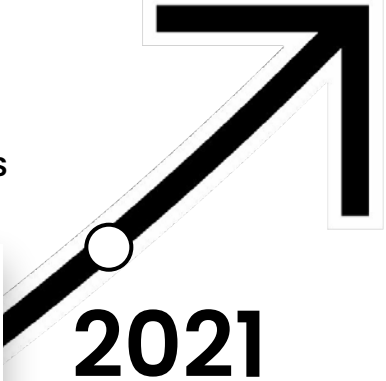


Search Features

The Value of Search

AI-powered Search is disrupting keyword search



2021

Keyword Search Is Stuck Here

Do your glasses protect against uva rays?

[New Glasses Cases](#)
Protect your glasses with one of our stylish cases. Available now online in Black, Blue, and Green.

[Summer Glasses Sale! 30% off](#)
Get the latest in fashion with our new Summer glasses sale. Protect your wallet and look stylish at the same time!

1999

AI-POWERED SEARCH PROVIDES DIRECT ANSWERS VIA MULTIPLE ALGORITHMS AND NLP

Do your glasses protect against uva rays?

ALL HELP ARTICLES FAQ EVENTS JOBS LOCATIONS PRODUCTS

Our lenses block 100% of UVA and UVB rays
Our lenses block 100% of UVA and UVB rays. (Protect those preppers...
[Read more from Lenses - Glasses](#)

Was this the answer you were looking for?

locations

1 Eyeglass Hut
223 Avenue B
New York, NY 10009
(212) 260-4206
207.7 mi
CALL GET DIRECTIONS

View All >

FAQ

Do your glasses offer protection from blue light? ✓

What type of lenses do you offer? ✓

View All >

Yext Search for any use case

Marketing



More conversions

*1.4X increase in onsite conversions with Search***

Support



Happier customers

Search powers higher CSAT scores and reduced TTR

Developer



Faster, cheaper implementations

*Search is 9x faster to build on Yext than home-built solutions, with 89% lower 3-year TCO***

Ecommerce



Increased Average Order

*Leveraging machine learning has shown and increase of 50% in average order value**

Workplace

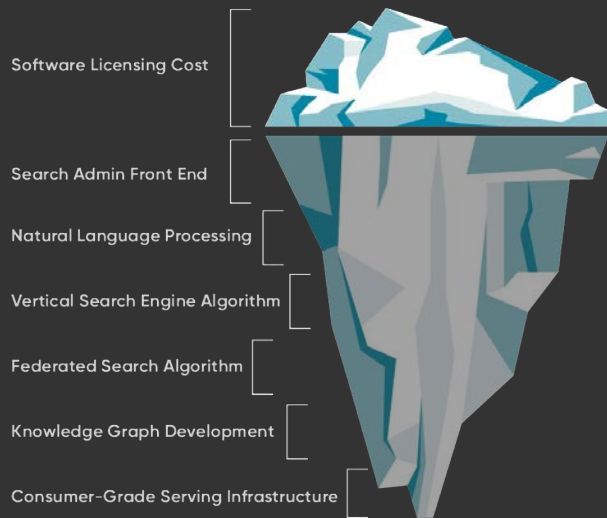


Better productivity

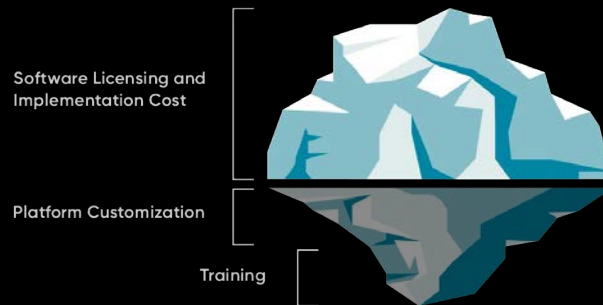
Employees find content faster and work more productively with Search

Build or Buy?

In-House Search Development



Yext Search



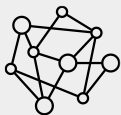
Yext Search comes with **all the tech, integrations, and expertise necessary to deliver a world-class search experience.**

Unlike other search providers that require a heavy lift from IT and constant attention to maintain search quality, Search gives you the building blocks so you can focus on **customizing the search experience for your use case.**

Only Yext has...



