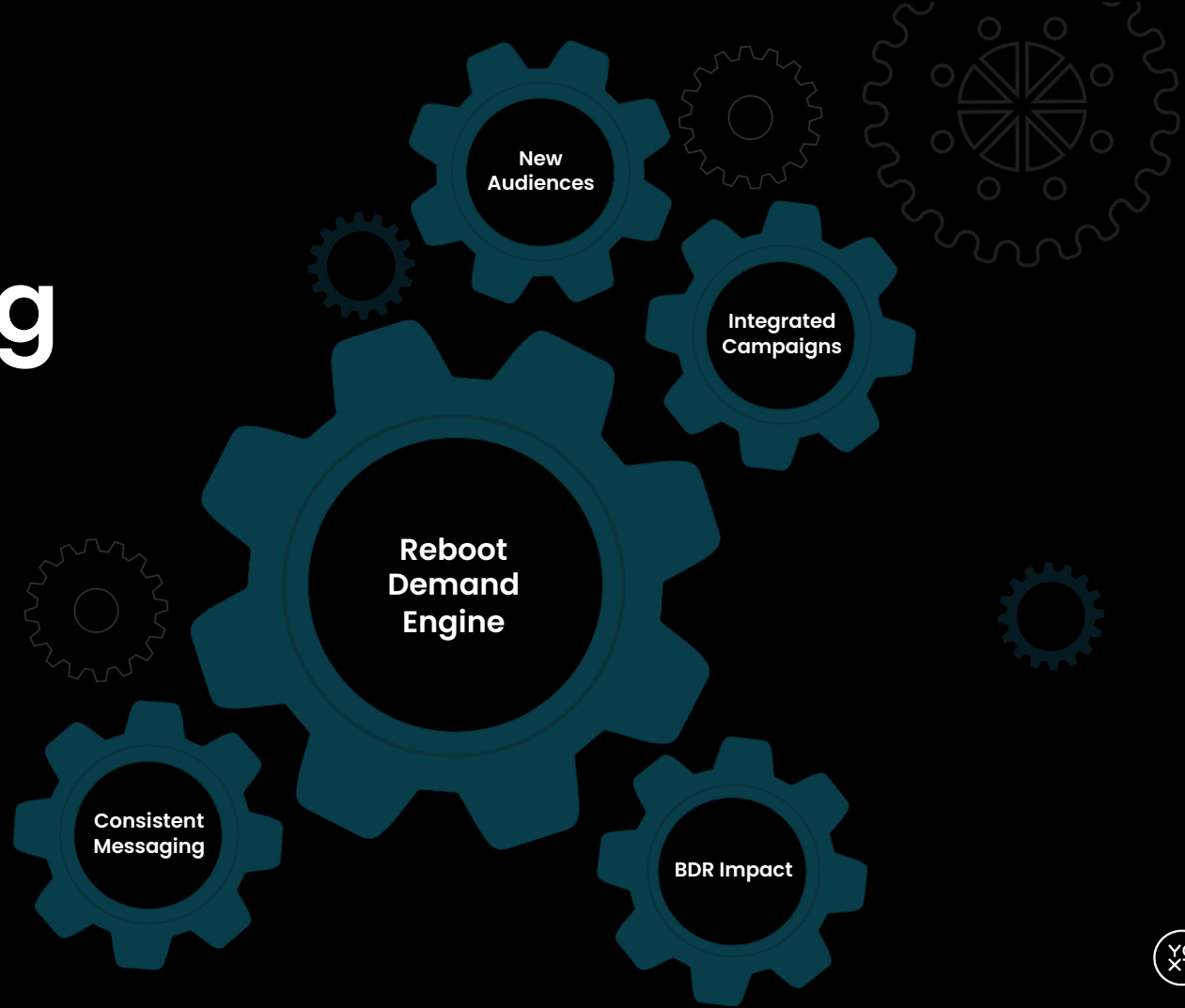
Grow Marketing Pipeline



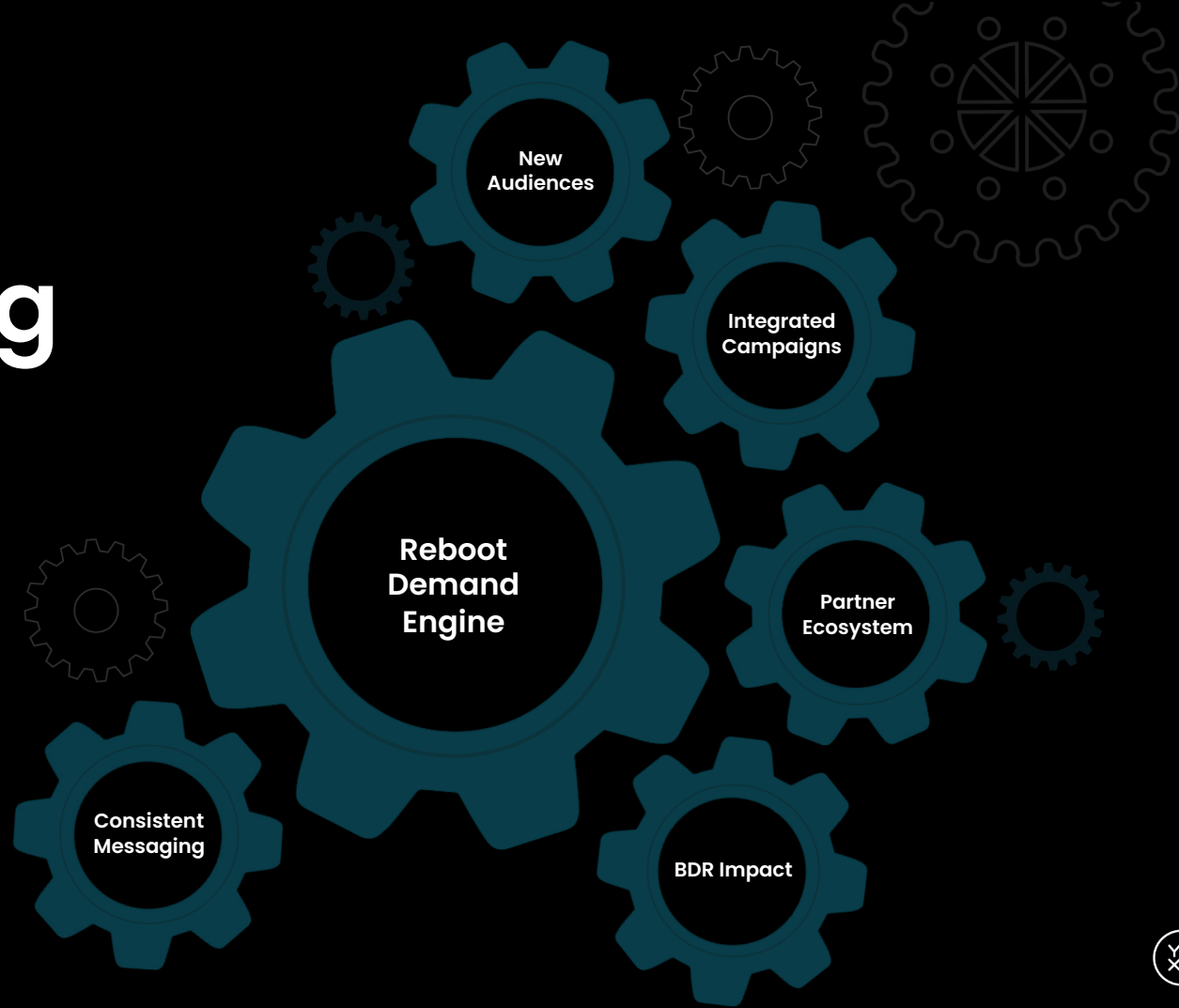
Grow Marketing Pipeline



Grow Marketing Pipeline



Grow Marketing Pipeline





INVESTOR DAY 2023



Lexi Bohannon

EVP, Customer Success





United Rentals

Courtney Versteeg

Director, Digital Marketing and E-Commerce





Darryl Bond

Chief Financial Officer



1. FY23 Performance
2. FY24 Strategic objectives
3. FY25+ Long-term outlook

FY23 Performance

FY23 Top Line

\$401 M
Revenue

5% Growth
Y/Y constant currency

\$400 M
ARR

4% Growth
Y/Y constant currency

FY23 Top Line

\$401 M
Revenue

5% Growth
Y/Y constant currency

\$400 M
ARR

4% Growth
Y/Y constant currency

FY23 Direct

\$327 M
ARR

6% Growth
Y/Y constant currency

97%

Dollar-based
net retention
(ARR)

FY23 Top Line

\$401 M
Revenue

5% Growth
Y/Y constant currency

\$400 M
ARR

4% Growth
Y/Y constant currency

FY23 Direct

\$327 M
ARR

6% Growth
Y/Y constant currency

97%

Dollar-based
net retention
(ARR)

FY23 Reseller

\$73 M
ARR

6% Decline
Y/Y constant currency

92%

Dollar-based
net retention
(ARR)

FY23 Top Line

\$401 M
Revenue

5% Growth
Y/Y constant currency

\$400 M
ARR

4% Growth
Y/Y constant currency

FY23 Direct

\$327 M
ARR

6% Growth
Y/Y constant currency

97%

Dollar-based
net retention
(ARR)

FY23 Reseller

\$73 M
ARR

6% Decline
Y/Y constant currency

92%

Dollar-based
net retention
(ARR)

FY23 Efficiency

(\$0.02)

Earnings
(loss) per share (non-GAAP)

4%

Adj. EBITDA margin

500

Basis point
improvement

Opex
as % of rev (non-GAAP)

FY23 Top Line

\$401 M
Revenue

5% Growth
Y/Y constant currency

\$400 M
ARR

4% Growth
Y/Y constant currency

FY23 Direct

\$327 M
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6% Growth
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FY23 Reseller

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net retention
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FY23 Efficiency

(\$0.02)

Earnings
(loss) per share (non-GAAP)

4%

Adj. EBITDA margin

500
Basis point
improvement

Opex
as % of rev (non-GAAP)

Fourth Quarter

Q4FY22

Q4FY23

(\$0.03)

\$0.05

Earnings
(loss) per share (non-GAAP)

1%

11%

Adj. EBITDA
margin

80%

69%

Opex
as % of rev (non-GAAP)

Adj. EBITDA, Adj. EBITDA margin and constant currency are all non-GAAP measures. ARR and retention rates are operating metrics. See Appendix for further information for how we calculate these.



