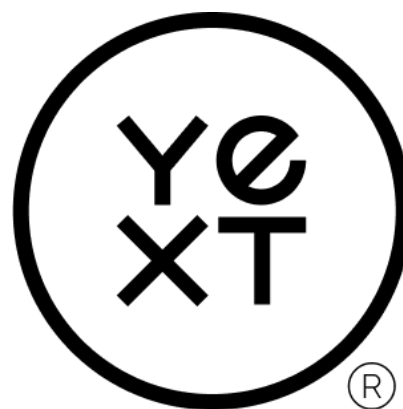December 15, 2022

Yext Announces General Availability of Fall '22 Release

Organizations can take advantage of new features to more efficiently create, manage, and optimize a wide range of digital experiences.

NEW YORK--(BUSINESS WIRE)-- Yext, Inc. (NYSE: YEXT), the Answers Company, today announced the general availability of its Fall '22 Release, which introduces the Listings Verifier and other features designed to strengthen the company's Answers Platform.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20221215005386/en/

Yext announced the general availability of its Fall '22 Release. (Graphic: Yext)

Some updates improve the overall user and admin experience, whereas others, like new Publishers and Connectors, demonstrate the company's commitment to offering a composable, extensible platform that can integrate seamlessly with a customer's existing tech stack.

"With each seasonal release, we launch new, innovative features and make significant enhancements to established parts of our platform," said Maxwell Shaw, SVP of Product Management at Yext. "This Fall release has blockbuster features like Listings Verifier and Point-in-time Backups that will transform how customers use some of our most popular products. The Equinox Algorithm Update and new additions to our Publisher Network and

Connectors framework will empower organizations to mobilize their content and build even better digital experiences."

The Fall '22 Release includes the following features:

- **Listings Verifier:** Organizations now have unparalleled visibility into the accuracy of their listings with the all-new Listings Verifier. [Yext Listings](#) customers can measure Listings Accuracy in [Report Builder](#) and view field-by-field comparisons to confirm that the information on a listing matches content stored in the [Yext Knowledge Graph](#).

- **New Social Publishers:** Twitter and Instagram have been added to the Yext[Publisher Network](#) for social posting. This broadens the industry's largest network of direct integration partners and gives Yext Listings customers the ability to promote new content, deliver valuable updates, and drive user engagement across key social media platforms.

- **Notifications:** Yext customers can engage with in-platform notifications to quickly take action on content suggestions, approval requests, newly created entities, and more. Users can review outstanding tasks and create or manage custom Notifications in a dedicated interface accessible from any part of the platform.

- **New Connectors:** Yext's expansive library of [Data Connectors](#) gives customers an easy way to extract, transform, and load both structured and unstructured content into the Yext Knowledge Graph. The Fall Release adds Google Business Profile, Storyblok, Wistia, and WooCommerce as native sources to the Connectors framework and also introduces support for File Uploads.

- **Point-in-time Backups:** Customers can now easily view and deploy previous versions of their [Yext Pages](#) with Point-in-time Backups. This will help users improve and iterate on their SEO-optimized landing pages with confidence, and will prove invaluable in time-sensitive scenarios where organizations need to quickly revert to an older version of their website.

- **Equinox Algorithm Update:** With the Equinox algorithm update, administrators have access to Test Search Enhancements, Query Suggestions 2.0, and faster model deployments. This update also makes basic functionality for [Yext Search](#) available in over 240 global languages. Advanced features like [Clustering](#) are now available in Spanish, French, German, and Japanese.

[Discover more new features in Yext's Fall '22 Release Notes](#).

About Yext

[Yext](#) (NYSE: YEXT) helps organizations answer every question about their business. Yext's Answers Platform collects and organizes content into a Knowledge Graph, then leverages a complementary set of products — including Listings, Pages, Reviews, and Search — to deliver relevant, actionable answers wherever customers, employees, and partners look for information. For over 15 years, thousands of companies worldwide have trusted Yext to create seamless content-driven experiences at scale across search engines, websites, mobile apps, and hundreds of other digital touchpoints. Learn more at [yext.com](#).

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