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Snapchat Joins the Yext Knowledge Network

New Integration Puts Businesses in Control of their Information on Snapchat

NEW YORK, Oct. 23, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced a global integration to put businesses in control of the facts about them on Snapchat. Starting in November, information consumers see in Snapchat Context Cards and Organic Venue Geofilters about businesses that use Yext will be powered directly by the Yext Brain.



"This integration changes the game for businesses looking to reach customers on Snapchat," said Howard Lerman, Founder and CEO of Yext. "Starting today, Snapchat users will see the most up-to-date, authoritative business information in Context Cards and Organic Venue Geofilters straight from the business itself via Yext Brain."

Yext's Snapchat integration lets businesses power information about them that appears in Context Cards, including name, address, phone number, and hours of operation directly from Yext, so consumers can easily find accurate information about them. Context Cards appear when a Snap user sends a Organic Venue Geofilter, providing an easy way to share facts about a business. Yext will also power Organic Venue Geofilters with location and

other information from the Yext Brain, ensuring they appear in the correct geofenced areas.

"Snapchat is one of the world's most active social platforms, and is a critical avenue for customer engagement and discovery," said Marc Ferrentino, Chief Strategy Officer of Yext. "Yext's integration with Snapchat arms businesses with the ultimate tool to manage their presence on Snapchat and to drive more business."

Today's announcement is only the beginning of Yext's work with Snapchat, with more functionality to come.

[Learn more about Yext's integration with Snapchat](#)

About Yext

[Yext, Inc.](#) (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 Care 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.



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