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Yext Completes Acquisition of Flamel.ai

Acquisition brings localized ad execution to Yext's agentic marketing platform

NEW YORK--(BUSINESS WIRE)-- Yext, Inc. (NYSE: YEXT), the enterprise marketing platform for an agentic world, today announced that it has completed its acquisition of Flamel.ai, an AI-powered marketing platform purpose-built for franchise and multi-location brands to manage localized paid campaigns. The acquisition marks a significant milestone for Yext.

The integration of Flamel.ai into Yext will pair Scout's competitive intelligence with Flamel.ai's localized ad execution, so brands can put their ad spend where it will change the outcome. Paid media joins search, listings, reviews, web, social, email and SMS as channels that brands and their franchisee and local teams can manage from one unified agentic marketing platform.

Paid media is one of marketing's largest channels, yet multi-location brands often run it nationally because local execution is hard to scale. With Flamel.ai on the Yext platform, brand teams can set up paid campaigns once and agents will help localize them for each location, while local teams and franchisees may opt in from approved offers and budgets. Brands will be able to manage hundreds of ad accounts, localized creative variations, and campaigns in bulk across leading ad platforms, with brand control and location-level reporting in one place.

"Most brands never run local ads because managing the entire workflow, from creative to budgets to optimization, is more than any team can do by hand," said Chris Brownlee, senior vice president of product at Yext. "Agents change that. By bringing Flamel.ai together with Scout, Pages, and Social, we're building toward a platform where agents, grounded in competitive intelligence, can run local paid media end to end, so marketing teams can set strategy and manage at a scale they couldn't reach on their own."

"Our customers want to reach local audiences on more ad networks, but each platform adds another layer of complexity that makes scaling difficult," said Paul Ehlinger, founder and CEO of Flamel.ai. "Joining Yext gives our customers a faster path to new networks through Yext's direct publisher relationships, along with the data and intelligence to decide where every dollar should go."

For more information, visit yext.com.

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 leading ad platforms. 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 effects, benefits, and challenges of its acquisition and integration 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, 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 July 31, 2026, and in other reports Yext files with the Securities and 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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Media Contact
pr@yext.com

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