aws marketplace

Yext Digital Presence Platform

Reviews, tips, and advice from real users

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Product Recap

Yext Digital Presence Platform

Yext Digital Presence Platform Recap

Yext Digital Presence Platform enhances digital visibility, streamlines data management, and optimizes customer interactions across numerous platforms.

Yext Digital Presence Platform facilitates the management of business information across digital channels. It ensures data is consistent and accurate, leading to increased visibility and customer engagement. The platform supports diverse businesses by providing tools that integrate with multiple applications, enhancing search results and customer experiences.

What are the key features of Yext Digital Presence Platform?

- **Listings Management:** Centralizes control of public business information to maintain accuracy across networks.
- **Reviews Monitoring:** Tracks and manages customer feedback for improved brand reputation.
- **Analytics:** Provides detailed insights into customer interactions and online presence effectiveness.
- **Knowledge Graph:** Organizes critical business facts to enhance search engine results.
- **Data Cleansing:** Ensures information consistency by eliminating data discrepancies.

What benefits or ROI should users consider?

- **Improved Visibility:** Enhances brand exposure on search engines and directories.
- **Increased Engagement:** Drives customer interactions through accurate and readily available information.
- **Enhanced Reputation:** Facilitates quick response to reviews, bolstering customer trust.
- **Optimized ROI:** Streamlines operations and reduces errors, boosting marketing effectiveness.

Yext Digital Presence Platform is implemented in areas like retail, finance, and healthcare. In retail, it ensures product details are clear and available online, driving sales. In finance, it aids locations in maintaining data precision, enhancing client trust. Healthcare providers use it to keep service details current, aiding patients in finding accurate health information easily.

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Valuable Features

Excerpts from real customer reviews on PeerSpot:

- "Direct Listing Syncing, the Yext Knowledge Graph, and Yext Pages were the most impactful features because they improved our organic results and had a positive impact on our business."

TiberiuArghir

Digital Marketing Coordinator at a media company with 5,001-10,000 employees

- "For example, there is a salon that I started working with, which was generating almost 20k a month, and after I used Yext Digital Presence Platform with them, within six months they increased profit to 60k."

Mahussain Hussain

Business Developer CEO at Full Sail University

- "The main benefit of using Yext Digital Presence Platform is that we no longer have to update data manually across multiple entities or social media platforms, as the process is now automated."

Shubham-Agarwal

Manager - Projects at Cognizant

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"Yext Digital Presence Platform has positively impacted my organization by streamlining everything; because we have so many parks, it made the process a lot more streamlined and a lot easier to manage."

Validated user

Marketing Project Manager at a real estate/law firm with 5,001-10,000 employees

"The best features Yext Digital Presence Platform offers is that it is easy to navigate, it is simple to use, and I appreciate the user-friendly way that you are able to use it."

Validated user

Account Manager at a consultancy with 11-50 employees

"I think the best features Yext Digital Presence Platform offers are the basic create, read, update, and delete ones, but they are implemented properly and they have an API for other companies to integrate with, which is more than I can say about other online platforms."

Validated user

Software Developer at a consultancy with 11-50 employees

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What users had to say about valuable features:

"One thing I appreciate about Yext Digital Presence Platform is that it automates the updates across all platforms, including social media platforms such as Facebook and Instagram. Previously, whenever any location changes occurred for any of the events, we spent a lot of time manually updating those changes, which sometimes resulted in incorrect data being displayed to fans. This could harm user trust. Now, with Yext Digital Presence Platform, the data is updated automatically, so fans see the correct information for the UFC event.

"Additionally, the reporting aspect is enhanced; collecting data from various sources and creating reports is now much simpler. We create different entities such as Fighter, Fight, Event, and Location entities and establish relationships between them. This centralized unit collects source data, making dashboard creation much easier.."

Shubham-Agarwal
Manager - Projects at Cognizant

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"I think the best features Yext Digital Presence Platform offers are the basic create, read, update, and delete ones, but they are implemented properly and they have an API for other companies to integrate with, which is more than I can say about other online platforms.

"It was easier to use than other APIs Yext Digital Presence Platform offers, and it was reliable, but there was not much demand for this integration with our clients in that it was not the main thing that our clients were seeking. Even though the technical side was good, there was not much reason to spend time or invest resources into Yext Digital Presence Platform integration.