FY23 Top Line

\$401 M
Revenue

5% Growth
Y/Y constant currency

\$400 M
ARR

4% Growth
Y/Y constant currency

FY23 Direct

\$327 M
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6% Growth
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Dollar-based
net retention
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Dollar-based
net retention
(ARR)

FY23 Efficiency

(\$0.02)

Earnings
(loss) per share (non-GAAP)

4%

Adj. EBITDA margin

500
Basis point
improvement

Opex
as % of rev (non-GAAP)

Fourth Quarter

Q4FY22

Q4FY23

(\$0.03)

\$0.05

Earnings
(loss) per share (non-GAAP)

1%

11%

Adj. EBITDA
margin

80%

69%

Opex
as % of rev (non-GAAP)

FY23 Capital

+ \$18 M

Operating cash
flow

\$77 M
13.8 M Shares

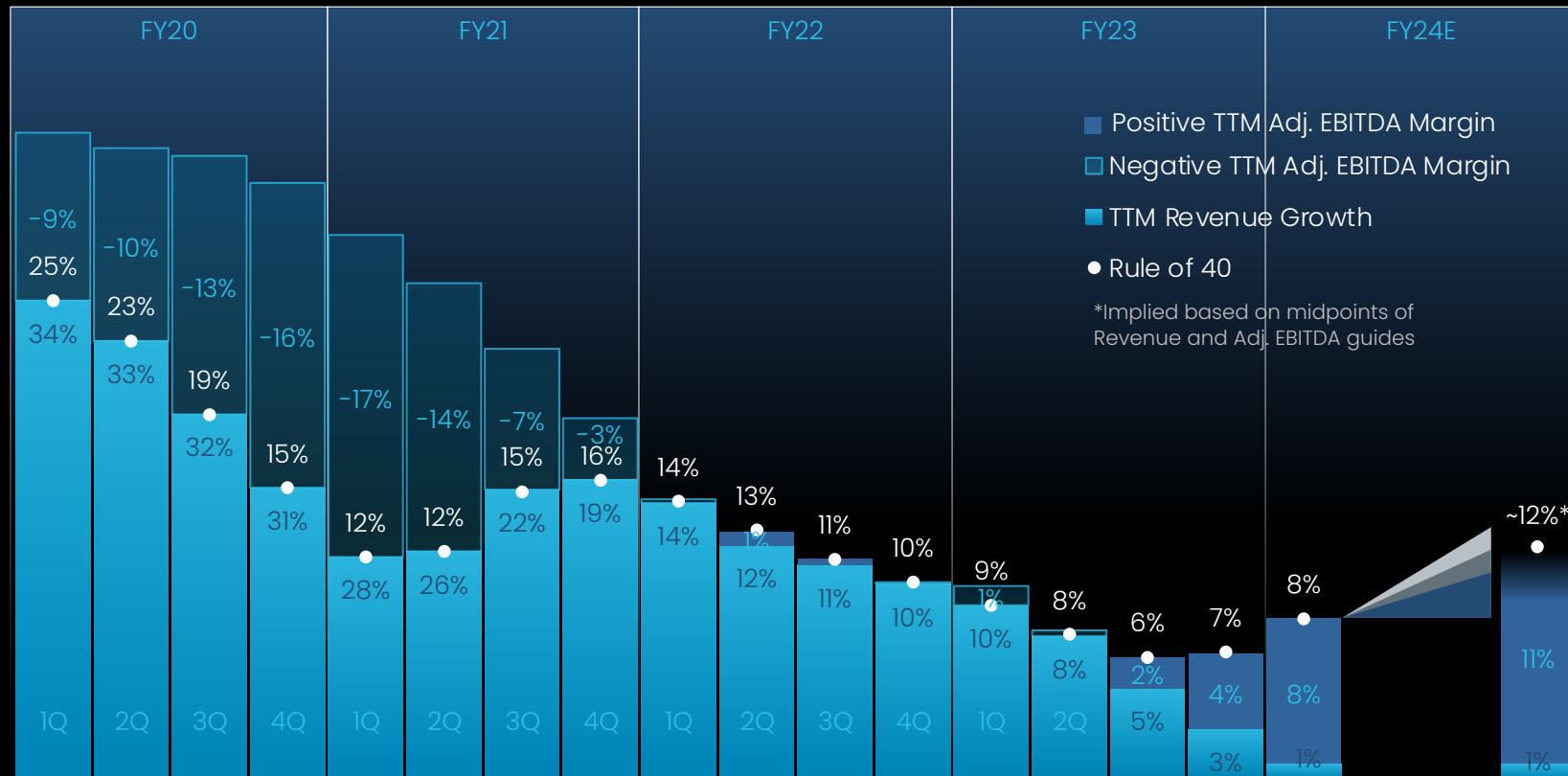
Shares
Repurchased
10% of TSO (FY22)

