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Wendy's Taps Yext to Manage Digital Knowledge of More than 6,000 Restaurants in the U.S and Canada

Yext Knowledge Engine to Power Wendy's Online Brand Data Across the Web

NEW YORK, Sept. 13, 2018 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced that it has been selected by Wendy's to give the company control of the information available about Wendy's across the web.



Wendy's will use the Yext Knowledge Engine to manage information such as restaurant location, menu items, nutritional information, hours of operation, and more for 6,000 restaurants in the U.S. and Canada, leveraging Yext Pages, Yext Listings, and Yext's restaurant-specific offering, Yext for Food.

"We are constantly innovating to provide the best possible service to our customers, and that includes providing a great brand experience before they even walk through our doors," said Jason Seeley, senior director of customer activation for Wendy's. "We're investing in best-in-class technology across the board, and chose Yext for Digital Knowledge Management to provide the best possible brand information throughout the digital world."

"Wendy's has long invested in new technology to reach customers everywhere they are. As AI-powered services change the way we search for businesses every day, this is only becoming more important," said Wendi Sturgis, Chief Customer Officer of Yext. "We're thrilled to work with Wendy's to put them in control of their brand information across the search engines, voice assistants, maps, and apps their customers use to find them."

With Yext, Wendy's has gained better control over brand information, as well as comprehensive performance analytics, regardless of where customers might interact with the Wendy's brand online, from search engines like Google and voice assistants like Siri, to Wendy's own local restaurant pages. Wendy's will use Yext Pages to drive delivery orders, app downloads, and convert high-intent customers. In addition, Wendy's will be able to easily update menu data across geographies and services from one central platform, the Yext Knowledge Engine.

About Yext

[Yext](#) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses including brands like Taco Bell, Rite Aid, and Steward Health use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Place to Work® as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo. For more information, visit www.yext.com.

About Wendy's

Wendy's® was founded in 1969 by Dave Thomas in Columbus, Ohio. Dave built his business on the premise, "Quality is our Recipe®," which remains the guidepost of the Wendy's system. Wendy's is best known for its made-to-order square hamburgers, using fresh, never frozen beef*, freshly-prepared salads with hand-chopped lettuce, and other signature items like chili, baked potatoes and the Frosty® dessert. The Wendy's Company (NASDAQ: WEN) is committed to doing the right thing and making a positive difference in the lives of others. This is most visible through the Company's support of the Dave Thomas Foundation for Adoption® and its signature Wendy's Wonderful Kids® program, which seeks to find every child in the North American foster care system a loving, forever home. Today, Wendy's and its franchisees employ hundreds of thousands of people across more than 6,000 restaurants worldwide with a vision of becoming the world's most thriving and beloved restaurant brand. Please visit www.wendys.com and www.squaredealblog.com for more information and connect with us on Twitter and Instagram using @Wendys, and on Facebook www.facebook.com/wendys.

*Fresh beef available in the contiguous U.S., Alaska, and Canada.



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