

USE THIS GUIDE TO:

Engage with Yext to Extend the Reach of Your Partnership News and Success.

Amplify Our Partnership News in 5 Steps

Whether you're announcing a new partnership, a recent win or customer success, a solution integration with Yext, or more... We are excited to partner with you to generate attention and extend the reach of your news. This document will provide you with direction on engaging with Yext for planning, drafting, approving, publishing and promoting your announcement.

Step 1

Planning Your Announcement

As a first step, discuss your plans with your dedicated Yext Alliance Manager. They will connect you with the Yext Partner Marketing team to align on desired outcomes, a strategic distribution plan, and ultimately ensure a press release is the right medium for your news.

Important considerations,

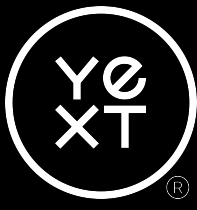
- *Before drafting your announcement, consider its value in the context of your overall press strategy.*
- *What is the ultimate goal in issuing a press release for your story?*
- *What are the desired outcomes of an announcement?*

Note: Press releases containing customer success stories and third-party validation tend to catch more interest from the media and help tell a story you and Yext want to promote. They may require additional approvals from all parties involved.

As part of the planning process, we will discuss the context and framing of your content, any potential inclusion of Yext quotes, and the media engagement plan to amplify your exciting news.

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Step 2

Drafting A Press Release

To help get the process started, we have provided templates below as guidance, so you can focus on telling your story in a compelling way. You can access them in this document and on the Yext [Partner Resource Center](#). These templates will help you accelerate the review cycle, including approval from Yext leadership, marketing, legal and investor relations teams.

These templates provide for pre-approved messaging on,

- Announcing a new partnership with Yext.
- Announcing a new product/platform integration with Yext

For all branding and logo usage, please follow [Yext Partner Guidelines](#) to ensure correct attribution of Yext's products and services. Visit the [Partner Resource Center](#) to access additional resources.

Step 3

Submitting Your Press Release for Yext Review

Yext requires the review and approval of any press releases that reference Yext, including but not limited to our solutions, products, services or partnerships. This review process helps to ensure that all parties adhere to Yext's brand and communications standards.

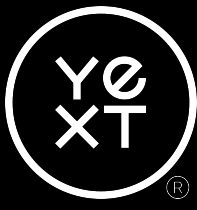
Submission and Timeline

1. Align on press release plans with your Alliance Manager and Yext Partner Marketing.
2. Generate a Google Doc or Microsoft Word file, with shared editing enabled. Customize the provided templates to streamline the review and approval timeline.
3. Reach out to the Partner Marketing team <partnermarketing@yext.com> with an initial draft.

Please allow 5-7 business days for Yext to review and provide any requested changes to the announcement. As part of the planning process, we will discuss content and framing, any potential inclusion of Yext quotes and a media engagement plan to amplify your news.

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Step 3 Cont.

Submitting Your Press Release for Yext Review

As part of the planning process, we will discuss content and framing, any potential inclusion of Yext quotes and a media engagement plan to amplify your news.

Please note, depending on the depth and complexity of your announcement, the review process may take longer, which is why it's important to discuss your plans with the Yext Partner Marketing team as soon as possible. It's also critical that both parties align on the appropriate timing for press release distribution.

Step 4

Publishing Your Press Release

Once your press release is approved and distribution plans have been finalized, you are ready to publish your news and share with the media!

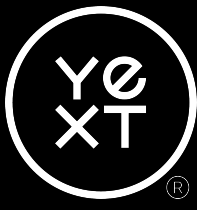
Step 5

Promoting Your Press Release

Share all links related to your press release and social posting. The news will then be submitted for promotion across relevant Yext social channels.

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A Note on Media Engagement..

In some cases, Yext works with partners to share their news with media contacts. To increase the likelihood that your announcement will receive additional media support from Yext, include a compelling customer success story, third party studies supporting your announcement, and clear examples of your company's impact. There may be instances where it makes sense for Yext to join media interviews or provide follow up quotes in response to media outreach. In this case, you should work closely with our Partner Marketing team to manage these requests.

We hope this document has provided some helpful insights, and useful information on engaging with Yext to extend the reach of your news to a wider audience. Thanks for your continued partnership and for working with us to help your news shine.

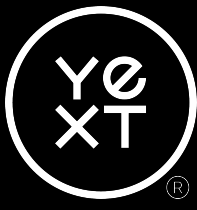
Partner Press Release Templates

These templates are a customizable guide and should be tailored to best highlight our partnership. Please review and follow the approval process outlined in the beginning of this document.