"We did not really make use of Yext Digital Presence Platform in our platform; it was just something that required us to be integrated with.."

Validated user

Software Developer at a consultancy with 11-50 employees

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"The best features Yext Digital Presence Platform offers are the ability to change things across multiple social platforms all in one click, the ability to see all of the reviews and respond in a uniform manner, and the AI assistance in review responses was beneficial.

"AI assistance in review responses helped my team day to day by enabling them to answer more quickly and with more consistent answers across the platforms.

"Yext Digital Presence Platform has positively impacted my organization by streamlining everything; because we have so many parks, it made the process a lot more streamlined and a lot easier to manage.."

Validated user

Marketing Project Manager at a real estate/law firm with 5,001-10,000 employees

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“Yext Digital Presence Platform's best features include Power Listing, reputation management, and Power Posting.

“Listing management, reputation management, and hosting stand out for me because they helped in many ways. I can respond quicker to any reviews or anything that is being said about my business across all platforms and in one dashboard, which helps manage it effectively. For my clients that depend heavily on reputation, using Yext Digital Presence Platform gives them more control over what is being said and spread around regarding them.

“Yext Digital Presence Platform has positively impacted my organization in many ways, showing that by using Yext Digital Presence Platform we can show immediate results and build a solid foundation for the long run. Many businesses ended up trusting us because they see how their business is increasing on a daily basis just by using Yext Digital Presence Platform and creating these platforms. We show them a scan tool where they can scan their business information across the net, and they will see their information..”

Mahussain Hussain
Business Developer CEO at Full Sail University

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"The Yext Knowledge Graph was one of the features that we valued because it is a structured and AI-ready database that holds all verified brand facts and maps relationships between entities, linking a specific consultant to a prospect. Direct Listing Syncing was another feature that we loved. Reviews and Reputation Management was something that helped us greatly as a centralized dashboard for monitoring customer reviews across 80+ platforms, where AI responses were generated automatically and review solicitation requests were issued. Yext Pages, the SEO-optimized local landing pages generator built with automated schema markup connected to the Knowledge Graph, was also valuable. Duplicate Suppression was another specification for automated scanning across publisher directories to identify, merge and suppress incorrect duplicate listings.

"Direct Listing Syncing, the Yext Knowledge Graph, and Yext Pages were the most impactful features because they improved our organic results and had a positive impact on our business.

"From a search visibility and organic traffic perspective, there was a 33% increase in Google Business Profile view counts and map impressions. There was also a 24% increase in direct customer actions such as website clicks, phone calls, or direction requests. Additionally, there was a 60% reduction in local data management hours by admins.."

TiberiuArghir

Digital Marketing Coordinator at a media company with 5,001-10,000 employees

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Other Solutions Considered

"Before adopting Yext Digital Presence Platform, we did not use any other product for digital experience management; we managed everything manually across all platforms.."

Shubham-Agarwal
Manager - Projects at Cognizant

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"I am not sure about the evaluation of other options, as the decision to choose Yext Digital Presence Platform was made by the company leadership, not by me.."

Shubham-Agarwal
Manager - Projects at Cognizant

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"I previously used a different solution before Yext, but I do not recall what the previous platform was; I know the company switched because the previous platform could not handle the changing of the store hours, and that was very important to the organization.."

Validated user
Marketing Project Manager at a real estate/law firm with 5,001-10,000 employees

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ROI

Real user quotes about their ROI:

"There was a 65% reduction in administrative hours that were focusing on data management, and we saw a 33% increase in Google Business Profile view counts.."

TiberiuArghir
Digital Marketing Coordinator at a media company with 5,001-10,000 employees

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"We have seen a strong return on investment with Yext Digital Presence Platform. Since Yext Digital Presence Platform collects reviews from fans attending events, we gain insights into user sentiment and adjust future events based on their feedback. This leads to improved user experiences and overall project and company performance.."

Shubham-Agarwal
Manager - Projects at Cognizant

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"I have seen a return on investment; specifically, I have saved a lot of money, profit has increased, and workloads have decreased.

"I can share specific outcomes or metrics from my experience with Yext Digital Presence Platform. For example, there is a salon that I started working with, which was generating almost 20k a month, and after I used Yext Digital Presence Platform with them, within six months they increased profit to 60k. The quality of the clients and the control of their reviews have built solid trust where the business has started to get high-end clients.."