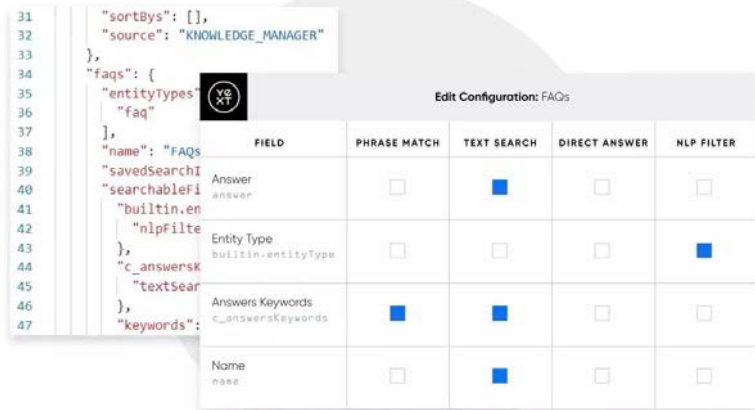
AI-powered search technology with leading **Natural Language Processing**, multi-algorithm search, direct answers, dynamic reranking, and more



A **headless CMS** to make your data to work for you, without limiting you to a monolithic CMS, cloud partner*, or the Apache Lucene library



User roles, config options, and learning tools so anyone from **business reps to low-code admins to developers** can create amazing search



The screenshot shows a configuration interface for FAQs. On the left, there is a JSON configuration snippet. On the right, there is a table titled 'Edit Configuration: FAQs' with columns for FIELD, PHRASE MATCH, TEXT SEARCH, DIRECT ANSWER, and NLP FILTER. The table lists various fields and their corresponding search options.

```

31 "sortBy": [],
32 "source": "KNOWLEDGE_MANAGER"
33 },
34 "faqs": {
35   "entityTypes": {
36     "faq":
37   },
38   "name": "FAQs
39   "savedSearchI
40   "searchableFi
41   "builtin.en
42   "nlpFilde
43   },
44   "c_answersK
45   "textSear
46   },
47   "keywords":

```

FIELD	PHRASE MATCH	TEXT SEARCH	DIRECT ANSWER	NLP FILTER
Answer answer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entity Type builtin.entityType	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Answers Keywords c_answersKeywords	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name name	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Flexible configuration options include CLI, in-platform JSON & a point-and-click UI

A leader in Search



"Yext is AMAZING!"



"Outstanding Customer Service"



"Best in Class"



"Powerful and Easy to Use"



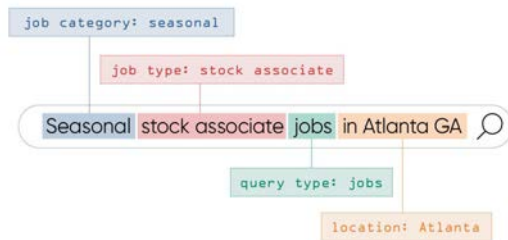
"A Partner, Not Just a Vendor"



The features

A multi-algorithm approach to search smarter

Multi-Algorithm Approach is key as there isn't a single perfect search algorithm – that's how Yext Search surfaces the best results, similar to top search engines.



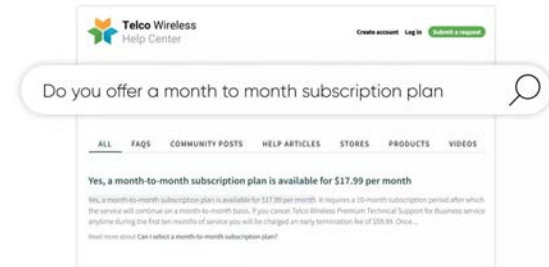
Named Entity Recognition

turns unstructured questions into a structured query of Content, surfacing results that respond to the searcher's intent.



