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Yext Signs Definitive Agreement to Acquire Flamel.ai, Extending Its Agentic Marketing Platform Into Local Paid Media

Planned acquisition adds localized ad execution across Google, Meta, and ChatGPT, giving multi-location brands one platform for organic and paid visibility

NEW YORK--(BUSINESS WIRE)-- [Yext, Inc.](#) (NYSE: YEXT), the enterprise marketing platform for an agentic world, has signed a definitive agreement to acquire [Flamel.ai](#). Flamel.ai helps multi-location brands run localized paid campaigns across Google, Meta, and ChatGPT. This news was announced today at Envision, the company's customer conference.

The acquisition brings paid media, one of marketing's largest channels, into the Yext platform. This expansion will allow brands to act on Scout's competitive insights and drive more customers to their doors. Paid media will join search, listings, reviews, webpages, and social as channels that teams and agents can act on with [Scout's new multiplayer agent harness](#). The transaction is expected to close in the fourth quarter of FY27, which ends January 31, 2027, subject to customary closing conditions. Yext expects to fund the transaction with cash on hand.

Multi-location brands often spread paid budgets evenly across locations or set them by region and past spend. Those decisions are rarely informed by how each location actually performs in organic and AI search, or by the specific competitive landscape of a given geography. As a result, brands can end up paying for visibility in markets where they already lead, while underinvesting in the markets where competitors are winning.

Scout already measures how every brand and location shows up against local competitors across AI and traditional search. Once the acquisition closes, Yext plans to connect that data to Flamel.ai's models, which set targeting, budget, and creative for each location. Scout will show where a location is falling behind. Agents in the harness will then direct spend to those locations and check ad claims against verified Yext data. Results will feed back into Scout to sharpen the next decision.

[Flamel.ai](#) was designed for brands with hundreds or thousands of locations. Brand teams set

campaigns and guidelines once. The platform then adapts each campaign to every local market, with brand control and location-level reporting in one place.

"Every marketer knows the frustration of paying for a click they would have earned anyway," said Michael Walrath, chairman and CEO of Yext. "Scout already sees where each location is winning and where it's losing to competitors. Bringing paid media execution into Yext lets marketers spend where it changes the outcome, not where they're already ahead."

"What excites us most about joining Yext is the depth of data they have across every location - that's exactly what our models need to make sharper decisions for brands," said Paul Ehlinger, founder and CEO of Flamel.ai. "Combining that visibility with our execution means brands can finally invest where it actually moves the results."

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.

About Flamel.ai

Flamel.ai is an AI-powered marketing platform purpose-built for franchise and multi-location brands. Flamel.ai helps franchisors and franchisees manage content, paid advertising and local presence at scale, combining brand-wide consistency with location-level precision across Google, Meta and now ChatGPT. Learn more at flamel.ai.

Forward-Looking Statements

This press release contains "forward-looking statements" including, without limitation, statements regarding Yext's expectations, beliefs, intentions, and strategies regarding the future, including the timing, effects, benefits and challenges of its pending acquisition of Flamel.ai. 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 acquisition does not close on the anticipated timeline or at all, difficulties integrating the business and technology of Flamel.ai, 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. Additional information on these and other risks that could affect Yext's results is included under "Risk Factors" in Yext's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2026, and in other reports Yext files with the Securities Exchange Commission. 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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