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Yext Launches New Pages Experience in Fall '18 Release

Fall '18 Release Includes a New Self-Service Pages Option, Intelligent Review Response and a Yext Analytics Integration with Tableau

NEW YORK, Nov. 8, 2018 /PRNewswire/ --Yext, Inc. (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced that its Fall '18 Product Release is now available for early access. Following the announcement of Yext's product vision for the coming year at Yext's ONWARD18 conference, the Fall '18 Release marks the availability for early access of a new self-service option for Yext Pages, intelligent review response, and a new Yext integration with Tableau.

"Yext's new self-service Pages option gives businesses a fast and easy way to generate smart, transactional, AI-ready pages for anything from events to locations to professionals with just a few clicks," said Marc Ferrentino, Chief Strategy Officer of Yext. "Yext Pages are built on top of the Yext platform, so customers will always see the latest brand information, which is key to driving consumer discovery and action."

The Fall '18 Release includes the following features, now available for early access:

- **Updates to Yext Pages:** Businesses can now create an AI-ready page on their

websites for any record stored in the Yext platform with the click of a button. And with a new library of transactional modules, they can easily include pre-built page modules for appointment booking, ticketing, and more.

- **Intelligent Review Response:** Businesses can harness the power of Sentiment Analysis to give every customer an on-brand, personal response to their feedback at scale.
- **New Tableau Integration:** This new integration allows businesses to pull Yext Analytics data into their Tableau dashboards, via the newest addition to the Yext App Directory.

The Fall '18 Release comes on the heels of ONWARD18, where Yext unveiled its vision for the future of Digital Knowledge Management, Yext Brain. Yext Brain is an AI-ready data structure allowing businesses to define any fact about themselves and designate relationships among facts, so they can control the facts about them with greater precision and depth than ever before. Also unveiled at ONWARD18 was Yext Think, a revolutionary answers engine that can power a business's store locator, menu search, people finder, and more.

For more information on the Fall '18 Release, visit the[Release Notes](#).

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