\$190 M

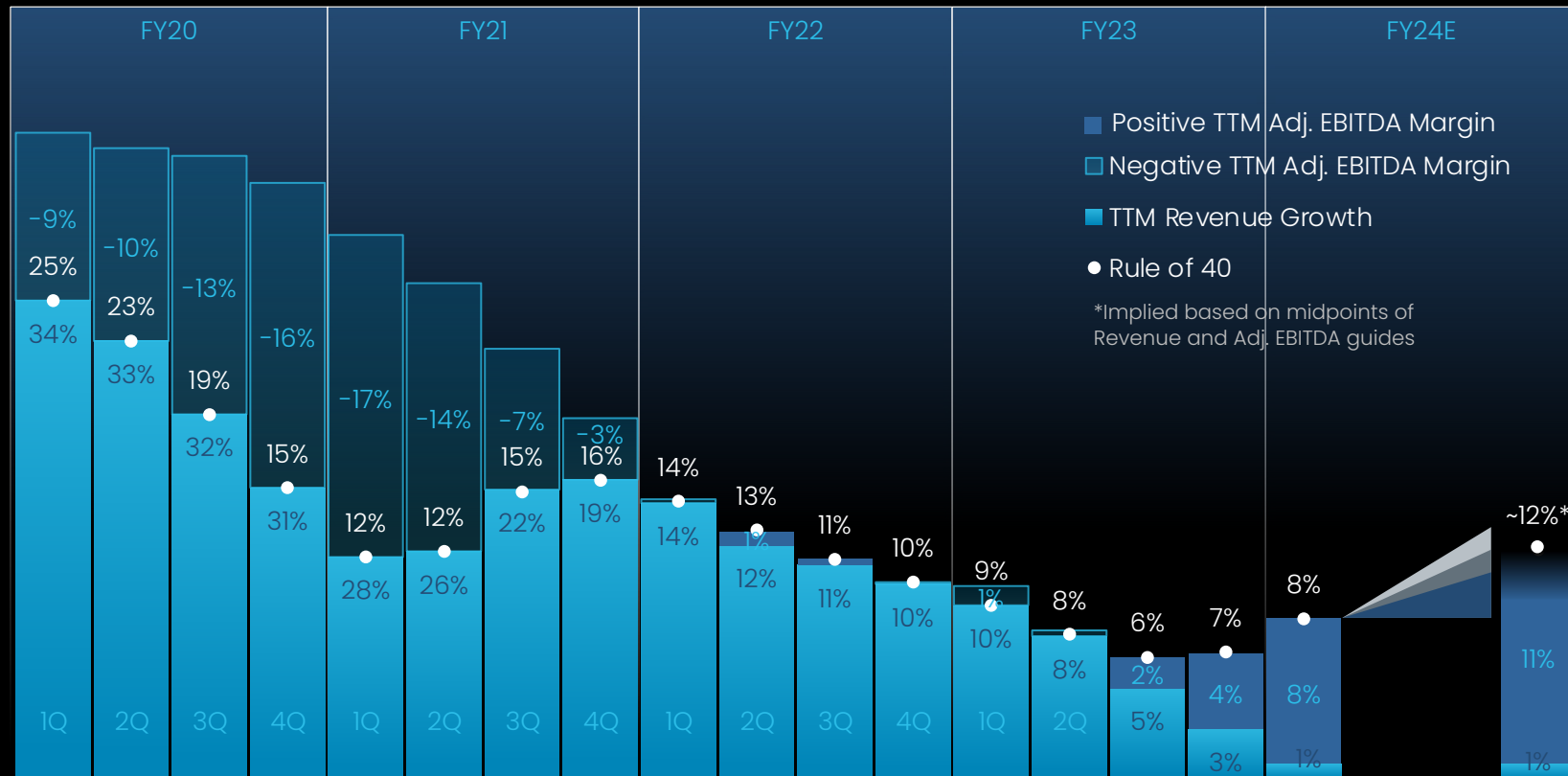
Ending cash

FY24 Strategic objectives

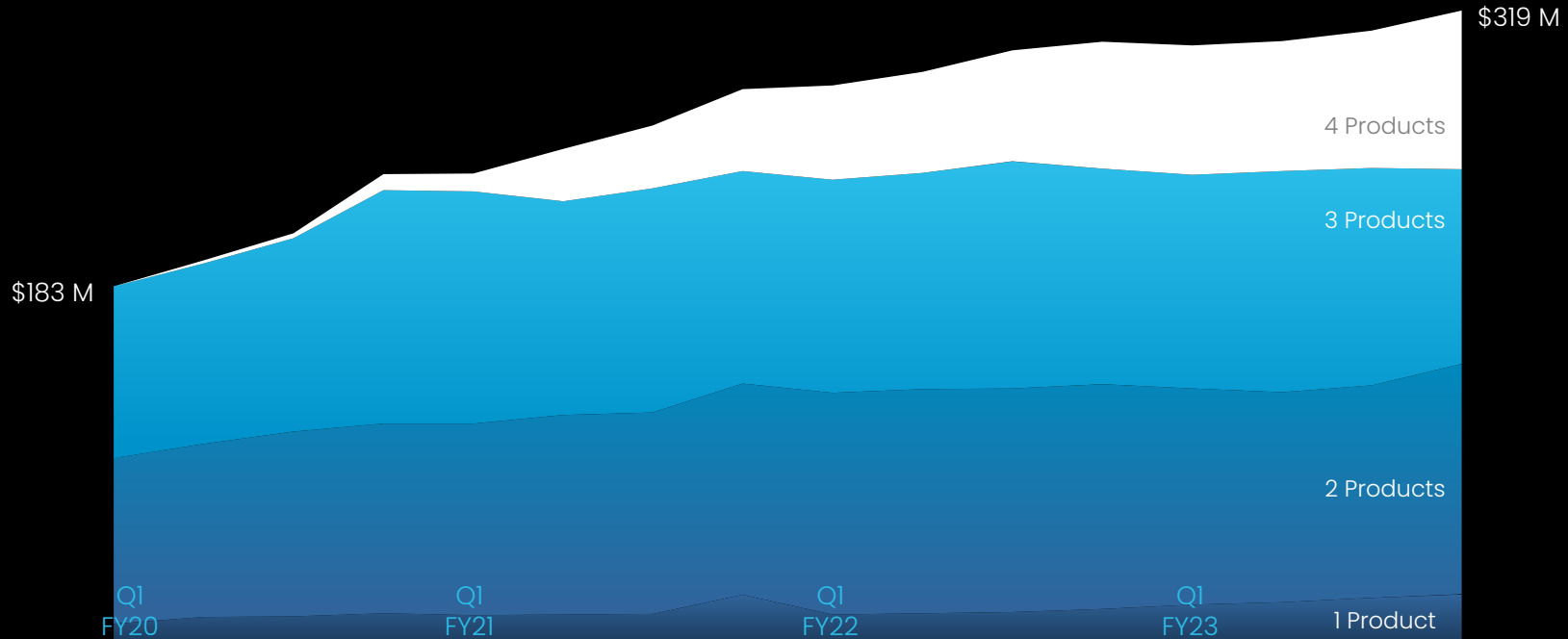
Progress towards Rule of 40



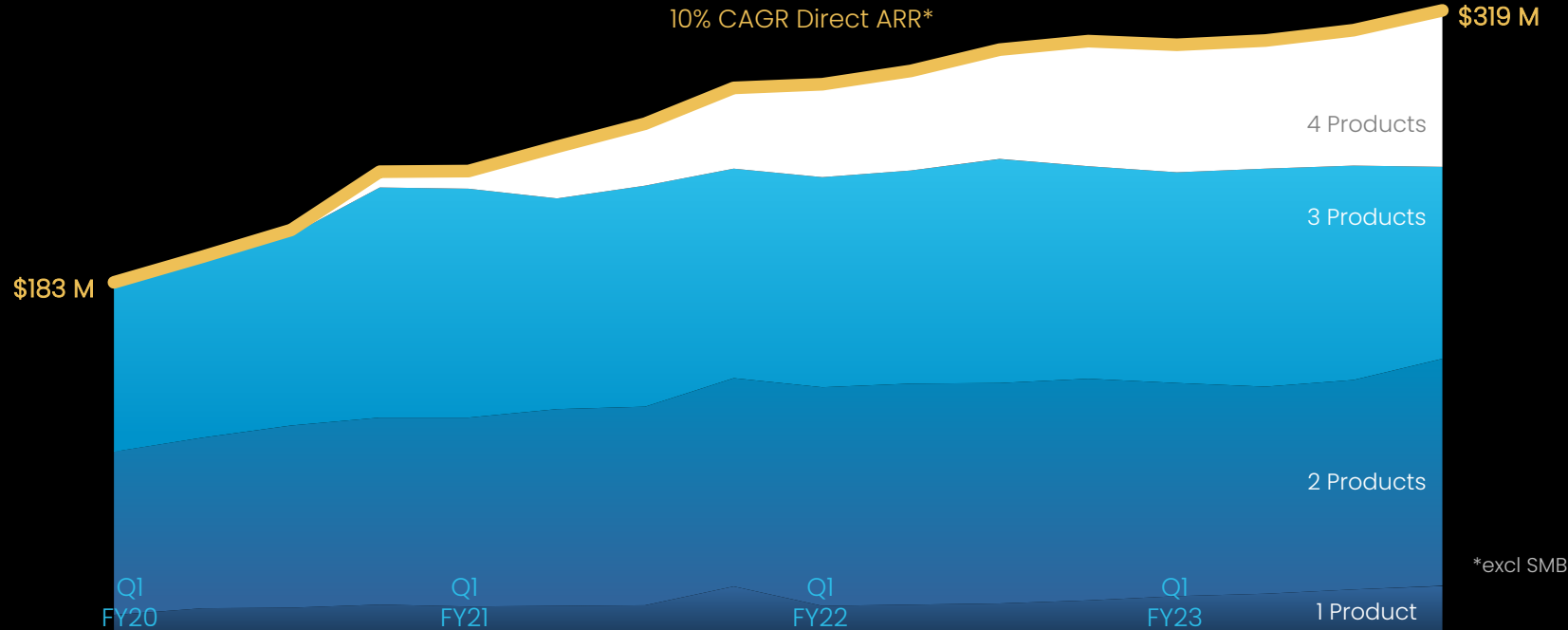
Progress towards Rule of 40



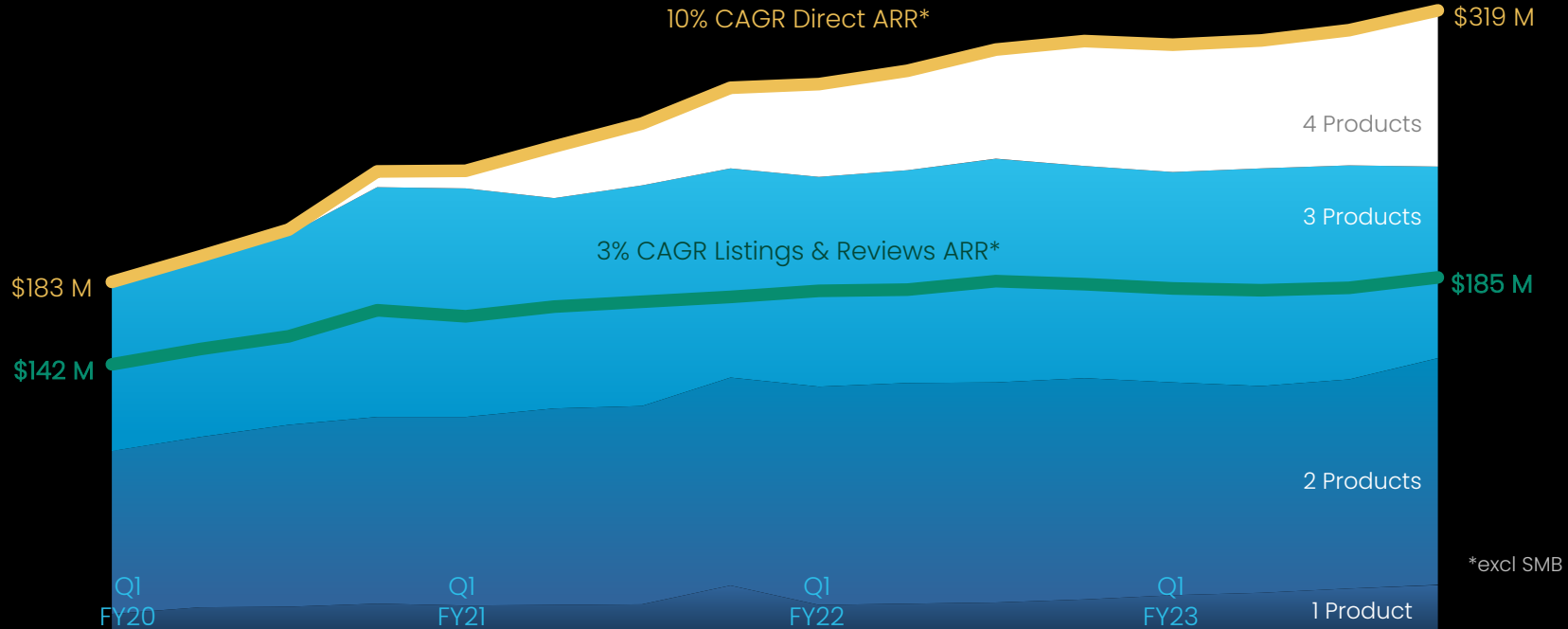
Platform adoption generates ARR growth



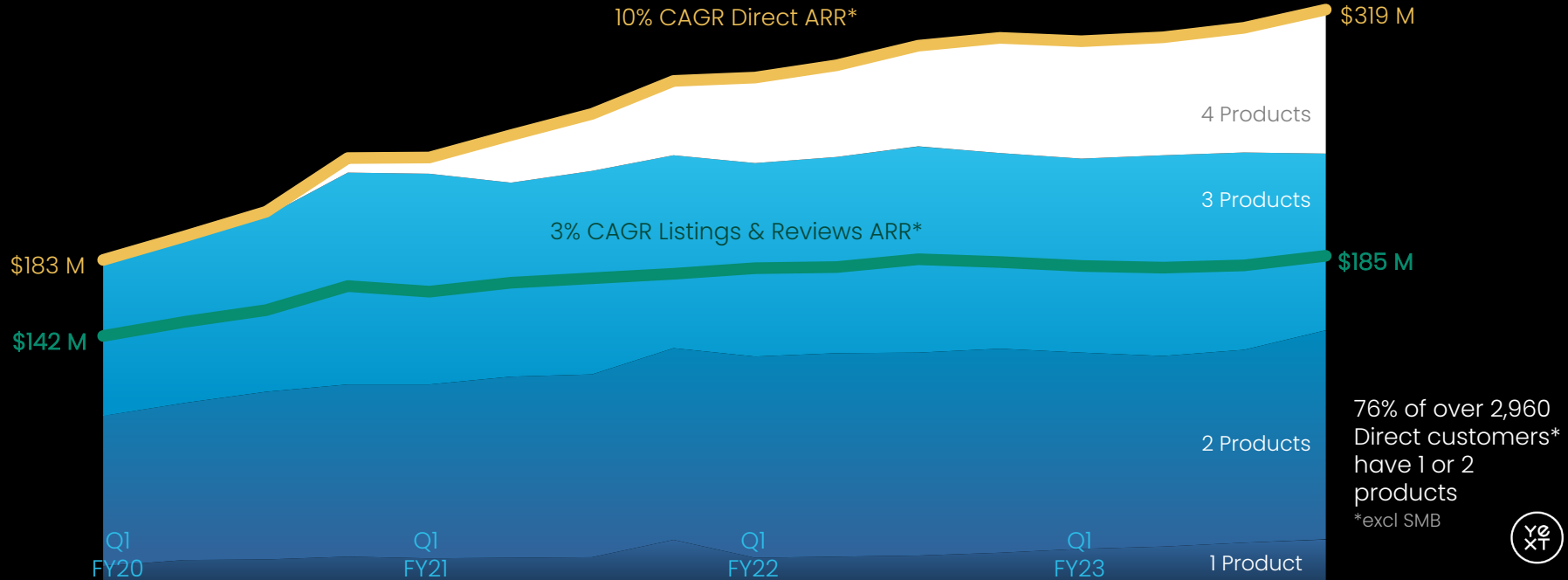
Platform adoption generates ARR growth



Platform adoption generates ARR growth



Platform adoption generates ARR growth

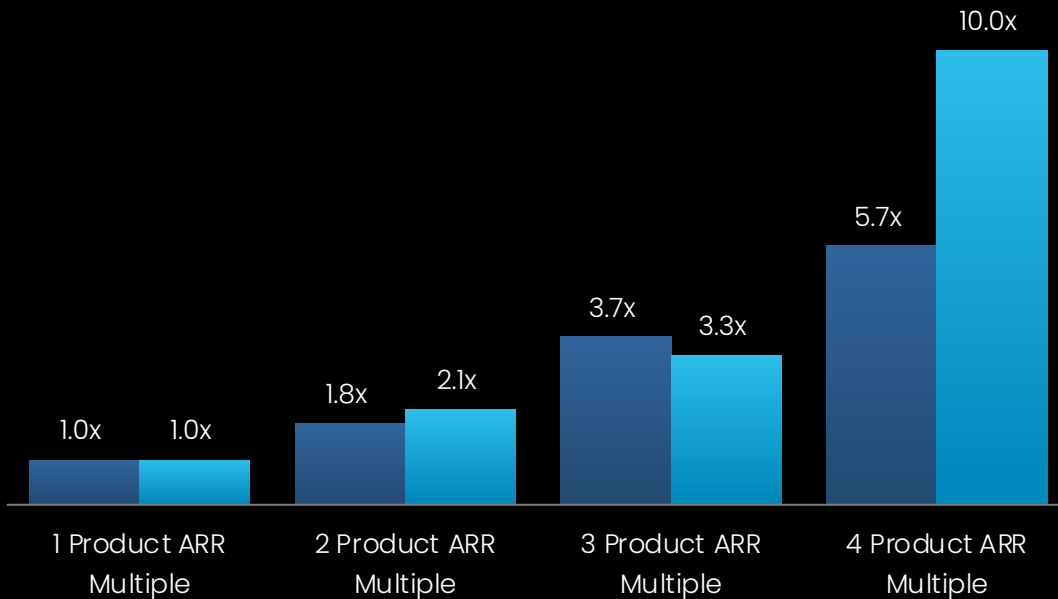


Compelling upsell opportunity

76%

Direct customers*
have 1 or 2 products

■ Mid-Market ■ Enterprise



*excl SMB

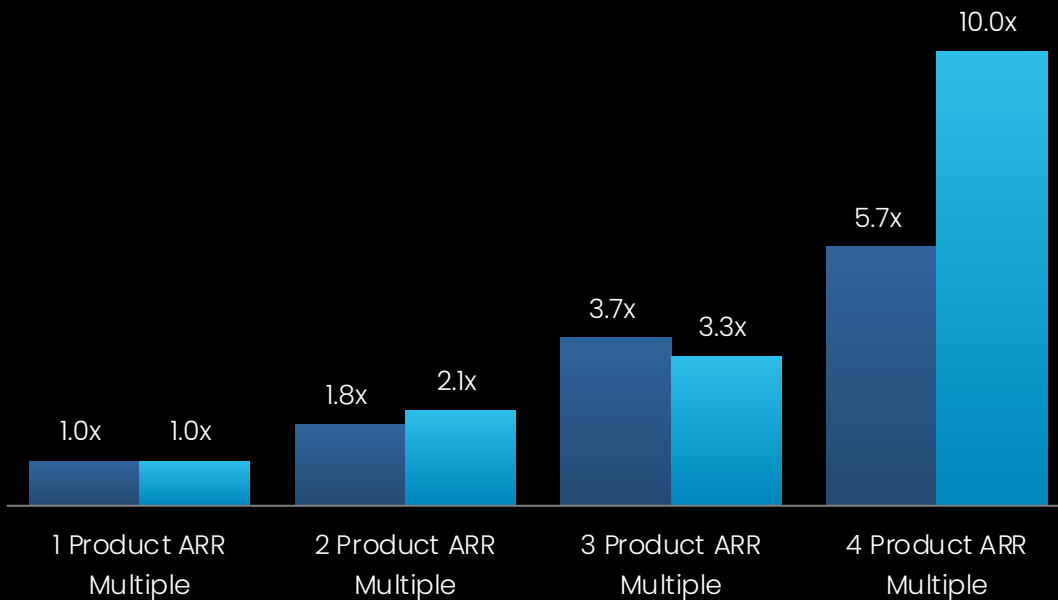


Compelling upsell opportunity

76%

Direct customers*
have 1 or 2 products

Mid-Market Enterprise



*excl SMB



Improvements in gross retention

Dollar-based gross retention (ARR) for Direct

High 80's
from low 80's

Renewal rate*
improvement Q4FY23
vs. Q1FY23

*Previously referred to as gross retention



Improvements in gross retention

Dollar-based gross retention (ARR) for Direct

High 80's
from low 80's

Renewal rate*
improvement Q4FY23
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Improvements in gross retention

