

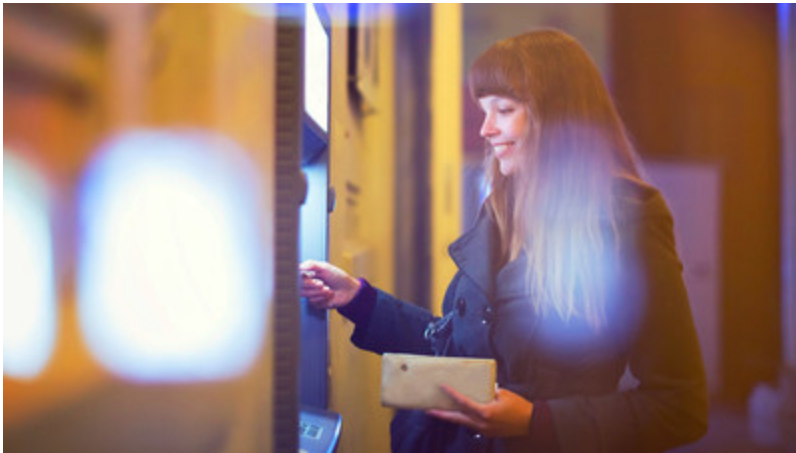
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Yext Announces New Control Over ATMs

Winter '18 Release Enables Companies to Manage Digital Knowledge about ATMs to Reach Customers in their Moment of Intent

NEW YORK, Feb. 23, 2018 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced the general availability of its Winter '18 Product Release, featuring new support for ATMs via the Yext Knowledge Engine.



"The ways financial institutions interact with their customers are changing as the world undergoes a platform shift from web results to direct answers," said Marc Ferrentino, Chief Strategy Officer at Yext. "Customers looking for ATMs increasingly receive maps, voice search answers, and chats that rely on accurate digital knowledge in order to deliver the right answer. The features we released today are a major step forward in giving businesses the control they need to reach their customers with perfect information everywhere."

Yext's [new platform support for ATMs](#) offers a tailored experience to control and manage precise information about these entities. Banks can leverage this feature to ensure consumers see accurate information about their ATMs, including the branches or offices in which those ATMs are located.

"Searches for 'ATMs near me' have surpassed queries for 'branches near me' by over 50%, [according to The Financial Brand](#), and while we have [over 425,000 ATMs](#) in the US alone,

many aren't listed online or are missing information. Solving this problem is one of the most effective ways to drive digital growth and differentiate in market," said Shane Closser, Yext Head of Industry, Financial Services. "Organizations that accurately manage their ATM presence online capture additional traffic, which drives new business and retains those important customers. More sophisticated clients are using ATMs, kiosks, and micro banks as a top strategy to grow into new markets."

Additionally, with new capabilities available in the Winter '18 Release, automotive companies can now highlight vehicle charging stations, delivery and logistics companies can help customers find drop boxes and self-service locations, and retailers can now control data about coin-counting machines, self-serve rental stations, electronics trade-in stations, or other in-store kiosks.

Yext's Winter '18 Release also includes the [Yext Knowledge Assistant](#) conversational UI, Yext's [WeChat Location Mini Programs Integration](#), [Sentiment Analysis](#) in Yext Reviews, and new [Competitive Intelligence](#) capabilities.

The features listed above are now available to Yext customers based on their accounts. For more information, please [visit the Winter '18 Release Notes](#).

About Yext

[Yext](#) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a *Best Place to Work* by Fortune and Great Places to Work® as well as a *Best Workplace* for women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo. For more information, visit www.yext.com.



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