

May 17, 2017



Vendasta and Yext Announce Partnership

Partnership Provides Thousands of Vendasta Partners Access to the Yext Knowledge Engine and Listings.

NEW YORK, May 17, 2017 /PRNewswire/ --[Vendasta](#), the leading platform for selling digital solutions to local businesses, and [Yext](#) Inc. (NYSE: YEXT), the digital knowledge management provider, have partnered to offer [Yext Listings](#) to the 2,000+ agencies and media companies that serve millions of local businesses on the Vendasta Platform.



With Yext, Vendasta customers will be able to manage the public facts about their brands across the digital ecosystem, enabling them to easily update the information their customers find about them and see it automatically update across the 100+ digital services in the PowerListings® Network, including Google, Apple Maps, Bing, Facebook and Yahoo.

"Vendasta aspires to be the number one white-label platform for resellers to provide local business with digital solutions," said Brendan King, CEO of Vendasta. "Partnering with Yext is a huge step forward, and arms our resellers with a world-class digital knowledge management platform."

"It is Yext's mission to put every business in control of its digital knowledge everywhere," said Howard Lerman, Co-Founder and CEO of Yext. "Vendasta has one of the best toolkits for digital marketers, and we look forward to working together to put business on the map for years to come."

Vendasta offers a marketplace of rebrandable products and a platform that empowers agencies to acquire, retain and grow customers. The agency platform offers a suite of sales tools and marketing automation capabilities to help agencies drive down the cost of sales and increase margins and customer retention.

For more information about Yext's digital knowledge management solutions, please visit Yext.com/products.

About Yext

[Yext](#) puts business on the map. The Yext Knowledge Engine™ lets companies manage their digital knowledge in the cloud and sync it to over 100 services in the PowerListings® Network. Yext Listings, Pages, and Reviews help businesses around the globe facilitate face-to-face and digital interactions that boost brand awareness, drive foot traffic, and increase sales.

About Vendasta

Vendasta is the #1 platform for agencies to sell digital solutions to local businesses. Over 2,000 platform customers with a combined salesforce of 8,500 strong use Vendasta to serve and market to millions of local businesses around the world. Vendasta has been named one of the 50 fastest growing technology companies in Canada and one of the top 500 fastest growing in North America by Deloitte the past 2 years. Listed on the Canadian Business Magazine's Profit 500 and winner of numerous local business awards, including Business of the Year for 2016, Vendasta employs a growing team of 240 across Canada and the United States. For more information, visit <http://www.vendasta.com>.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/vendasta-and-yext-announce-partnership-300458902.html>

SOURCE Yext