Dollar-based gross retention (ARR) for Direct

High 80's
from low 80's

Renewal rate*
improvement Q4FY23
vs. Q1FY23

High 80's

Dollar-based gross
retention (ARR) in
Q4FY23

*Previously referred to as gross retention



Improvements in gross retention

Dollar-based gross retention (ARR) for Direct

High 80's
from low 80's

Renewal rate*
improvement Q4FY23
vs. Q1FY23

High 80's

Dollar-based gross
retention (ARR) in
Q4FY23

~57%

of Direct ARR is
attributable to
multi-year deals*

*Previously referred to as gross retention

*as of Q4FY23



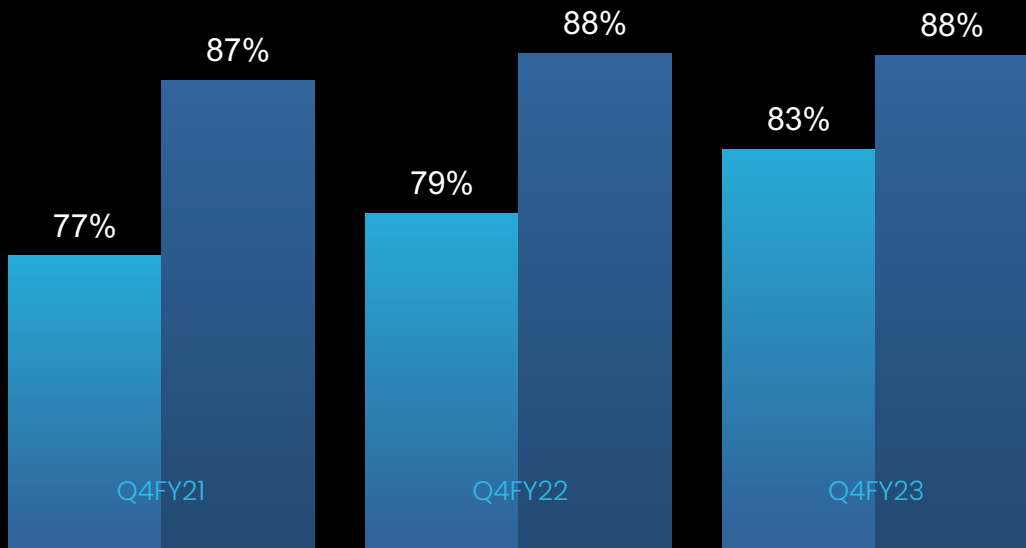
Greater platform adoption leads to higher gross retention

2+ Product
customers have

higher gross
retention

Dollar-based gross retention (ARR) for Direct*

■ 1 Product ■ 2+ Products



*excl SMB



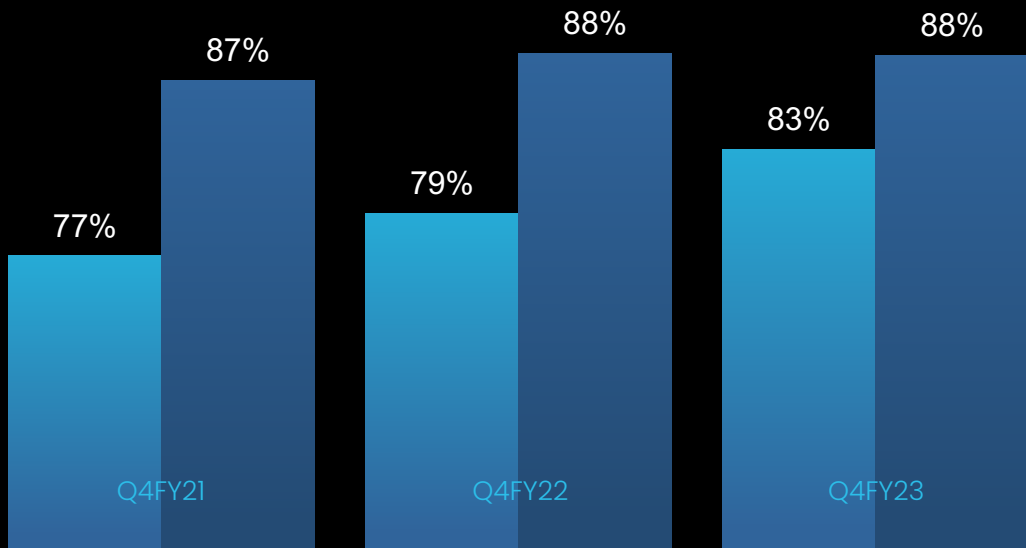
Greater platform adoption leads to higher gross retention

2+ Product
customers have

higher gross
retention

Dollar-based gross retention (ARR) for Direct*

■ 1 Product ■ 2+ Products



*excl SMB



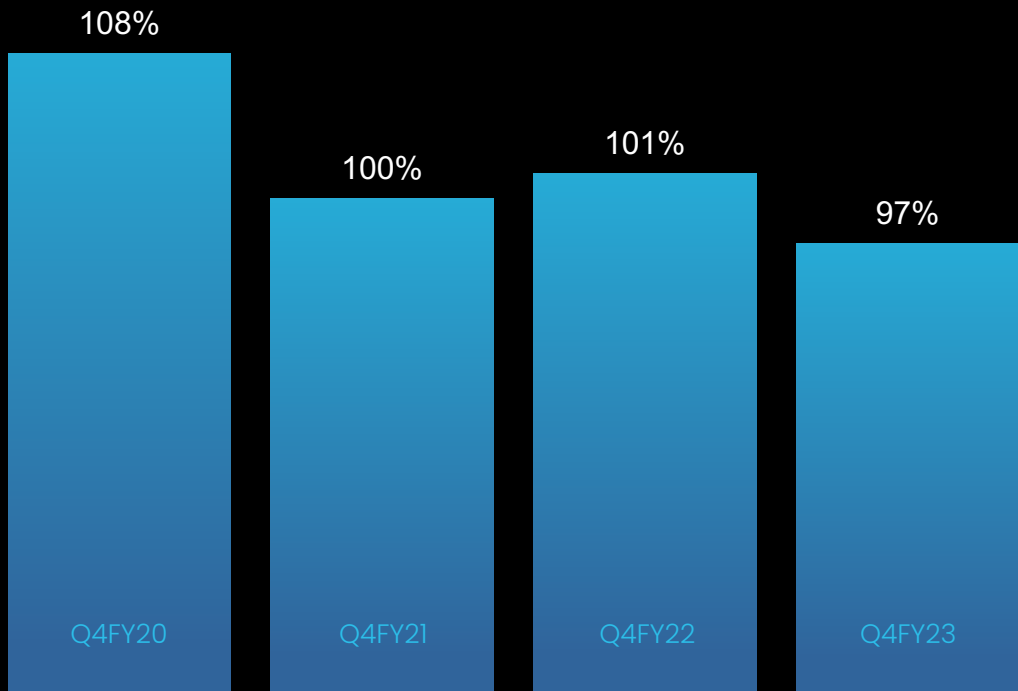
Focus on net retention improvement

Dollar-based net retention (ARR) for Direct

Over the long-term
return to

110%+

by improving
customer value



Reseller opportunity

Nearly half of customers have multi-year contracts*

Opportunity to introduce additional products

FY23

\$73 M
ARR

6% Decline
Y/Y constant currency

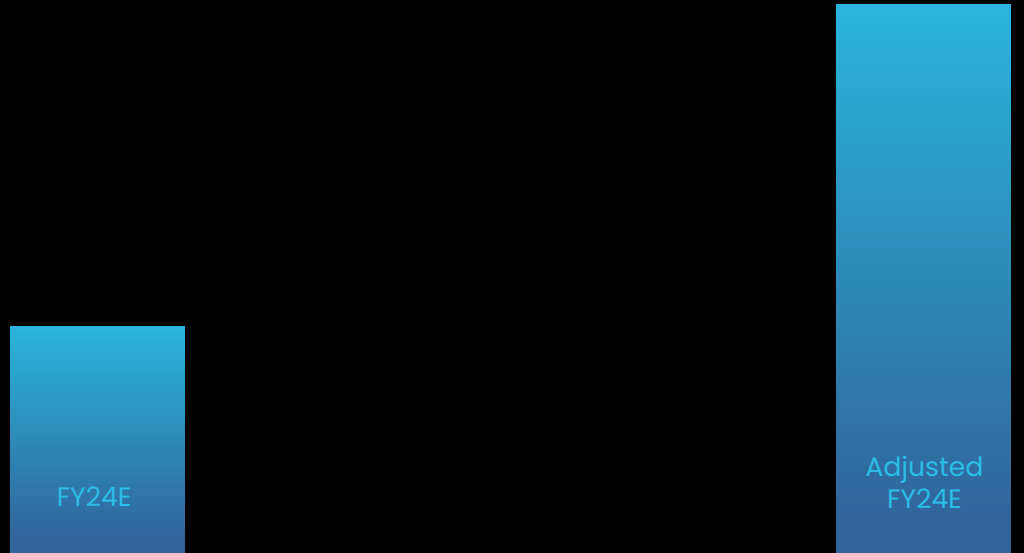
92%

Dollar-based
net retention
(ARR)

