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# Yext Launches Research Program to Power the Future of SEO and Marketing Strategy

*New research initiative gives marketers and SEO leaders the insights they need to understand what's changing, why it matters, and where to focus next.*

NEW YORK--(BUSINESS WIRE)-- [Yext, Inc.](#) (NYSE: YEXT), the leading brand visibility platform, today announced the launch of Yext Research. The new initiative is designed to give marketers and SEO professionals access to the signals, benchmarks, and trends that define how brands are being discovered and trusted in today's new search era.

Today, brand discovery happens across AI answers, local listings, reviews, social platforms, and third-party sites. But the systems behind that discovery are not transparent. Marketers lack standard tools to track performance across channels, clear benchmarks for what success looks like, and consistent guidance on what's changing and where to focus. As the pace of change accelerates, many marketers are left making decisions with incomplete information in an environment that offers few reliable signals.

Yext Research was created to close that gap. Powered by advanced modeling and a continuously refreshed stream of more than 2 billion data points, the program offers insights into how digital visibility is shifting. It's built to help marketers and SEO leaders understand how individual industries are performing in search and what trends are influencing that performance. Yext Research will regularly publish insights that clarify what is changing, why it matters, and where brands should focus next.

"Too often, marketers are asked to deliver results without a clear view of the broader picture," said Christian Ward, Chief Data Officer at Yext. "With Yext Research, we will be sharing the real signals that shape visibility. This is about giving marketers and SEO leaders the context they've been missing — to see what's shifting, measure what matters, and make smarter, faster decisions."

As part of the program, Yext is launching Yext Research Partners, a collaborative model that invites select experts, strategists, and creators to access the Yext dataset and publish independent research. These partners will receive data access, support from Yext's data

science and engineering teams, and the opportunity to explore the questions that matter most to the community, backed by real-world signals at scale.

Andrew Shotland, founder and CEO of [Local SEO Guide](#) and one of the most respected voices in the SEO community, will join Yext Research Partners as one of the first advisors.

“Yext is doing something very cool here,” said Shotland. “They’re unlocking access to data that many in the industry have never seen before and putting it into the hands of SEOs who’ve spent years peeling back the layers of the algorithmic onion to better understand and share how search really works. I believe this kind of collaboration has the potential to raise the bar for the entire industry.”

Yext Research builds on the company’s growing investment in visibility and intelligence. Earlier this year, Yext expanded its location and search capabilities by acquiring [Places Scout](#). That acquisition helped power the launch of [Yext Scout](#), an AI-powered search and competitive intelligence agent that provides real-time insights and prioritized recommendations.

Together, these initiatives reflect Yext’s broader commitment to helping brands connect with customers everywhere discovery and engagement happen.

To explore current findings or express interest in becoming a Yext Research Partner, visit [yext.com/research](https://yext.com/research).

## About Yext

Yext (NYSE: YEXT) is the leading brand visibility platform, built for a world where discovery and engagement happen everywhere — across AI search, traditional search, social media, websites, and direct communications. Powered by over 2 billion trusted data points and a suite of integrated products, Yext provides brands the clarity, control, and confidence to perform across digital channels. From real-time insights to AI-driven recommendations and execution at scale, Yext turns a brand’s digital presence into a competitive advantage. Thousands of leading brands rely on Yext to stay visible, stay ahead, and grow. To learn more about Yext, visit [Yext.com](https://Yext.com) or follow us on [LinkedIn](#) and [X](#).

## Forward-Looking Statements

This press release includes "forward-looking statements" including, without limitation, statements regarding Yext’s expectations, beliefs, intentions or strategies regarding Yext Research and Yext Research Partners, including expected benefits to Yext’s customers. These statements are based upon current beliefs and are subject to many risks and uncertainties that could cause actual results to differ materially from these statements, including, among others, the risk that the features and benefits described in this release are not realized and whether all offerings and capabilities discussed in this release will be available as and when stated in this release. All forward-looking statements are based on information available to Yext on the date hereof, and Yext assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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