Mahussain Hussain
Business Developer CEO at Full Sail University

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Use Case

"My main use case for Yext Digital Presence Platform is updating client profile information or provider client information.

I can give you a specific example of how I use Yext Digital Presence Platform to update client profile or provider information, such as updating our website for client profile information including name, phone number, bio, and picture.."

Validated user
Account Manager at a consultancy with 11-50 employees

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"My current project is UFC, which is Ultimate Fighting Championship, and that is happening across multiple locations and multiple venues. For the UFC project or the WWE project, we have multiple locations and venues with several events happening every week or month. Previously, when changes occurred at any of the venues, we had to manually run updates across all social media platforms, Google Search, Apple Maps, and Google Maps. But right now, we are using Yext Digital Presence Platform, which updates the data for venue details across all platforms whenever we change it in Yext Knowledge Graph platform. Essentially, for our project, we are using it as a centralized platform because we receive data from multiple sources. We are getting event data from various sources and location data from other sources, collecting it, and sending it to Yext Digital Presence Platform. It serves as a central repository for us, improving our search engine optimization and ensuring data consistency across all platforms.."

Shubham-Agarwal
Manager - Projects at Cognizant

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"My main use case for Yext Digital Presence Platform is taking control of digital identity and suppressing information around to organically rank higher on Google.

"I used Yext Digital Presence Platform for myself and for my clients, and it is one of the most important tools I use for any business. I have used it for multiple case studies for a hair salon, a truck repair shop, a clothing store, and a restaurant. What I found is that using Yext Digital Presence Platform first helps build a solid foundation for the business to take full control of all their digital identity, reputation, and exposure.

"My main use case for Yext Digital Presence Platform includes using it on Power Listing locations and business information. One of my main clients, a hair salon, actually increased business almost 40 percent in less than a year by using Yext Digital Presence Platform.."

Mahussain Hussain
Business Developer CEO at Full Sail University

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"Since the company that I work for, Axi Finance Romania, is in the financial services sector, we had inaccurate holidays and holiday hours on Google Maps and Apple Maps that were causing negative customer reviews and driving foot traffic to closed locations. We eliminated negative reviews related to incorrect hours and drove a 19% increase in appointments booked via local branches' web pages. We also used the Knowledge Graph to map each advisor to their respective branch and applied global updates for holiday hours that published across 200+ directories instantaneously.

"With over 50 branches and 100 mortgage advisors that provide credit cards and mortgages, we needed to ensure accurate branch hours, local phone numbers, and advisor profiles across all search platforms. Yext Digital Presence Platform helped us significantly. We were able to update the holiday hours on both Google Maps and Apple Maps, and the Knowledge Graph helped us connect the advisors with the location that they were managing.."

TiberiuArghir

Digital Marketing Coordinator at a media company with 5,001-10,000 employees

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“I am currently not using Yext Digital Presence Platform, but previously we had an integration for about a year.

“We integrated with Yext Digital Presence Platform's API such that we pushed data about hotel industry clients to them to keep our clients' data up to date with them. We kept Yext Digital Presence Platform updated with clients' data, for example, one hotel chain needed to update multiple platforms about their room availability and offers and policies about prices or animal presence in their rooms. That kind of static content is what we used to push to Yext Digital Presence Platform.

“Yext Digital Presence Platform had an interesting and unique way to register new hotels and new rooms in that we had to create the rooms first and then create the hotels and then add the rooms to their respective hotels, which was not something we saw with other platforms.

“It was an integration with our app for Yext Digital Presence Platform; we were calling Yext Digital Presence Platform as a downstream data user of our data. We were not using Yext Digital Presence Platform as clients..”

Validated user

Software Developer at a consultancy with 11-50 employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

"I was involved in the initial setup process, which proved to be quite complex. Setting up Yext Knowledge Graph, the core layer of Yext Digital Presence Platform, took about two to two and a half months, as our team lacked experience with graph database structures and was only familiar with structured databases. We upskilled during this period and received full support from Yext's support team.."

Shubham-Agarwal

Manager - Projects at Cognizant

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"The Yext Knowledge Graph was one of the features that we valued because it is a structured and AI-ready database that holds all verified brand facts and maps relationships between entities, linking a specific consultant to a prospect.

"Single-click updates in the Knowledge Graph replaced manual updating across hundreds of individual directory logins or spreadsheet uploads.."

