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Yext And Trustpilot Partner To Offer New Customer Reviews Integration

Latest Addition to the Yext App Directory Gives Customers a Streamlined Solution for Authentic Brand-Level Reviews

NEW YORK, March 7, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management, today announced an integration with Trustpilot, a leading global online review platform, that will allow Yext customers to collect and manage brand-level customer reviews. The integration gives businesses a streamlined solution for the management of brand-level customer feedback.



Trustpilot, which currently hosts more than 40 million reviews of 210,000 businesses, helps consumers make better purchasing decisions and businesses showcase and improve their service. [The new integration, available in the Yext App Directory](#), enables businesses using [Yext Reviews](#) to seamlessly incorporate review monitoring and management into their overall strategy and get even closer to their customers' experiences.

"Reviews are one of the most important signals consumers consider when choosing where to shop, eat, stay, or do business, and businesses need to pay attention to their ratings and reviews," said Marc Ferrentino, Chief Strategy Officer of Yext. "But as reviews have become more important, so too has safeguarding their authenticity. Yext's integration with Trustpilot

accomplishes this by leveraging verified visitor information straight from the business to enable Trustpilot to source real, verified reviews from a business's customers."

"With more and more consumers relying on peer-to-peer feedback before making a purchase, there has never been a better time to embrace customer feedback," said Scott Ward, Vice President of Business Development at Trustpilot. "The Trustpilot-Yext partnership will give brands an all-in-one solution for authentic, honest feedback and open a two-way channel for dialogue with the consumers that buy from them."

Trustpilot invests significantly in safeguarding the platform and has robust, high-quality manual and technical processes in place to ensure that reviews are written in relation to genuine buying and service experiences. This integration gives businesses a new way to raise their profiles via the opinions of their customers, while simultaneously maintaining the integrity of the review ecosystem.

Ferrentino added, "We're proud to partner with Trustpilot to give businesses this invaluable tool for sourcing reviews on one of the world's most influential online reviews sites."

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.

About Trustpilot

Trustpilot is a leading global online review platform that helps consumers make better purchasing decisions and businesses showcase and improve their service. Any consumer can write a review on Trustpilot; any business can invite its customers to share reviews about their experiences – for free. With more than 40 million reviews of 210,000 businesses from a variety of industries worldwide, Trustpilot is quickly becoming the world's leading independent review site. Trustpilot reviews are seen nearly 2 billion times each month by consumers. With offices in Copenhagen, London, New York, Denver, Berlin, Melbourne and Vilnius, Trustpilot's 600 employees represent more than 40 different nationalities. For more information, visit <https://www.trustpilot.com>



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