

April 22, 2021



Yext Recognized as a Cognitive Search Provider in Now Tech Report

The report states "search is exciting again thanks to vendors who innovate with AI..."

NEW YORK, April 22, 2021 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the Answers Search Company, today announced its inclusion in Forrester's "Now Tech: Cognitive Search, Q2 2021" research report.



The global market research company analyzed the cognitive search market. Forrester defines cognitive search as "next-generation search engine software that employs AI technologies...to ingest, understand, and organize information from multiple disparate data sources to enable humans to find content, answers, insights, and/or explore a large corpus of information," and cited Yext as one of 34 cognitive search providers.

According to Forrester, "search is exciting again thanks to vendors who innovate with AI, create use-case-focused solutions (e.g., digital commerce), and offer interaction methods beyond just textbox queries."

"We believe being included in Forrester's cognitive search analysis is a major milestone in Yext's significant expansion from a listings company to a search company," said Howard

Lerman, Founder and CEO of Yext. "Cognitive search is the future, and at Yext, we're delivering the future today by helping companies upgrade from outdated keyword search technology that hasn't changed in over 20 years to a modern, answers-led search solution that can transform their business."

Yext made waves in the search industry with the launch of its revolutionary enterprise search product, Yext Answers, in 2019. Powered by advanced natural language processing (NLP) and Bidirectional Encoder Representations from Transformers (BERT) technology, Answers returns official, direct results in dynamic, actionable forms to effectively drive conversions, reduce support costs, and surface new customer intelligence.

Within a year of launch, the product expanded from English to French, German, Italian, Spanish, and Japanese to meet demand in Europe, the Middle East, Africa (EMEA), and Japan.

[Read Forrester's full Now Tech: Cognitive Search, Q2 2021 report here](#) and [discover Yext's innovative search solutions 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.

CONTACT: Amanda Kontor, pr@yext.com



View original content to download multimedia <http://www.prnewswire.com/news-releases/yext-recognized-as-a-cognitive-search-provider-in-now-tech-report-301274415.html>

SOURCE Yext, Inc.