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## Yext Significantly Improves Functionality and Ease of Use with New Platform Features

*An improved UI, new Google sync settings, and drag-and-drop search customization will help businesses work more efficiently in the Yext platform.*

NEW YORK, May 11, 2022 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the Answers Company, today announced the general availability of its Spring '22 Release, which introduces new navigation and other features designed to improve platform performance.



The release includes updated posting functionality and support for new Google sync settings, features that will help brands better manage listings across Yext's expansive publisher network. With Search Merchandiser and the "Nebula" algorithm update, businesses can more seamlessly customize search results on websites, apps, chatbots, intranets, and elsewhere.

"At Yext, we empower businesses to work smarter, not harder," said Marc Ferrentino, President and Chief Operating Officer at Yext. "Our Spring Release is jam-packed with new features that will help brands optimize their use of the Yext platform to deliver exceptional digital experiences wherever customers and employees look for information."

The Spring '22 Release includes the following features:

- **New Navigation and Home Screen:** When logging into the Yext platform, users will now be greeted with an updated home screen, complete with a new sidebar navigation and "Quick Find" tool. The new format improves administrators' efficiency to better focus on building and managing their search experiences.
- **Listings Updates:** New Google sync settings will provide increased visibility and control for businesses that manage their online listings with Yext. A new set of filtering capabilities on the "All Listings" page will also give companies an easier way to manage Listings and the data sent to Yext's network of 200+ global integration partners.
- **Posting Modernization:** For businesses that want to effectively reach audiences through posts on social media, websites, or Google Business Profiles, Yext's updated posting UI and API turn communicating important news — such as limited time offers, location updates, and featured products — into a seamless process.
- **Search Merchandiser:** Businesses can now use a new drag-and-drop interface specially designed to customize individual search results and influence the ranking and position of products, locations, services, and more.
- **Nebula Algorithm Update:** Following last year's "Phoenix," the latest Yext algorithm update, "Nebula," adds even more advanced functionality. Businesses now have access to improved ranking of search verticals, Functions in Query Rules that can power new use cases, and additional support for multi-language experiences.
- **New Connectors:** Yext's growing library of Data Connectors allows businesses to easily consolidate data into a centralized platform to better power their customer and employee search experiences. With the latest update to the Connectors framework businesses can pull information from sources like Google Drive, JIRA, and PDF documents.

[Learn more about Yext's newest features in the Spring '22 Release Notes.](#)

## About Yext

[Yext](#) (NYSE: YEXT) is the Answers Company and is on a mission to empower every company in the world to provide authoritative answers to every question about their organization. Yext leverages AI to collect and organize a company's information and deliver it — in the form of answers — to customers, employees, and partners. Yext's Platform works by pulling in information, organizing it into a Knowledge Graph and then delivering it via a set of platform services, including Listings, Search, Pages & Reviews. Brands like Verizon, Subway and Marriott — as well as organizations like the U.S. State Department — trust Yext to radically improve their business and deliver perfect answers everywhere.

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