



Referral Partner Guide

Congratulations on becoming a
Yext Referral Partner!

Referral Partners are part of our
Yext Alliance Partner Program.
In this guide, you will find key program
information.

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Welcome

Congratulations on becoming a Yext Alliance Partner!

By joining our growing partner network, we'll work together to help expand your service offerings, develop new revenue streams, and strengthen client trust. Our program is designed to offer the resources and training necessary to ultimately drive success for both you and your clients.

Getting Started

Kickoff Checklist

- Complete Yext Training Course and become a verified Partner
- Optional:* Sign up for advanced training
- Submit leads via the Lead Submission Form
- Bring a Yext representative into a sales cycle
- Close your first deal



I've talked to my prospect and there's a fit for Yext. What's next?

Submit your lead to Yext

- Submit leads utilising the Lead Submission form linked [here](#).

Yext will notify you if the lead is registered or unavailable

- Yext checks to see if the lead already exists in the Yext database and will email you with one of the following statuses.

If registered:

- The lead has been successfully registered and tagged to your company. Yext will provide a sales representative to co-sell with you.

If unavailable:

- The lead is owned by Yext and is unavailable for registration. This is typically because the lead is already a Yext client or because Yext is in a late-stage discussion with the prospect.
- *If a lead comes back as unavailable, Yext may reach out if there is an opportunity for a joint sales process or additional servicing.*

Once registered, you'll be eligible for commissions if the lead purchases Yext

Lead Submission and Registration Rules

Lead registration only applies to opportunities confirmed by Yext. Once you've identified and qualified the lead, we recommend submitting it as soon as possible.

Why register leads?

- Only registered, closed leads will be eligible for commissions
- Yext's direct sales team will not knowingly independently solicit your registered leads
- Your Yext contacts' success is directly linked to your success as they are compensated as your deal closes

Tips and Tricks

- Submit leads ASAP!
- Register your existing contacts and prospects

Lead Registration Rules

- Registered leads expire 180 days after the registration date. After 180 days, Yext's direct sales team will be able to reach out to those leads.
 - *If you need more time for a registered lead, contact your partner manager for a one-time 180 day extension.*

Commissions 101

For partners who have opted in to referral fees, commissions are paid quarterly, around 45–60 days after the close of Yext’s fiscal quarters. In each quarter, commissions are calculated based on the amount billed to referred clients. Our fiscal quarter end dates are:

Yext Fiscal Quarter	Quarter End	Commission Payment Date
Q1	End of April	June
Q2	End of July	September
Q3	End of October	December
Q4	End of January	March





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.co.uk](https://www.yext.co.uk).