Reminder ⚠ Check with your Alliance Manager before sending your press release to Partner Marketing <partnermarketing@yext.com>. Please use Google Doc or Microsoft Word format and enable editing.

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PARTNER PRESS RELEASE TEMPLATE 1

Announcing New Alliance Partnership with Yext

Company Name Partners with Yext to Help Organizations Turn Their Digital Presence into a Differentiator

Location – Date – Company Name/description today announces its partnership with Yext, the leading digital presence platform that enables multi-location brands to deliver consistent, accurate, and engaging digital experiences across the digital world.

As a service/referral partner in the Yext Partner Program, Company Name offers the resources, capabilities, and expertise to give you control of your brand and data across virtually every digital touchpoint, including maps, apps, search engines, voice assistants, directories, and social networks. As a Yext partner, Company Name supports businesses with services ranging from SEO and websites to social media and reputation management, helping brands turn their digital presence into a differentiator.

<Add detail here about the customer benefits. For example, direct address to target audience, core functionality (3–5 bullets) and ways this partnership and solution(s) adds value to the company and/or users. Provide customer example and benefits if applicable>

<Insert a quote from your executive on the significance of this partnership and/or what benefits your company's offering provides to customers. Don't repeat information already stated. Use your quote to add detail. Avoid low-value phrases like, "We are excited/pleased/happy to..." Make your quote insightful to demonstrate leadership in your market.>

Insert company boilerplate here.

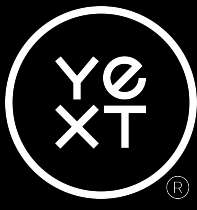
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PARTNER PRESS RELEASE TEMPLATE 2

Announcing New Partner Integration with Yext

Company Name Integrates with Yext to Help Organizations Turn Their Digital Presence into a Differentiator

Location – Date – Company Name/description today announces it has partnered with Yext, the leading digital presence platform that enables multi-location brands to deliver consistent, accurate, and engaging digital experiences across the digital world.

<Add detail here about the customer benefits of the technology integration with Yext. For example, what capabilities does it provide, industry(s) it addresses, value it adds to the company and/or users.>

<As a Yext App Directory Partner, Company Name's integration with Yext empowers mutual customers to leverage Yext's AI and machine learning technology to manage your brand's digital presence across channels. Our connection automates workflows, streamlines user experiences, provides insights, and improves data quality. This provides seamless, scalable experiences across SEO, websites, social media, and reputation management, turning your digital presence into a differentiator. Users can access the app at insert url.>

Or

<As a Yext Publisher Partner, Company Name is part of a global network that integrates with Yext's AI technology to help streamline processes and put you in control of your brand's digital presence across virtually every channel. Our integration lets you deliver consistent, accurate, and engaging customer experiences from across SEO, websites, social media, and reputation management, turning your brand's digital presence into a differentiator.>

<Insert a quote from your executive on the significance of this partnership and/or what benefits your company's offering provides to customers. Don't repeat information already stated. Use your quote to add detail. Avoid low-value phrases like, "We are excited/pleased/happy to..." Make your quote insightful to demonstrate leadership in your market.>

Insert company boilerplate here.

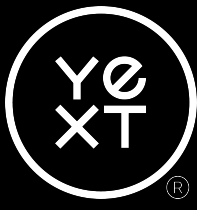
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PARTNER PRESS RELEASE TEMPLATE 3

Announcing New Channel Partnership with Yext

Company Name Partners with Yext to Help Organizations Turn Their Digital Presence into a Differentiator

Location – Date – Company Name/description today announces it has partnered with Yext, the leading digital presence platform that enables multi-location brands to deliver consistent, accurate, and engaging digital experiences across the digital world.

As a Yext Channel Partner, **Company Name** helps small businesses grow by offering services and technology for consistent, engaging experiences that connect you with customers across digital touchpoints. From managing listings and reviews to optimizing SEO and social media, we provide personalized solutions to simplify your digital marketing strategy and differentiate your online presence.

<Add detail here about the customer benefits. For example, the value that being a Yext reseller adds to the company and/or users and how it enhances your existing product or services. Provide customer example and benefits if applicable.>

<Insert a quote from your executive on the significance of this partnership and/or what benefits your company's offering provides to customers. Don't repeat information already stated. Use your quote to add detail. Avoid low-value phrases like, "We are excited/pleased/happy to..." Make your quote insightful to demonstrate leadership in your market.>

Insert company boilerplate here.

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