

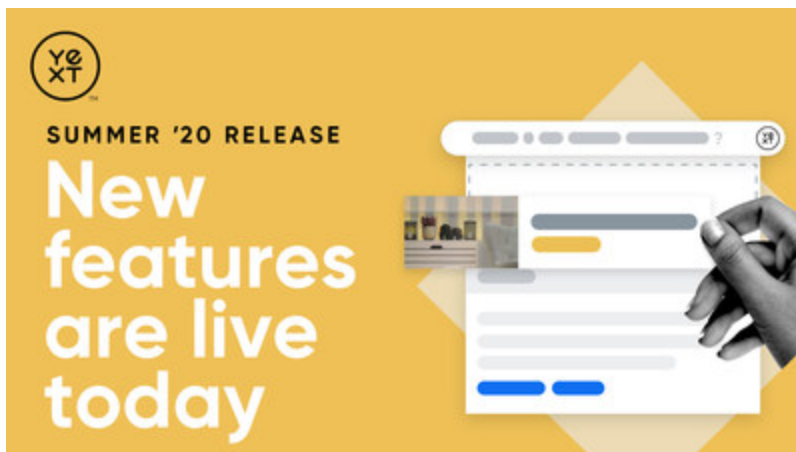
July 22, 2020



Yext Summer '20 Release Now Available for General Access

Customizing search results in Answers, Yext's innovative site search product, creating custom landing pages for job postings, and more flexibility to manage reviews are just some of the new features that help businesses deliver official answers to customers and potential employees.

NEW YORK, July 22, 2020 /PRNewswire/ --[Yext, Inc.](https://www.yext.com) (NYSE: YEXT), the Search Experience Cloud company, today announced the general availability of its Summer '20 Release. The release introduces several enhancements to the Yext platform, including new features that provide businesses more options to customize their search results in a rapidly changing environment.



"The COVID-19 pandemic has created a new dot-com boom of sorts, and people are searching for answers online more than ever," said Marc Ferrentino, Chief Strategy Officer of Yext. "From customizing search results to swiftly publicizing available employment opportunities, our Summer '20 Release gives businesses the enhanced tools they need to meet customers and job seekers with accurate, up-to-date information in these fast-changing times."

The Summer '20 Release includes the following features:

- **Query Rules:** In addition to answering consumers' questions, businesses may want to highlight specific content in their site search results depending on their unique goals and strategies. The new Query Rules feature allows businesses that are leveraging Answers, Yext's innovative site search product, to configure special rules that fine tune search results based on a certain query, where a search takes place, whether a user is logged in, and more.
- **Jobs Enhancements:** Yext has added several new features across the platform to help businesses navigate the hiring process more efficiently. In addition to specifying job details with new fields like Work Remote, businesses can attract new talent by creating search-optimized landing pages for jobs with customizable calls to action, adding jobs to existing landing pages, and syncing job data from Greenhouse to Yext.
- **Deleted Review Recognition:** Businesses now have control over how reviews that are deleted by customers on sites like Google or Facebook appear in the Yext platform. With Deleted Review Recognition, they have the option of either keeping and flagging a deleted review as "Removed" or deleting it permanently to get a more accurate reflection of external ratings in their dashboard and better understand what customers are saying about them.

[Read more about the Summer '20 Release here.](#)

About Yext

The ultimate source for official answers about a business online should be the business itself. However, when consumers ask questions on company websites, too often they are left in the dark with wrong answers. [Yext](#) (NYSE: YEXT), the Search Experience Cloud, solves this problem by organizing a business's facts so it can provide official answers to consumer questions — wherever people search. Starting with the company website, then extending across search engines and voice assistants, businesses around the world, like T-Mobile, Jaguar Land Rover, BBVA USA, and Kiehl's — as well as organizations like the U.S. State Department and World Health Organization — trust Yext to radically improve the search experience on their websites and across the entire search ecosystem.

Yext's mission is to help businesses and organizations around the world deliver official answers everywhere people search. 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 Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area — and work-from-home offices all around the world.

View original content to download multimedia:<http://www.prnewswire.com/news-releases/yext-summer-20-release-now-available-for-general-access-301097705.html>

SOURCE Yext, Inc.