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Yext to Deliver Insights on How Voice Technology is Changing Business at VOICE Summit

Leaders from Yext will lead sessions at VOICE Summit on the impact of voice search across industries

NEW YORK, July 10, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced that five of the company's leaders will speak at [VOICE Summit](#), the nation's largest multi-day voice-first conference. The conference takes place at the New Jersey Institute of Technology (NJIT) in Newark, NJ, July 24-26, 2018.



On Wednesday, July 25, at 9:00 a.m., Yext Founder and CEO Howard Lerman will deliver a keynote entitled, **"Giving Voice to the Intelligent Future."** Lerman's keynote will discuss the impact of voice and technologies delivering more personalized, contextually relevant experiences than ever before. Lerman will detail how this revolution is changing the way we seek, discover, and engage with businesses.

"Voice search and AI are transforming how consumers discover businesses every day with the rise of AI-powered services like Alexa, Siri, and Google Assistant," said Lerman. "This

macrotrend changes how businesses will reach and win customers in the intelligent future. I look forward to discussing what this will mean for business and our daily lives at VOICE Summit."

"We're thrilled to have a leading company like Yext so well represented at VOICE, joining more than 175 speakers from around the world as we explore the cutting edge of this fast moving industry transformation," said Pete Erickson, Founder of Modev, the host of VOICE Summit.

Along with Lerman, Yext leaders will speak throughout the conference on voice technology and how it affects business and our daily lives.

- **Jeff Rohrs, CMO of Yext, will appear on the panel, "CMOs Take on Voice."**

This panel will cover the new opportunities and challenges facing CMOs with the arrival of voice interaction as a mainstream source of access. Topics will include new opportunities and leaders when it comes to Voice interaction and marketing; the state of the market and the multi-modal future. This panel of industry-leading CMOs will help attendees understand the pitfalls, existing challenges and opportunities of this exciting new era.

Date: Thursday, July 26th

Time: 11:30 am - 12:30 pm

- **Shane Closser, Head of Industry/General Manager - Financial Services at Yext, will lead a breakout session entitled "How Voice Will Impact the Customer Journey for Financial Services"**

This session will address how the customer journey for financial services is evolving. As consumers transition more of their financial lives to smartphones and voice assistants, it will cause broad and sweeping changes across financial services firms. Customers are using voice assistants to source information, find branch locations, and interact with brands, services, and products. In this session, Closser will cover the latest trends in the customer journey, best-in-class examples of voice in Financial Services, and how financial services professionals can leverage voice search to grow market share.

Date: Tuesday, July 24th

Time: 4:30 pm - 5:00 pm

- **Duane Forrester, Vice President of Industry Insights at Yext, will lead a breakout session entitled "How to Create a Successful Voice Strategy and Brand Persona"**

Forrester will speak on the effective optimization for voice search, including understanding the customer, understanding the technology, and building a compelling brand persona. This is a new opportunity to connect with consumers and develop trustworthiness and loyalty, providing a customer experience that will drive revenue and repeat interactions. In this session, attendees will get a comprehensive overview of voice search optimization and an in-depth, tactical guide to building their brand's persona for voice.

Date: Tuesday, July 24th
Time: 11:00 am - 11:30 am

- **Lee Zucker, Head of Industry - Food Service at Yext, will lead a breakout session entitled "Alexa, Can You Find My Restaurant?"**

Zucker's breakout will cover the new ways consumers search for restaurants. According to a recent Yext study, almost 70% of the time, consumers are searching by cuisine type or food item, not by a restaurant name. 63% of consumers dine at a restaurant within 24 hours of their search, more than 30% within an hour. Restaurants that become the most prominent traditional or voice search answer to questions like "drive thru open now" or "best pizza near me" will capture customers at their moment of intent no matter where, when or how they're searching. In this session, Zucker will dive deep into two major trends impacting the restaurant industry. Restaurant brands can leverage these new trends to better manage their public-facing data and have a greater chance of being THE answer in intelligent search.

Date: Tuesday, July 24th
Time: 3:30 pm - 4:00 pm

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 including brands like Taco Bell, Rite Aid, and Steward Health 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 Place 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 VoiceSummit:

[VOICE](#) is a three-day summit at the forefront of natural language processing, Sponsored by Amazon Alexa and hosted by Modev. The Summit will be held at the New Jersey Institute of Technology (NJIT) on July 24-26, and serve as a gathering place for more than 1500 developers, designers, C-level executives, leading brands and agencies who are reimagining how we interact with technology through voice. The program will consist of keynotes, breakout sessions, workshops and demos. Host Committee includes NJIT, City of Newark, Greater Newark Convention and Visitors Bureau, The Newark Community Economic Development Council and Medina Citi. www.voicesummit.ai



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