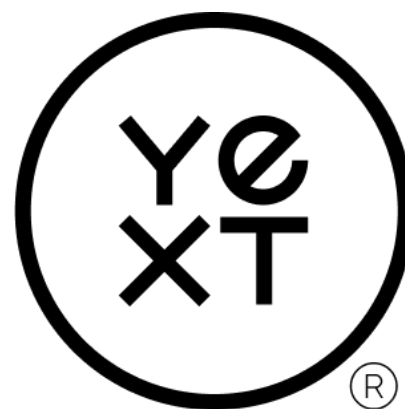


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Yext Launches New Preferred Partner Program

Agencies and Consultants Now Able to Bring the Power of Digital Knowledge Management to their Clients

NEW YORK, March 1, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), announced today that it is launching the Yext Preferred Partner Program, a new program created to partner with digital marketing agencies and other service providers whose offerings complement the Yext Knowledge Engine. The Preferred Partner Program makes it easy for agencies to offer Yext's Digital Knowledge Management technology as part of a holistic marketing solution for their clients, gaining access to tiered benefits to fuel agency growth.



"The rise of intelligence is fueling a major platform shift as consumers use services powered by AI and machine learning to find and engage with the businesses around them," said Howard Lerman, Founder and CEO of Yext. "No company can control the UI or AI of the future, but with the launch of the Yext Preferred Partner Program, Agencies can now control what these new services say about their clients."

The new program encompasses several points of collaboration between Yext and Preferred Partners, including:

- Mutual referral opportunities when Yext and Preferred Partners can work together to provide an augmented solution for the specific needs of a customer
- Dedicated sales support from Yext
- Partner-specific training
- Co-marketing opportunities

By allowing Yext to operate as an extension of a Preferred Partner's team, the program expands an agency's portfolio of offerings and opens up new revenue opportunities, while equipping the partner with more tools to best serve client needs.

"Our Preferred Partners are trusted advisors to their clients offering services including marketing, professional services, consulting, website-building, and ad-buying, and Digital Knowledge Management is a key component of their clients' success in reaching consumers," said Jonathan Cherins, EVP of Partner at Yext. "We want to help these agencies grow, and this program makes this kind of collaboration easy for our Preferred Partners and their clients."

Yext Preferred Partners include leading agencies like Reprise of IPG Mediabrands and Mindstream Media.

"We work with many of the world's leading companies, and we're seeing a growing demand for Digital Knowledge Management across industries, especially as organizations are looking to bring together their offline, online, and e-commerce capabilities," said Tim Ringel, Global CEO of Reprise. "As a fully integrated agency, we believe in crafting fully immersive brand experiences and leveraging our breadth and depth of experience working across the entire digital consumer journey. Extending our partnership with Yext beyond local makes sense for us because it enhances the experiences we create to everywhere that a brand lives."

"Mindstream Media connects national brands with local consumers by effectively leveraging brand equity when and where it matters most, and our partnership with Yext has been a critical asset in helping us drive and optimize these local connections and conversions," said Chris Malone, Executive Vice President of Mindstream Media. "Our clients understand that the customer journey is changing rapidly, and the combination of our expertise with Yext's technology allows them to establish and maintain a dominant local presence that has a material impact on their bottom line."

The Yext Preferred Partner Program also provides Yext with a top-tier group of agencies to recommend to Yext customers seeking digital marketing help.

"At Yext, we know that many businesses need the services of a trusted, hands-on digital

agency, and we want to connect our customers who come to us for a recommendation with the best in the business," added Cherins. "Yext Preferred Partners are some of the world's most innovative agencies, and we're proud to recommend them to our customers."

For more information on the Yext Preferred Partner Program, check out yext.com/partners.

About Yext:

[Yext](#) is pioneering a new category called Digital Knowledge Management, which gives businesses control of all of the public facts that they want consumers to know across the intelligent ecosystem. The Yext Knowledge Engine™ lets companies manage their digital knowledge in the cloud and sync it to more than 100 services in the PowerListings® Network. Yext Listings, Pages, and Reviews enable businesses around the globe to facilitate face-to-face and digital interactions that boost brand awareness, drive foot traffic, and increase sales.

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