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Yext Announces Multiplayer Agent Harness Purpose-built for Marketing Growth

Scout's new agent harness expands Yext's agentic marketing platform, letting teams and agents plan and execute in one workspace with shared context

NEW YORK--(BUSINESS WIRE)-- [Yext, Inc](https://www.yext.com/) (NYSE: YEXT) continues to rapidly expand its leading agentic marketing platform by announcing a multiplayer agent harness built for marketing teams. The new agent harness creates a shared, context-rich workspace in Scout where corporate teams, field teams, partners, and agents work side by side toward the same goal.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260930803128/en/>

Brands bought AI agents expecting growth. Most are getting productivity instead. Agents execute quickly and repeat a process at scale, but they don't make the calls that create growth: what's worth doing, what the brand should sound like, when a number actually means something. Without that judgment, output rises, but results don't. According to [McKinsey](https://www.mckinsey.com/), 80% of respondents who use AI at work said it improved their productivity, yet only 37% said it contributes positively to enterprise EBIT.

"AI software companies are selling a vision where a CMO is better off with 10,000 agents than 10 great humans," said Michael Walrath, chairman and CEO of Yext. "Every new technology gets sold as the advantage itself. Search, user-generated content, and social each gave early movers an edge until everyone had it, and then great marketers were the advantage again. Agents are no different because tools always commoditize, and marketers never do. We built Scout's agent harness to put human judgment together with agents that carry historical context, memory, and intelligence. That's an advantage a competitor can't buy, because it runs on your people and your data."

AI tools have made individual marketers more productive, but the work is still mostly single-player. Each person works with their own agent in their own thread, and it reaches a colleague as a document, a link, or an export. The gains stop at the individual instead of

compounding across the team. What doesn't travel is shared context: the brand's top priorities and requirements, competitive intelligence, and what the team has already decided and approved.

With Scout's new multiplayer agent harness, marketing teams, partners, franchisees, and local managers work from the same data and direct the same agents. Scout monitors continuously every surface where the brand and its competitors show up: traditional and AI search, listings, reviews, webpages, social, and more. When something needs attention, Scout brings it to the team rather than waiting to be asked, from the full portfolio down to a single location. The agents act on it across those same surfaces.

"Many technology companies are building agent harnesses, and they'll go multiplayer quickly. What sets Yext apart is the historical customer and competitive context," said Christian Ward, Chief Data Officer. "Any agent can be taught a task or given memory. What separates agents that save time from agents that deliver business outcomes is depth of knowledge about the customer. Yext has the most comprehensive dataset of local competitive intelligence in the industry, more than 20 years of search expertise, and direct distribution across the top sources AI cites."

The multiplayer agent harness is live today with Yext account teams, who are using it to give brands consultative expertise focused on the outcomes they care about. Scout customers who want to work alongside their Yext team can join the waitlist for early access at yext.com.

[Sign up](#) for the Scout's multiplayer agent harness waitlist to be among the first to experience the multiplayer agent harness. Or visit yext.com to learn more.

About Yext

Yext (NYSE: YEXT) is the enterprise agentic marketing platform serving thousands of global brands. Built on the world's most comprehensive structured data platform for local businesses, Yext gives brands and their partners the visibility and intelligence to win every moment of discovery – across AI and traditional search. Yext's API-first architecture connects structured data to APIs, MCP servers, and generative interfaces, so partners and developers can build purpose-built experiences on the same infrastructure powering Yext's own products. Many of the largest and most recognizable brands and digital marketing partners in financial services, healthcare, retail, hospitality, food and beyond rely on Yext to manage, measure, and optimize visibility at scale. For more information, visit yext.com.

Forward-Looking Statements

This press release contains "forward-looking statements" including, without limitation, statements regarding Yext's expectations, beliefs, intentions, and strategies regarding its platform and multiplayer agent harness, including the timing and extent of availability thereof and its expected benefits to customers. These statements are based upon current beliefs and are subject to many risks and uncertainties that could cause actual results to differ materially from these statements, including, among others, the risk that the features and benefits described in this release are not realized as expected, and whether all of the offerings and capabilities will be available as and when stated in this release. All forward-looking statements are based on information available to Yext on the date hereof, and Yext assumes no obligation to update or revise any forward-looking statements, whether as a

result of new information, future events or otherwise.

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