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Yext and Trustpilot Streamline Review Management with New Integration

Businesses can now manage Trustpilot reviews of specific locations directly in the Yext platform.

NEW YORK, Oct. 2, 2019 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the platform for Brand Verified Answers in search, today announced a new global integration with Trustpilot, a leading independent platform for companies to build trust with consumers, that enables Yext customers with Trustpilot accounts to manage location-based reviews directly in the Yext platform.



Businesses can now log in to the Yext platform to monitor and respond to their Trustpilot reviews in real time, in the same place they manage reviews from other channels. The integration provides a streamlined solution to improve customer experiences and brand reputation.

"The customer journey starts with a question, and online reviews are one of the first places people turn for answers when deciding whether or not to transact," said Marc Ferrentino, Chief Strategy Officer of Yext. "It has never been more important for businesses to manage their online reputation. Yext's integration with Trustpilot makes it possible for businesses to monitor and engage with reviews at the location level directly in our platform."

"More businesses than ever are recognizing that active review management is essential to long-term growth," said Peter Simpson, Global Head of Partnerships at Trustpilot. "By centralizing location-based review management in the Yext platform, we are making it easier for businesses to engage with their customers to improve their experiences."

[Learn more about Yext's integration with Trustpilot here.](#)

About Yext

The customer journey starts with a question. And consumers expect answers. [Yext](#) (NYSE: YEXT) puts businesses in control of their facts online with brand-verified answers in search. By serving accurate, consistent, brand-verified answers to consumer questions, Yext delivers authoritative information straight from the source — the business itself — no matter where or how customers are searching. Taco Bell, Marriott, Jaguar Land Rover, and businesses around the globe use the Yext platform to capture consumer intent and drive digital discovery, engagement, and revenue — all from a single source of truth. Yext's mission is to provide perfect answers everywhere.

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 Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area.



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