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Yext Answers Wins 2020 Global Search Award

The company's innovative site search product, Yext Answers, which delivers official answers to customers searching on a brand's website, took home the trophy in the Best Software Innovation category.

NEW YORK, Sept. 24, 2020 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the Search Experience Cloud company, today announced that Yext Answers, its revolutionary site search product, won a Global Search Award in the Best Software Innovation category and was a finalist in the Best Global Search Software Tool category. For nearly a decade, the Search Awards have celebrated the world's best agencies, campaigns, and individuals working in the search industry.



The recognition, awarded by a panel of search industry leaders and experts, comes less than a year after the launch of Answers — and on the heels of its expansion to four additional languages: French, German, Italian, and Spanish. Answers is a powerful search engine integrated into the websites of businesses and organizations around the world to deliver official answers to customer questions. The product relies on the information in a brand's knowledge graph (a database of millions of facts) and applies advanced natural language processing (NLP) and Bidirectional Encoder Representations from Transformers (BERT) technologies to better understand and answer the questions people ask.

"We're honored that Yext Answers has been recognized as this year's Best Software Innovation by the Global Search Awards," said Marc Ferrentino, Chief Strategy Officer at Yext. "Our motivation behind building this product stemmed from the belief that when a customer has a question about a business, the brand's website should be the first place they go — not search engines that are incentivized to return ads instead of answers. Today, our official answers engine is giving businesses and organizations around the world the power to take back the customer journey and deliver a superior customer experience that helps grow their business."

Brands around the world, including Cox Communications, BBVA USA, and Three Mobile, have implemented Answers to drive higher conversion rates, lower support costs, and unveil valuable customer insights. Earlier this year, Yext began offering Answers for a 90-day free trial at nowronganswers.com.

[To learn more about Yext's award-winning Answers product, click here.](#)

About Yext

The ultimate source for official answers about a business online should be the business itself. However, when consumers ask questions on company websites, too often they are left in the dark with wrong answers. [Yext](#) (NYSE: YEXT), the Search Experience Cloud, solves this problem by organizing a business's facts so it can provide official answers to consumer questions — wherever people search. Starting with the company website, then extending across search engines and voice assistants, businesses around the world, like T-Mobile, Jaguar Land Rover, BBVA USA, and Kiehl's — as well as organizations like the U.S. State Department and World Health Organization — trust Yext to radically improve the search experience on their websites and across the entire search ecosystem.

Yext's mission is to help businesses and organizations around the world deliver official answers everywhere people search. 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 — and work-from-home offices all around the world.

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