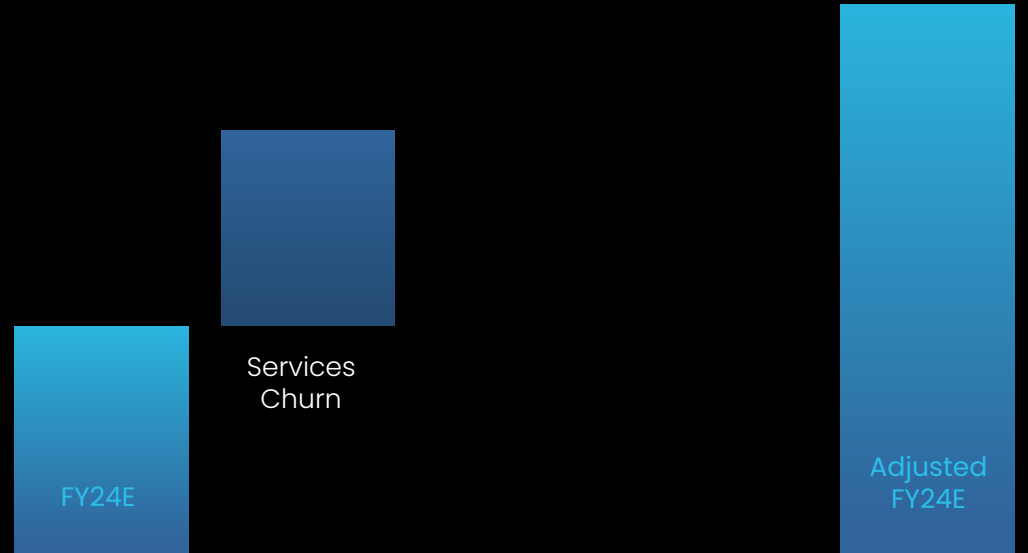
*as of 1/31/23



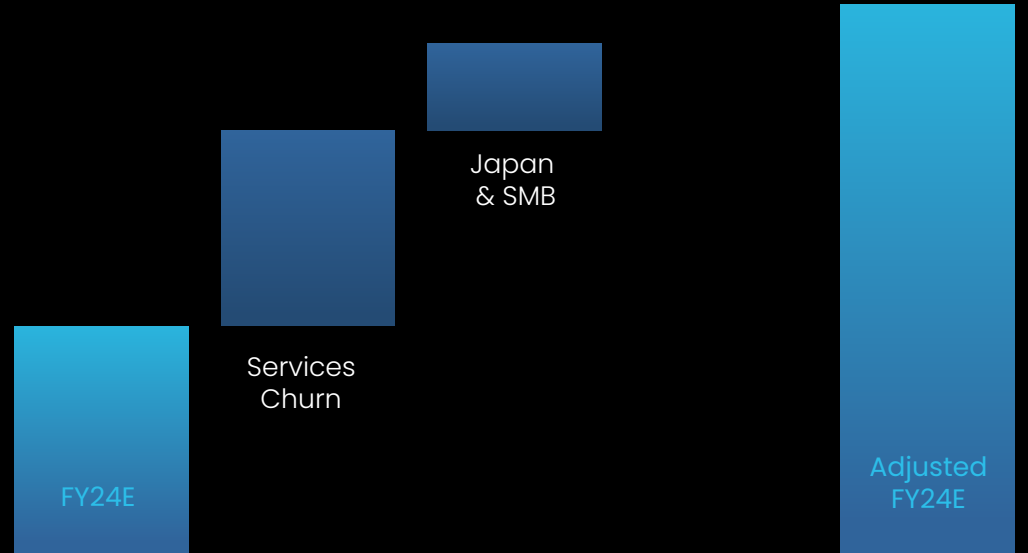
Growing revenue against headwinds



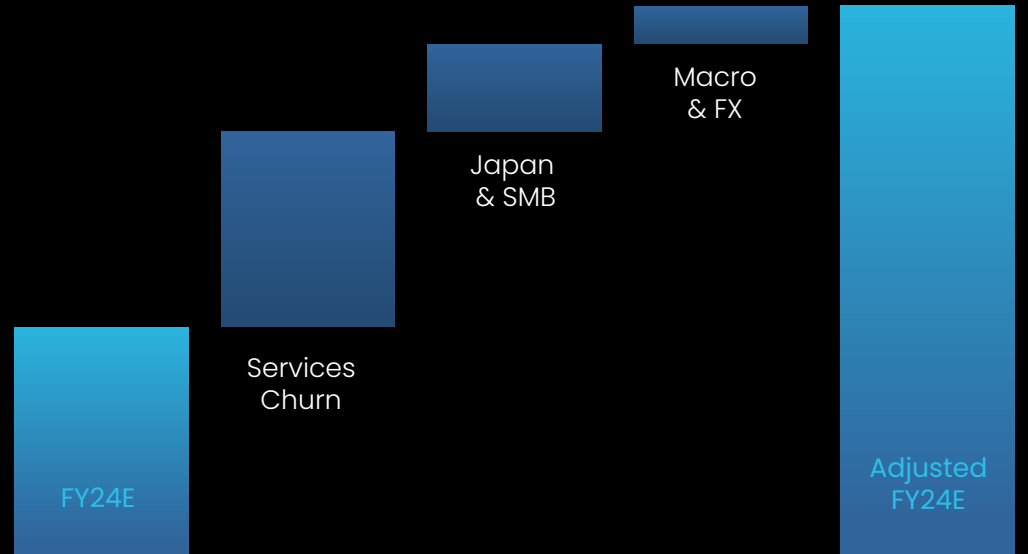
Growing revenue against headwinds



Growing revenue against headwinds

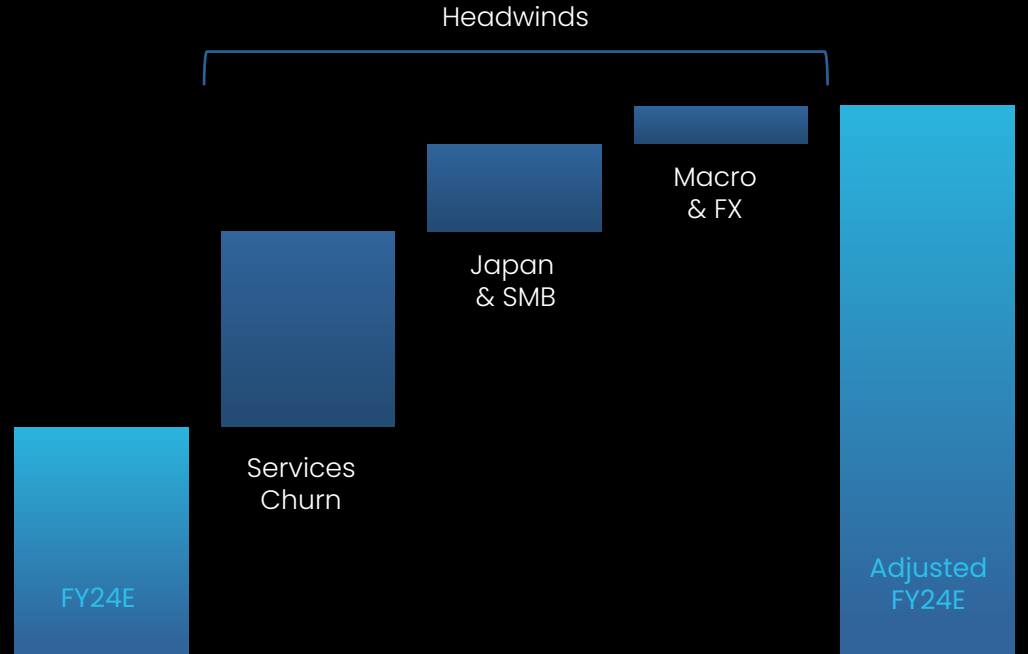


Growing revenue against headwinds



Growing revenue against headwinds

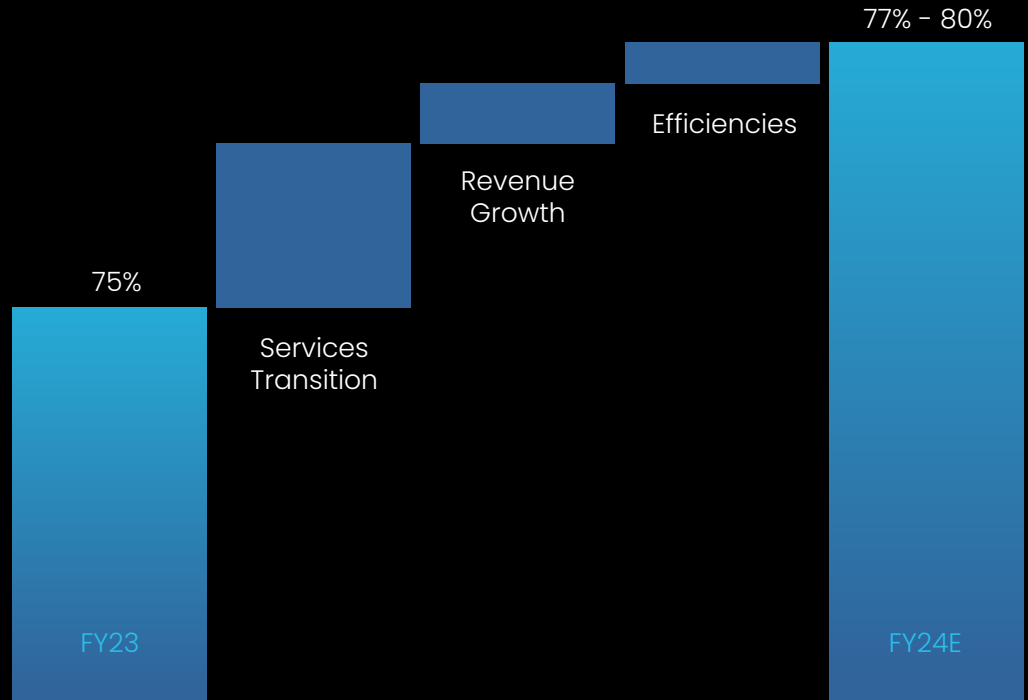
Low single-digit percentage impact to FY24 growth



