



Location information powers local search

More and more people are searching locally

In the past 4 years, local searches have increased by 254% with increasing device proliferation and mobile usage.

Local search drives visits

52% of searchers visited a business as a result of an online local business search. Of customers who searched on mobile, 29% purchased in-store.

But location information is fragmented into many sources for users

76% of searchers used search engines, and 57% used internet yellow pages to find local businesses in the past year.

And local search results are broken

Over 40% of all local listings have one wrong piece of information, and few have updated content to drive interest and visits.

Marketing Messages Matched to Local Intent

Location software to map location information to every local search

- **Correct, basic data** – Build an up-to-date, structured list of the basic location information – name, address, phone number and website – whether local or national.
- **Rich, real-time local marketing messages** – More detailed listings drive more traffic. Add photos, videos and special offers, via local managers to promote local content or national teams for consistency.

Exclusive PowerListings+ enhanced content lists

- **Products/Services lists** – Share what products or services are inside with your customers.
 - **Digitize your circulars** – Promote weekly deals at the same time as print.
 - **Promote featured products and brands** – Show seasonal items or premier brands to help customers find what they are looking for.
- **Staff Bios** – Include lists of experienced team members to show who customers will be working with.
- **Event Calendars** – Share when to visit through calendars highlighting special promotional periods, workshops, or other activities.

Own your rich details on 45+ search engines, directories, and mapping applications

- **Guaranteed updates from direct publisher connections** – Our patented process automatically finds your old listing, communicates to the site, and then assures the changes you made were included.
- **Power your own site or ads** – Use your structured, deep data to create local ads or populate your store locator.

Monitor local performance and reviews

- **Advanced reporting** – First-ever available tracking platform for all local listings traffic to show impact to views and traffic.
- **Review monitoring** – Keyword searchability of reviews allows you to find and to react quickly to customers.

Let Yext do the work

- **Enterprise class management and security** – Our platform provides customizable user profiles for specialized access and hyperlocal management.
- **Direct API integration** – Our team directly connects to your systems so updates are frictionless from your team to your customers.
- **Advanced technology** – Yext invests in the top engineers from MIT, CMU, Microsoft, and Google so that our products are on the cutting edge and constantly innovating.

Local listings are often incorrect across US sites

Information	%Wrong
Address	43%
Name/Listing	13%
Phone Number	9%
Website	23%

Add rich location information to every local search

Name, Address, Phone
Website • Email • Offers • Hours • Photos
Category • Payment Options • Staff Bios
Products/Services • Event Calendars



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