

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?*

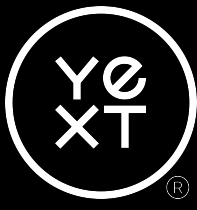
*Note: Press releases containing customer success stories and third-party validation tend to catch more interest from the media and help tell a story you and Yext want to promote. They may require additional approvals from all parties involved.*

*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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#### Get in touch with us

Email us at [partnermarketing@yext.com](mailto:partnermarketing@yext.com) | Visit our site! [yext.com/partners/resources](https://yext.com/partners/resources)



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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

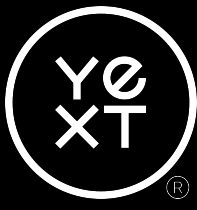
1. Align on press release plans with your Alliance Manager and Yext Partner Marketing.
2. Generate a Google Doc or Microsoft Word file, with shared editing enabled. Customize the provided templates to streamline the review and approval timeline.
3. Reach out to the Partner Marketing team <partnermarketing@yext.com>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

**Please allow 5-7 business days for Yext to review and provide any requested changes.**

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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

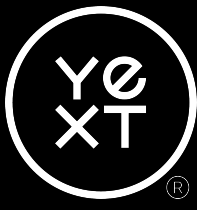
### Promoting Your Press Release

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

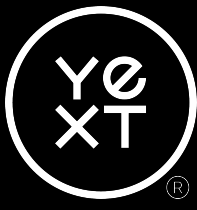
These templates are a customizable guide and should be tailored to best highlight our partnership. Please review and follow the approval process outlined in the beginning of this document.

**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 Build Impactful Digital Experiences Across Any Channel

**Location – Date – Company Name** today announces it has partnered with Yext, a leading software provider that empowers organizations to build digital experiences across owned and third-party channels on its open and composable platform.

As a service/referral partner in the Yext Partner Program, Company Name has demonstrated the resources, capabilities and expertise to provide organizations with seamless content-driven experiences at-scale across diverse digital touchpoints. Whether it's search engines, websites, mobile apps, voice assistants or countless other digital channels where customers, employees and partners seek information, Company Name is helping them confidently optimize their online visibility and provide accurate and timely information to target audiences.

<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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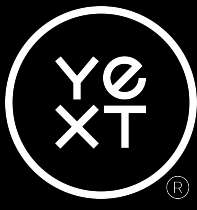
Yext and other Yext products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Yext, Inc. in the United States and other countries. All other product and service names mentioned are the trademarks of their respective companies.

For more information: Insert company contact information.

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## PARTNER PRESS RELEASE TEMPLATE 2

# Announcing New Partner Integration with Yext

### Company Name Integrates with Yext to Help Organizations Build Impactful Digital Experiences Across Any Channel

**Location – Date – Company Name** today announces it has partnered with Yext, a leading software provider that empowers organizations to build digital experiences across owned and third-party channels on its open and composable platform.

<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 expand and leverage the Yext open and composable platform to build any digital experience across any channel. Our connection can enhance the quality and quantity of data, sync across platforms, and integrate with your existing systems. Users can access the app at insert URL.>

#### ↑ OR ↓

<As a Yext Data Partner, Company Name is part of a network of partners that streamline processes and put you in control of your brand and data across virtually every digital touchpoint. By integrating with the Yext platform, we empower you to easily manage and update data centrally for timely and accurate publishing of information and answers.>

<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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Yext and other Yext products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Yext, Inc. in the United States and other countries. All other product and service names mentioned are the trademarks of their respective companies.

For more information: Insert company contact information.

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