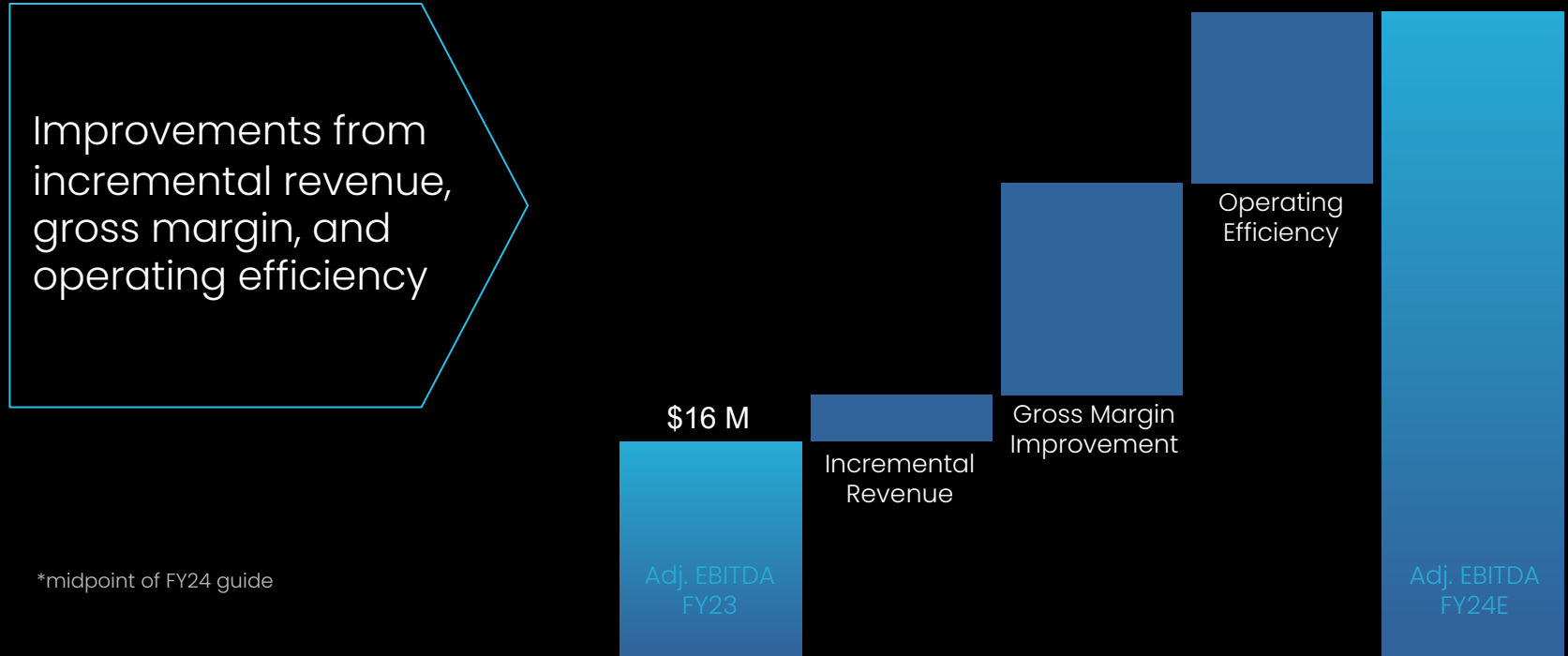
Driving gross margin expansion

Increasing
gross margin

by moving away
from low margin
services



Increasing Adjusted EBITDA

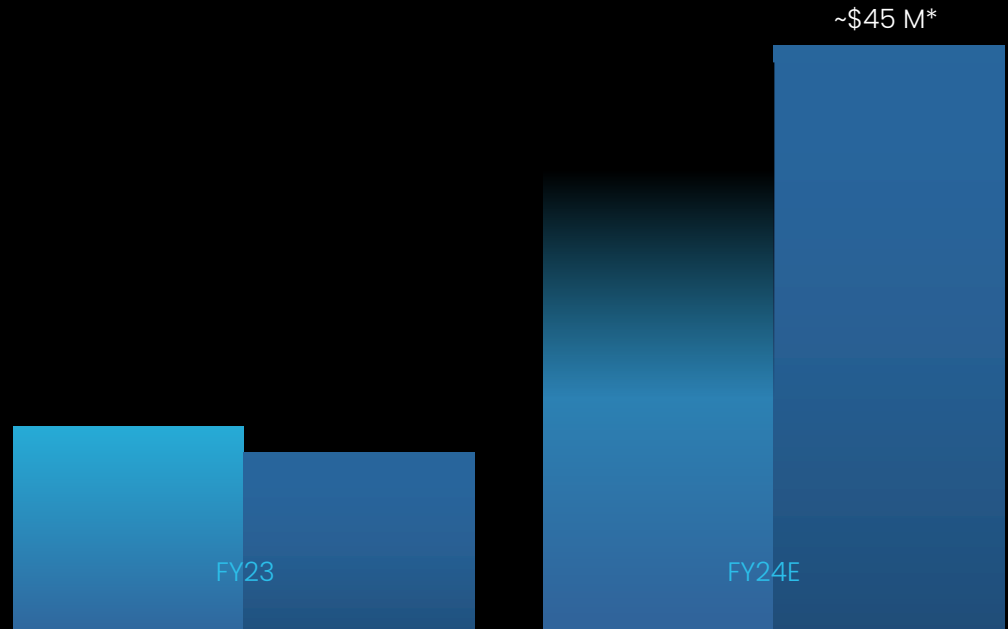


Continuing to grow operating cash flow

Positive operating cash flow since FY21

Expect cash flow growth in FY24E

■ OCF ■ Adj. EBITDA



*midpoint of FY24 guide



Q1 & FY24 Guidance

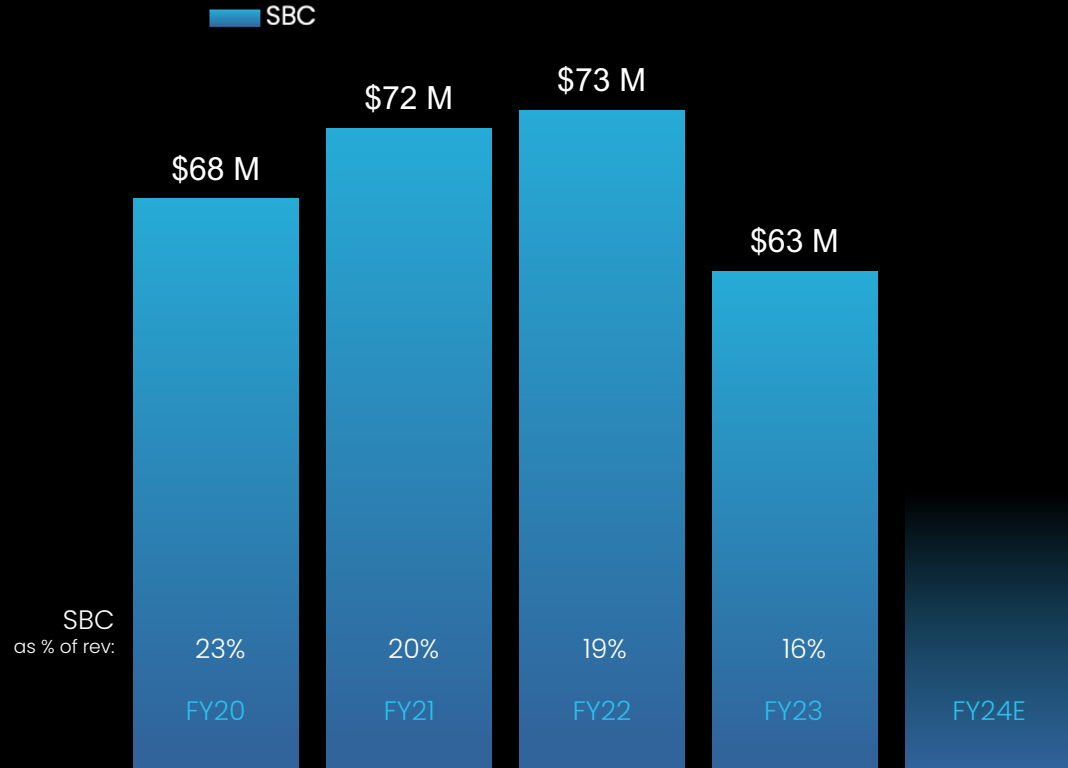
	Projected Q1 FY24*	Projected FY24*
Revenue (\$ millions)	\$98.0 to \$99.0	\$402.0 to \$406.0
Adjusted EBITDA (\$ millions)	\$10.5 to \$11.5	\$44.0 to \$46.0
Non-GAAP net income per share	\$0.05 to \$0.06	\$0.22 to \$0.23
Weighted-average basic shares outstanding (millions)	122.9	124.5

*as of March 7, 2023



Significant progress reducing dilution

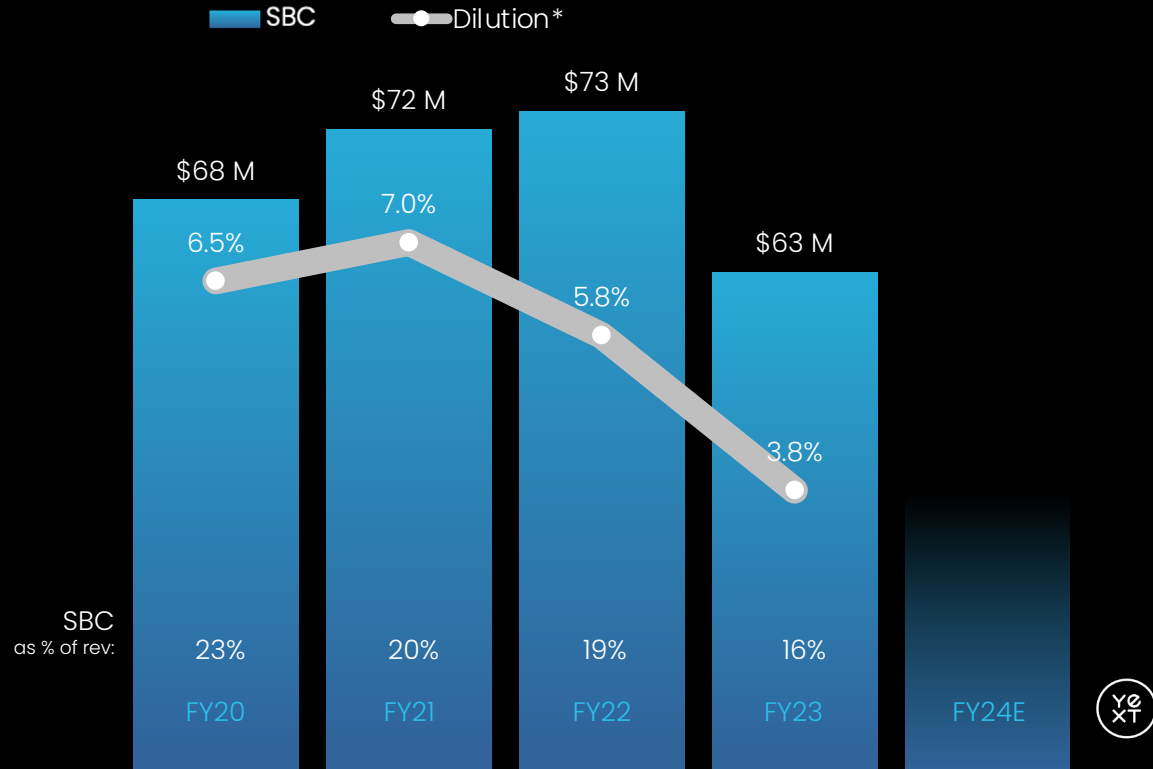
Expect SBC to decrease Y/Y



Significant progress reducing dilution

Expect SBC to decrease Y/Y

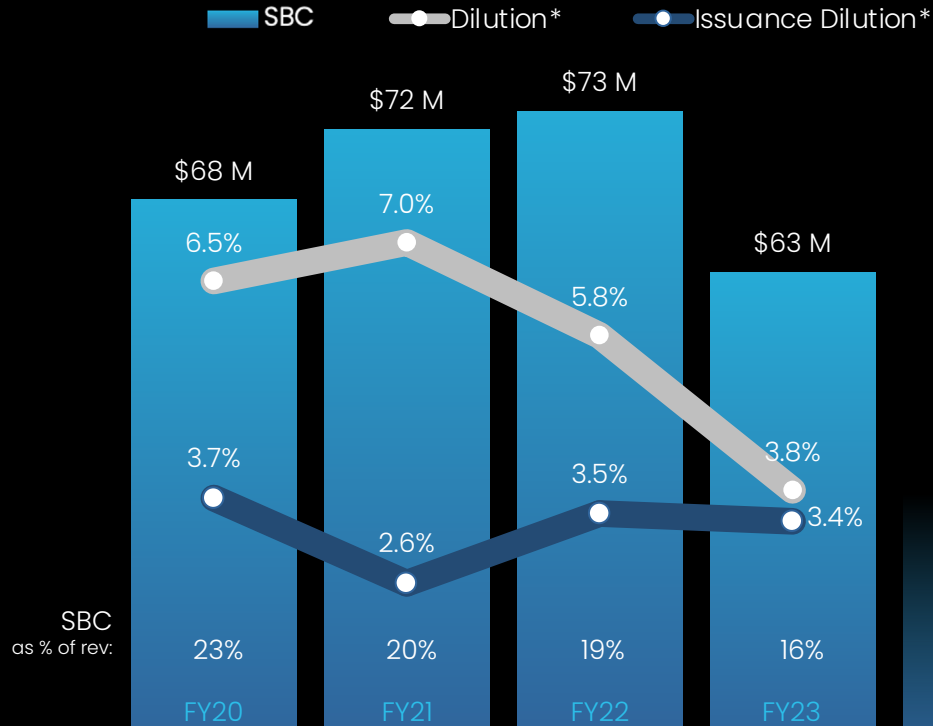
*Dilution = Y/Y change in ending share count excluding share buy-backs and offerings



Significant progress reducing dilution

Expect SBC to decrease Y/Y

*Dilution = Y/Y change in ending share count excluding share buy-backs and offerings
Issuance Dilution = Equity grants (net forfeitures) divided by ending diluted share count (ordinary shares plus outstanding equity awards)



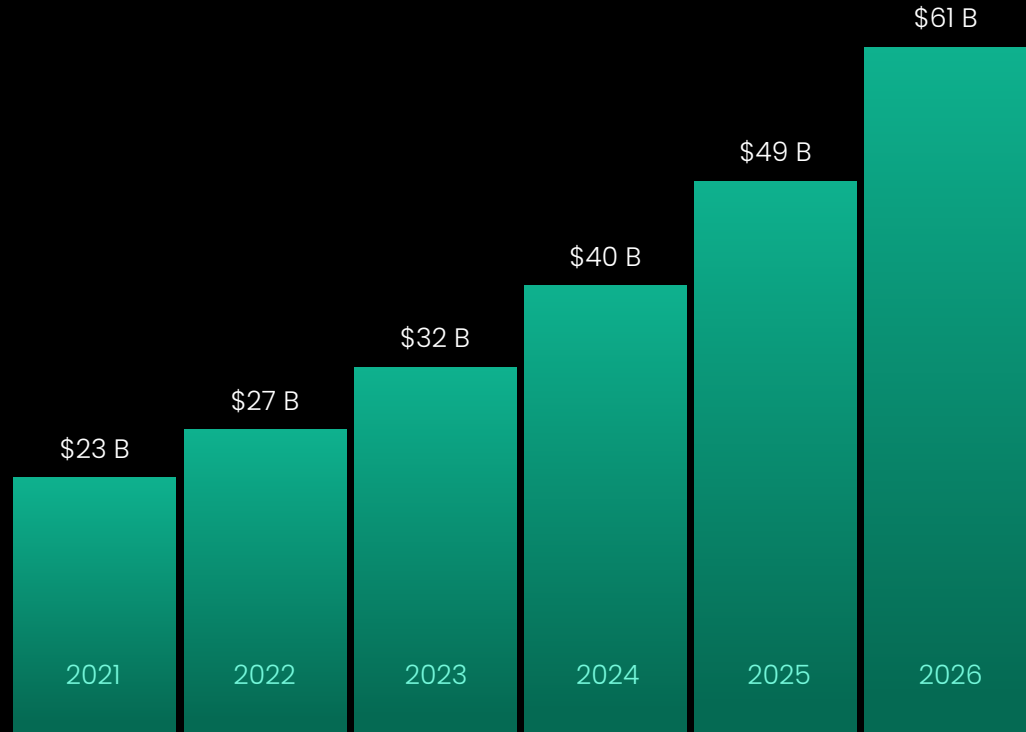
FY25 and beyond long-term outlook

Sizeable and expanding market Opportunity

22%

5-year CAGR
total addressable market

Source: IDC Semiannual Software Tracker – 2022 H1 Forecast. TAM consists of Intelligent Knowledge Discovery and portions of Persuasive Content Management, Customer Service, Digital Commerce, and AI Software Services





