July 22, 2025

Yext Report: AI Search Gains Consumer Trust

62% of global consumers now trust AI tools for brand discovery, signaling a major shift in how people search and decide

NEW YORK--(BUSINESS WIRE)-- Yext, Inc. (NYSE: YEXT), the leading brand visibility platform, today released **The Rise of AI Search Archetypes** report, a global study of how consumers are adopting — and trusting — AI tools to discover, evaluate, and choose brands. As AI becomes embedded in everyday search behavior, the report outlines key shifts redefining brand visibility across platforms.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20250722551053/en/

(Graphic: Yext)

Key Trends in AI Search Behavior and Trust

The global survey, conducted with Researchscape, analyzed responses from 2,237 consumers across the U.S., U.K., France and Germany who recently used conversational or voice AI to find information online.

- **AI earns trust for brand discovery:** 62% of consumers now trust AI to guide their brand decisions, putting it on par with traditional search during key decision moments.
- **AI adoption grows, but search sensitivity remains:** 57% still prefer traditional search engines when researching personal, medical or financial topics.
- **AI search is now everyday behavior for nearly half of consumers:** 43% use AI search tools like ChatGPT or Gemini daily or more, reflecting the growing integration of AI into routine online behavior.
- **Search habits are evolving fast:** 75% report using new search tools more today than they did a year ago.
- **AI ranks second for quick answers:** 29% turn to AI first when they need fast, factual responses, trailing traditional search at 53%, but far ahead of social media (9%).
- **AI results don't stand alone:** Just 10% of users trust the first result. Nearly half (48%) cross-check answers across platforms, highlighting the need for consistent brand

information everywhere.
- **AI is now part of the local search journey:**Out of the popular AI platforms, 68% of consumers have used ChatGPT to research local products or services. However, only 19% trust AI search tools versus traditional search engine results (45%) when it comes to local search.

How Generations Search: Gen Z to Boomers Reveal Different Paths

Younger consumers embrace new tools, while older generations stick with familiar sources.

- **Gen Z treats search as an idea engine, not just a fact finder:**They're the most likely generation to use AI for brainstorming (48%) and how-to guidance (48%), and nearly half use social media (45%) and search engines (42%) to spark ideas.
- **Millennials lead in cross-platform searches:** 55% of Millennials favor AI for quick, clear insights over traditional search. They also use social media heavily for general knowledge (56%) and frequently rely on search engines (69%) for product and service details.
- **Gen X balances trust in traditional search but uses AI tools for deeper context and content summaries:** While 70% still use traditional search engines for general knowledge, 44% prefer AI for in-depth explanations and 39% for content summaries.
- **Boomers rely on traditional engines for general knowledge and are hesitant to adapt AI tools:** A majority of Boomers (80%) use search engines for general knowledge and 68% for navigation. However, 26% of Boomers surveyed do not use AI tools at all for common tasks.

"AI search tools are no longer experimental," said Mark Kabana, VP of Data Innovation at Yext. "They've earned trust by consumers across a wide range of use cases, especially brand discovery, where accuracy and clarity matter. Consumers are using these tools to make real decisions. If your data isn't structured, consistent, and optimized for how modern platforms interpret it, your brand risks becoming invisible to entire segments of your audience."

The Rise of AI Search Archetypes report delivers a data-driven view into how people search, compare, and make decisions online, with clear takeaways for how brands can manage their visibility and earn trust in a complex digital environment.

Explore the full report: www.yext.com/content/yext-report-rise-of-ai-search-archetypes

Survey details: The results in this report are from an online survey of 2,237 adults who made a purchase online within the past three months and used voice search (e.g., Siri, Google Assistant, Alexa) or conversational AI (e.g., ChatGPT, Perplexity, Claude) to find information online. The survey was conducted from March 20 to April 6, 2025, by Researchscape International on behalf of Yext. Results were weighted by country population, age, and gender. Respondents were from four countries: the United States, the United Kingdom, France, and Germany.

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 or follow us on LinkedIn and X.

View source version on businesswire.com:
https://www.businesswire.com/news/home/20250722551053/en/

Investor Relations
ir@yext.com

Public Relations
pr@yext.com

Source: Yext, Inc.