TiberiuArghir

Digital Marketing Coordinator at a media company with 5,001-10,000 employees

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Other Advice

"My advice to others looking into using Yext Digital Presence Platform is that they can look on YouTube if they need more introductions or are not sure how to use the software. Yext Digital Presence Platform is straightforward and easy to use. I would rate this review an 8 out of 10.."

Validated user
Account Manager at a consultancy with 11-50 employees

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"I would recommend that prospective customers build use cases and scenarios of what they are looking to achieve, meet with other parties and competitors of Yext Digital Presence Platform, and also create a direct diagram with benefits and costs so they could compare them one by one and see what the best solution is for them.

"No platform is perfect, and that is why I provided a rating of 9 out of 10, because there are things that can be improved and features that can be optimized over time.."

TiberiuArghir
Digital Marketing Coordinator at a media company with 5,001-10,000 employees

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"Yext Digital Presence Platform's way of power listing your location organically in more than 150 high-traffic websites automatically creates organic and authentic backlinks, which dramatically ranks you higher on Google's first page. This is something I want to add to my recommendation.

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"Yext Digital Presence Platform already does everything that it needs to do. There is nothing small that I think could be improved or added to make Yext Digital Presence Platform even better, including the dashboard, integrations, or reporting. Yext Digital Presence Platform's platform is perfect and does not require additional improvements or customizations.

"My advice to others looking into using Yext Digital Presence Platform is to definitely use it because it is worth the investment. I have rated this product a 10.."

Mahussain Hussain
Business Developer CEO at Full Sail University

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"We have not yet tried the intelligent search feature, but it is in our plan since we completed the implementation six months back, and we are still exploring all the features of Yext Digital Presence Platform.

"The impact of Yext Digital Presence Platform's review management tools on customer engagement is significant. As I mentioned, our projects include WWE and UFC events, where fans attend and provide reviews afterward. Yext Digital Presence Platform collects those reviews and user sentiment, and sends it to the actual company, UFC, enabling us to understand user experience and improve future events based on their feedback.

"We are currently using the schema markup tools for SEO performance because when users search for event information on platforms such as Google, they can receive multiple, inconsistent results. Some events may show different data across various digital platforms, causing confusion. By using this tool, we ensure data consistency across all platforms, so fans see accurate information and are not misled.

"In evaluating the analytics offered by Yext Digital Presence Platform, it is not just a database. It stores data in a graph format, allowing us to create multiple entities

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such as Fighter, Fight, Event, and Venue entities, with attributes and relationships between them. For example, if an event occurs at a location, the Fighter entity is directly connected to the Event entity since fighters participate in events. This structure is much easier to understand than typical database structures because we store data in JSON format with key-value pairs, which facilitates comprehension.

“The main benefit of using Yext Digital Presence Platform is that we no longer have to update data manually across multiple entities or social media platforms, as the process is now automated. This saves a lot of time and effort for our team. Additionally, previous data segregation across various sources made integration complex and challenging. Now, Yext Digital Presence Platform acts as a central platform that collects data from multiple sources and provides dashboard creation functionality without the need for external tools such as Power BI or Tableau.

“At this moment, I do not see any missing features because we are still in the initial stages of using Yext Digital Presence Platform, having only been on it for a year. We are exploring all its functionalities, so I cannot suggest anything right now.

“Regarding Yext Digital Presence Platform's data management capabilities benefiting our online presence, I can share an example where a UFC event venue changed twenty-four hours before the event, creating pressure on the team to manually update details across various search engines and platforms. That caused chaos across the organization since users were actively searching for event and location details at that time. Now, whenever we change any location details in our database, we send the data to Yext Knowledge Graph, and those updates occur automatically across multiple platforms, relieving us of manual work and saving time, which enhances trust and benefits the company overall.

“Tech support deserves an eight out of ten rating because there can sometimes be a delay in response.

“One piece of advice I can share is the benefit of having features that enhance real-time updates from Yext Digital Presence Platform's analytics platform. Having immediate visibility on updates made in Yext Knowledge Graph would be beneficial, as there are currently delays in dashboard refreshes.

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“For now, I cannot suggest any improvements, as we are still exploring Yext Digital Presence Platform's features after one year. I rate this product a seven out of ten overall..”

Shubham-Agarwal
Manager - Projects at Cognizant

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