TAM Categories



Products

Intelligent Knowledge Discovery Software



Knowledge Graph



Search

Customer Service Applications



Knowledge Graph



Search



Chat

Digital Commerce Applications



Knowledge Graph



Search

Persuasive Content Management Applications



Knowledge Graph



Listings



Pages



Reviews

AI Software Services



Knowledge Graph



Search



Chat



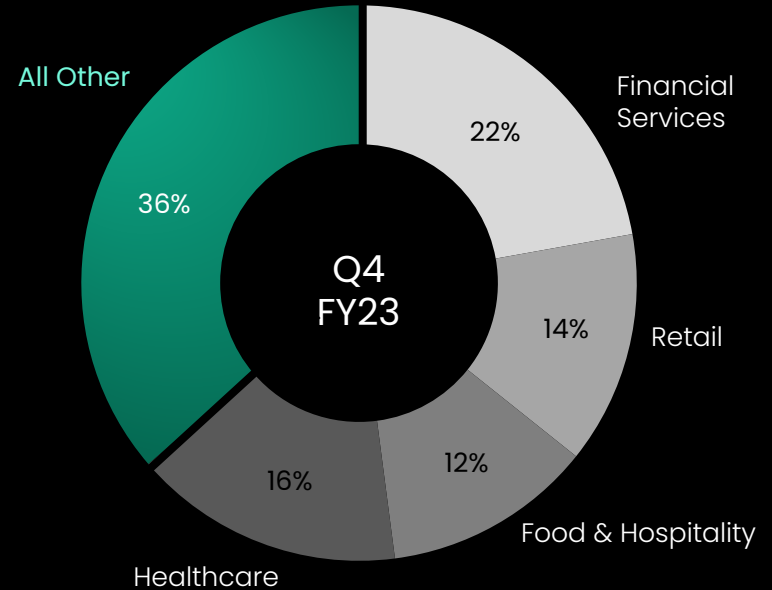
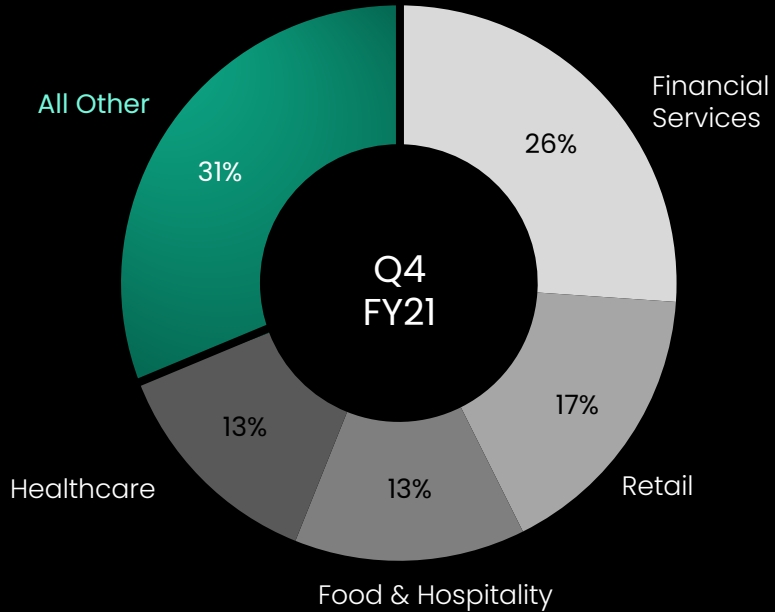
The Answers Platform



The Answers Platform



Vertical mix shift



% of ARR by Vertical, Direct excl SMB

Long-term target

	FY21	FY22	FY23
Revenue growth	19%	10%	3%

Long-term target lower growth	Long-term target higher growth
10%+	20%+

Long-term target

	FY21	FY22	FY23
Revenue growth	19%	10%	3%

Long-term target lower growth	Long-term target higher growth
10%+	20%+

Long-term target

	FY21	FY22	FY23
Revenue growth	19%	10%	3%
Gross margin (non-GAAP)	77%	77%	75%

Long-term target lower growth	Long-term target higher growth
10%+	20%+
80%	75%+

Long-term target

	FY21	FY22	FY23
Revenue growth	19%	10%	3%
Gross margin (non-GAAP)	77%	77%	75%
S&M (non-GAAP)	55%	52%	47%
R&D (non-GAAP)	12%	12%	14%
G&A (non-GAAP)	17%	16%	15%
Operating margin (non-GAAP)	-6%	-4%	0%

Long-term target lower growth	Long-term target higher growth
10%+	20%+
80%	75%+
30%	35%
10%	15%
10%	10%
30%	15%+

Long-term target

	FY21	FY22	FY23
Revenue growth	19%	10%	3%
Gross margin (non-GAAP)	77%	77%	75%
S&M (non-GAAP)	55%	52%	47%
R&D (non-GAAP)	12%	12%	14%
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Long-term target lower growth	Long-term target higher growth
10%+	20%+
80%	75%+
30%	35%
10%	15%
10%	10%
30%	15%+

Long-term target

	FY21	FY22	FY23
Revenue growth	19%	10%	3%
Gross margin (non-GAAP)	77%	77%	75%
S&M (non-GAAP)	55%	52%	47%
R&D (non-GAAP)	12%	12%	14%
G&A (non-GAAP)	17%	16%	15%
Operating margin (non-GAAP)	-6%	-4%	0%
Rule of 40*	16%	10%	7%

Long-term target lower growth	Long-term target higher growth
10%+	20%+
80%	75%+
30%	35%
10%	15%
10%	10%
30%	15%+
40%+	40%+

*Reflects revenue growth percentage plus TTM Adj. EBITDA margin

Rule of 40 long-term target

Steady
progress

on an annual basis

7%

FY23

~12%*

FY24E

40%+

*Implied based on midpoints of
Revenue and Adj. EBITDA guides



Rule of 40 long-term target

Steady
progress

on an annual basis

7%

FY23

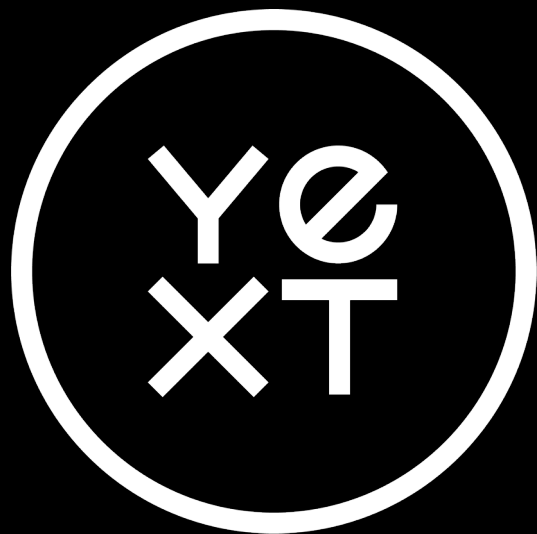
~12%*

FY24E

40%+

*Implied based on midpoints of
Revenue and Adj. EBITDA guides





QUESTION & ANSWER



INVESTOR DAY 2023

APPENDIX



Non-GAAP reconciliation

	Three months ended January 31,		Fiscal year ended January 31,	
	2023	2022	2023	2022
GAAP net loss to Adjusted EBITDA:				
GAAP net loss	\$ (7,798)	\$ (23,110)	\$ (65,938)	\$ (93,259)
Interest (income) expense	(781)	134	(1,095)	522
Provision for income taxes	670	532	2,080	1,277
Depreciation and amortization	4,486	4,292	17,583	16,783
Other expense (income)	236	483	125	1,501
Stock-based compensation expense	14,088	19,025	63,078	73,480
Adjusted EBITDA	<u>\$ 10,901</u>	<u>\$ 1,356</u>	<u>\$ 15,833</u>	<u>\$ 304</u>

In thousands; unaudited



Non-GAAP reconciliation

	Three months ended January 31,	
	2023	2022
GAAP net loss	\$ (7,798)	\$ (23,110)
Plus: Stock-based compensation expense	14,088	19,025
Non-GAAP net income (loss)	\$ 6,290	\$ (4,085)
GAAP net loss per share attributable to common stockholders, basic and diluted	\$ (0.06)	\$ (0.18)
Stock-based compensation expense per share	0.11	0.15
Non-GAAP net income (loss) per share attributable to common stockholders, basic and diluted	\$ 0.05	\$ (0.03)
Weighted-average number of shares used in computing GAAP net loss per share attributable to common stockholders, basic and diluted	122,315,825	130,328,155
Weighted-average number of shares used in computing non-GAAP net income (loss) per share attributable to common stockholders		
Basic	122,315,825	130,328,155
Diluted	124,199,432	130,328,155

In thousands, except share and per share data; unaudited
 Note: Numbers rounded for presentation purposes and may not sum.



Non-GAAP reconciliation

	Fiscal year ended January 31,	
	2023	2022
GAAP net loss	\$ (65,938)	\$ (93,259)
Plus: Stock-based compensation expense	63,078	73,480
Non-GAAP net loss	<u>\$ (2,860)</u>	<u>\$ (19,779)</u>
GAAP net loss per share attributable to common stockholders, basic and diluted	\$ (0.53)	\$ (0.73)
Stock-based compensation expense per share	0.51	0.58
Non-GAAP net loss per share attributable to common stockholders, basic and diluted	<u>\$ (0.02)</u>	<u>\$ (0.15)</u>
Weighted-average number of shares used in computing net loss per share attributable to common stockholders, basic and diluted	<u>125,250,723</u>	<u>127,814,447</u>

In thousands, except share and per share data; unaudited
Note: Numbers rounded for presentation purposes and may not sum.



Non-GAAP reconciliation

	Three months ended January 31,		Growth Rates
	2023	2022	
<u>Constant Currency Revenue</u>			
Revenue (GAAP)	\$ 101,899	\$ 100,932	1 %
Effects of foreign currency rate fluctuations	2,326		
Revenue on a constant currency basis (Non-GAAP)	<u>\$ 104,225</u>		3 %
	Fiscal year ended January 31,		Growth Rates
	2023	2022	
Revenue (GAAP)	\$ 400,850	\$ 390,577	3 %
Effects of foreign currency rate fluctuations	10,232		
Revenue on a constant currency basis (Non-GAAP)	<u>\$ 411,082</u>		5 %

In thousands; unaudited
Note: Numbers rounded for presentation purposes and may not sum.



Non-GAAP reconciliation

	Three months ended January 31,	
	2023	2022
<u>Sales and marketing expense</u>		
GAAP sales and marketing expense	\$ 47,235	\$ 58,175
Less: Stock-based compensation expense	(5,004)	(6,861)
Non-GAAP sales and marketing expense	<u>\$ 42,231</u>	<u>\$ 51,314</u>
<u>Sales and marketing expense as a percentage of revenue</u>		
GAAP sales and marketing expense	46%	58%
Less: Stock-based compensation expense	(5%)	(7%)
Non-GAAP sales and marketing expense	<u>41%</u>	<u>51%</u>
<u>Operating expenses</u>		
GAAP operating expenses	\$ 83,085	\$ 98,318
Less: Stock-based compensation expense	(12,945)	(17,523)
Non-GAAP operating expenses	<u>\$ 70,140</u>	<u>\$ 80,795</u>
<u>Operating expenses as a percentage of revenue</u>		
GAAP operating expenses	82%	97%
Less: Stock-based compensation expense	(13%)	(17%)
Non-GAAP operating expenses	<u>69%</u>	<u>80%</u>



Non-GAAP reconciliation

Gross profit

GAAP gross profit
Plus: Stock-based compensation expense
Non-GAAP gross profit

Gross margin

GAAP gross margin
Plus: Stock-based compensation expense
Non-GAAP gross margin

Sales and marketing expense

GAAP sales and marketing expense
Less: Stock-based compensation expense
Non-GAAP sales and marketing expense

Sales and marketing expense as a percentage of revenue

GAAP sales and marketing expense
Less: Stock-based compensation expense
Non-GAAP sales and marketing expense

Research and development expense

GAAP research and development expense
Less: Stock-based compensation expense
Non-GAAP research and development expense

Research and development expense as a percentage of revenue

GAAP research and development expense
Less: Stock-based compensation expense
Non-GAAP research and development expense

General and administrative expense

GAAP general and administrative expense
Less: Stock-based compensation expense
Non-GAAP general and administrative expense

General and administrative expense as a percentage of revenue

GAAP general and administrative expense
Less: Stock-based compensation expense
Non-GAAP general and administrative expense

Operating expenses

GAAP operating expenses
Less: Stock-based compensation expense
Non-GAAP operating expenses

Operating expenses as a percentage of revenue

GAAP operating expenses
Less: Stock-based compensation expense
Non-GAAP operating expenses

Loss from operations

GAAP loss from operations
Plus: Stock-based compensation expense
Non-GAAP income (loss) from operations

Operating margin (income/loss from operations as a percentage of revenue)

GAAP operating margin
Plus: Stock-based compensation expense
Non-GAAP operating margin

Fiscal year ended January 31,					
2023		2022		2021	
\$	296,890	\$	292,278	\$	268,257
	5,042		7,099		5,724
\$	301,932	\$	299,377	\$	273,981
	74.1%		74.8%		75.6%
	12%		1.8%		1.7%
	75.3%		76.6%		77.3%
\$	211,479	\$	230,467	\$	228,417
	(22,961)		(26,496)		(32,581)
\$	188,518	\$	203,971	\$	195,836
	53%		59%		64%
	(6%)		(7%)		(9%)
	47%		52%		55%
\$	70,903	\$	68,350	\$	58,146
	(16,401)		(20,654)		(17,071)
\$	54,502	\$	47,696	\$	41,075
	17%		18%		16%
	(3%)		(6%)		(4%)
	14%		12%		12%
\$	79,336	\$	83,420	\$	76,026
	(18,674)		(19,231)		(16,918)
\$	60,662	\$	64,189	\$	59,108
	20%		21%		21%
	(5%)		(5%)		(4%)
	15%		16%		17%
\$	361,718	\$	382,237	\$	362,589
	(58,036)		(66,381)		(66,570)
\$	303,682	\$	315,856	\$	296,019
	90%		98%		102%
	(14%)		(17%)		(19%)
	76%		81%		83%
\$	(64,828)	\$	(89,959)	\$	(94,332)
	63,078		73,480		72,294
\$	(1,750)	\$	(16,479)	\$	(22,038)
	(16%)		(23%)		(27%)
	16%		19%		21%
	0%		(4%)		(6%)

In thousands; unaudited
Note: Numbers rounded for presentation purposes and may not sum.

Non-GAAP measurements

In addition to disclosing financial measures prepared in accordance with U.S. generally accepted accounting principles (GAAP), this presentation includes non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating expenses (sales and marketing, research and development, general and administrative), non-GAAP operating expenses (sales and marketing, research and development, general and administrative) as a percentage of revenue, non-GAAP operating margin, non-GAAP net income (loss), and non-GAAP net income (loss) per share, which are referred to as non-GAAP financial measures.

These non-GAAP financial measures are not calculated in accordance with GAAP as they have been adjusted to exclude the effects of stock-based compensation expenses. Non-GAAP gross margin, non-GAAP operating expenses (sales and marketing, research and development, general and administrative) as a percentage of revenue, and non-GAAP operating margin, are calculated by dividing the applicable non-GAAP financial measure by revenue. Non-GAAP net income (loss) per share is defined as non-GAAP net income (loss) on a per share basis.

We believe these non-GAAP financial measures provide investors and other users of our financial information consistency and comparability with our past financial performance and facilitate period-to-period comparisons of our results of operations. With respect to non-GAAP gross margin, non-GAAP operating expenses (sales and marketing, research and development, general and administrative) as a percentage of revenue, and non-GAAP operating margin as a percentage of revenue, we believe these non-GAAP financial measures are useful in evaluating our profitability relative to the amount of revenue generated, excluding the impact of stock-based compensation expense. We also believe non-GAAP financial measures are useful in evaluating our operating performance compared to that of other companies in our industry, as these metrics eliminate the effects of stock-based compensation, which may vary for reasons unrelated to overall operating performance.

We also discuss Adjusted EBITDA, a non-GAAP financial measure that we believe offers a useful view of overall operations used to assess the performance of core business operations and for planning purposes. We define Adjusted EBITDA as net income (loss) before (1) interest income (expense), net, (2) provision for income taxes, (3) depreciation and amortization, (4) other income (expense), net, and (5) stock-based compensation expense. The most directly comparable GAAP financial measure to Adjusted EBITDA is net loss. Users should consider the limitations of using Adjusted EBITDA, including the fact that this measure does not provide a complete measure of our operating performance. Adjusted EBITDA is not intended to purport to be an alternate to net loss as a measure of operating performance. Adjusted EBITDA margin is calculated by dividing Adjusted EBITDA by revenue which we believe is useful in evaluating operations relative to the amount of revenue generated.

In addition, we present non-GAAP constant currency measures of revenue. Constant currency as it relates to revenue provides a framework for assessing Company performance which exclude the effect of foreign currency rate fluctuations. Current period results for entities reporting in currencies other than U.S. Dollars ("USD") are converted into USD at the average monthly exchange rates in effect during the comparative period, as opposed to the average monthly exchange rates in effect during the current period.

We use these non-GAAP financial measures in conjunction with traditional GAAP measures as part of our overall assessment of our performance, including the preparation of our annual operating budget and quarterly forecasts, and to evaluate the effectiveness of our business strategies. Our definition may differ from the definitions used by other companies and therefore comparability may be limited. In addition, other companies may not publish these or similar metrics. Thus, our non-GAAP financial measures should be considered in addition to, not as a substitute for, nor superior to or in isolation from, measures prepared in accordance with GAAP.

These non-GAAP financial measures may be limited in their usefulness because they do not present the full economic effect of our use of stock-based compensation. We compensate for these limitations by providing investors and other users of our financial information a reconciliation of the non-GAAP financial measure to the most closely related GAAP financial measures. However, we have not reconciled the non-GAAP guidance measures disclosed in the above presentation to their corresponding GAAP measures because certain reconciling items such as stock-based compensation and the corresponding provision for income taxes depend on factors such as the stock price at the time of award of future grants and thus cannot be reasonably predicted. Accordingly, reconciliations to the non-GAAP guidance measures is not available without unreasonable effort. We encourage investors and others to review our financial information in its entirety, not to rely on any single financial measure and to view non-GAAP net income (loss) and non-GAAP net income (loss) per share in conjunction with net loss and net loss per share.

We have not reconciled our forward-looking Adjusted EBITDA or non-GAAP net income (loss) per share ranges presented for the periods above, to their most directly comparable GAAP financial measures of net income (loss) and net income (loss) per share. Information on which these reconciliations would be based on is not available without unreasonable efforts due to the uncertainty and inherent difficulty of predicting within a reasonable range, the timing, occurrence and financial impact of when such items may be recognized. In particular, Adjusted EBITDA excludes certain items including interest income (expense), net, provision for income taxes, depreciation and amortization, other income (expense), net, and stock-based compensation expense, while non-GAAP income (loss) per share excludes stock-based compensation expense.

For additional details on these non-GAAP measures, please refer to Yext's filings with the Securities and Exchange Commission, including, without limitation, Yext's most recent Quarterly Report on Form 10-Q, Current Report on Form 8K and Annual Report on Form 10-K, which are available at <http://investors.yext.com> and on the SEC's website at <https://www.sec.gov>.



Operating metrics

This presentation also includes certain operating metrics that we believe are useful in providing additional information in assessing the overall performance of our business.

Customer count is defined as the total number of customers with contracts executed as of the last day of the reporting period and a unique administrative account identifier on our platform. Generally, we assign unique administrative accounts to each separate and distinct entity (such as a company or government institution) or a business unit of a large corporation, that has its own separate contract with us to access our platform. We believe that customer count provides insight into our ability to grow our enterprise and mid-size customer base. As such, customer count excludes third-party reseller customers and small business customers as well as customers only receiving free trials.

Annual recurring revenue, or ARR, for Direct customers is defined as the annualized recurring amount of all contracts in our enterprise, mid-market and small business customer base as of the last day of the reporting period. The recurring amount of a contract is determined based upon the terms of a contract and is calculated by dividing the amount of a contract by the term of the contract and then annualizing such amount. The calculation assumes no subsequent changes to the existing subscription. Contracts include portions of professional services contracts that are recurring in nature.

ARR for Third-party Reseller customers is defined as the annualized recurring amount of all contracts with Third-party Reseller customers as of the last day of the reporting period. The recurring amount of a contract is determined based upon the terms of a contract and is calculated by dividing the amount of a contract by the term of the contract and then annualizing such amount. The calculation assumes no subsequent changes to the existing subscription. The calculation includes the annualized contractual minimum commitment and excludes amounts related to overages above the contractual minimum commitment. Contracts include portions of professional services contracts that are recurring in nature.

Total ARR is defined as the annualized recurring amount of all contracts executed as of the last day of the reporting period. The recurring amount of a contract is determined based upon the terms of a contract and is calculated by dividing the amount of a contract by the term of the contract and then annualizing such amount. The calculation assumes no subsequent changes to the existing subscription, and where relevant, includes the annualized contractual minimum commitment and excludes amounts related to overages above the contractual minimum commitment. Contracts include portions of professional services contracts that are recurring in nature.

ARR is independent of historical revenue, unearned revenue, remaining performance obligations or any other GAAP financial measure over any period. It should be considered in addition to, not as a substitute for, nor superior to or in isolation from, these measures and other measures prepared in accordance with GAAP. We believe ARR-based metrics provides insight into the performance of our recurring revenue business model while mitigating for fluctuations in billing and contract terms.

In addition, we present ARR on a constant currency basis. Constant currency as it relates to ARR provides a framework for assessing Company performance which exclude the effect of foreign currency rate fluctuations. Contracts included in the determination of ARR in the current period are converted into USD at the exchange rates in effect at the end of the comparative period, as opposed to the end of the period exchange rates in effect during the current period.

Dollar-based net retention rate is a metric we use to assess our ability to retain customers and expand the ARR they generate for us. We calculate dollar-based net retention rate by first determining the ARR generated 12 months prior to the end of the current period for a cohort of customers who had active contracts at that time. We then calculate ARR from the same cohort of customers at the end of the current period, which includes customer expansion, contraction and churn. The current period ARR is then divided by the prior period ARR to arrive at our dollar-based net retention rate.

Renewal rate is a metric we use to assess our ability to retain our existing customer base. Historically, we have referred to this as gross retention. We calculate our renewal rate by taking the total dollars renewed from our enterprise and mid-size customers in a given quarterly period and dividing that by the total dollars that were available to be renewed in the same period by our enterprise and mid-size customers.

Dollar-based gross retention is a metric we use to assess our ability to retain our existing customer base. Historically, we have referred to gross retention which is now defined as our renewal rate as discussed above. We calculate dollar-based gross retention by first determining the ARR generated 12 months prior to the end of the current period for a cohort of customers who had active contracts at that time. We then calculate ARR from the same cohort of customers at the end of the current period, which includes customer contraction and churn, and excludes customer expansion. The current period ARR is then divided by the prior period ARR to arrive at our dollar-based gross retention rate.





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