Semantic Text Search

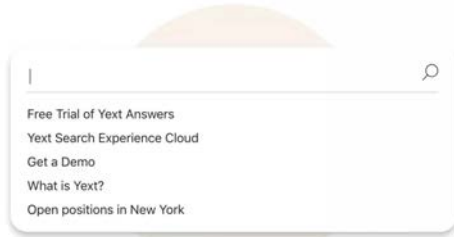
uses trained neural networks to understand a query precisely and find the most relevant results from Content



Document Search

searches through long-form unstructured documents and returns search results relevant to the query – it will even deliver a direct answer as a featured snippet!

Going beyond the query



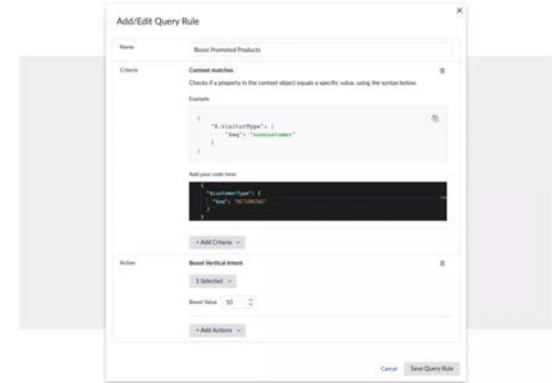
Query Suggestions

help users by suggesting queries they can select from to “autocomplete” their search with three different types of Query Suggestions: universal prompts, vertical prompts, and popular queries.



Query Enhancements

through Spell Check, Typo Tolerance, Stemming, Stop Words, and Synonyms helps you get at what users really mean with each search query.



Query Rules

allow you to set custom business rules so that when certain search criteria are present, the Search algorithms will trigger a particular action in the search results.

Machine learning that predicts the answer



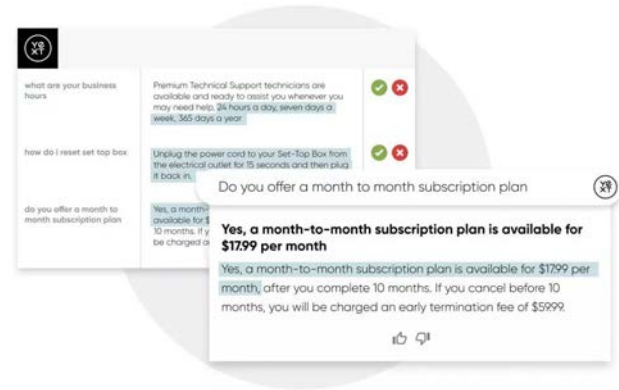
Dynamic Reranking

reranks results in order of their likelihood to be clicked by the user. As it is fed more user interaction data, the model becomes even smarter over time.



Direct Answers

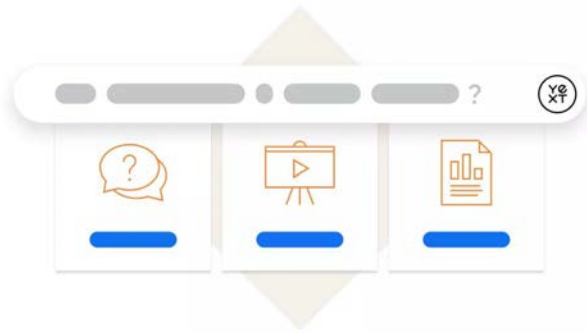
directly answer a user's question by extracting information from results and displaying the answer at the top of the page.



Experience Training

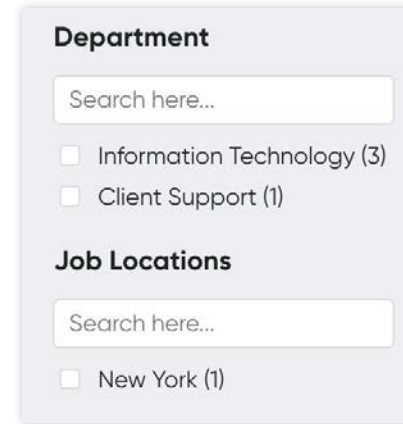
lets you correct or confirm an individual search result. With your feedback on specific search terms, you can impact that query instantly and improve the algorithm's predictions over time.

Architecture that brings relevant results front and center



Federated Architecture

allows users to search across different verticals from Content including 3rd party, in Universal and Vertical search



Filters, Facets, and Sorting

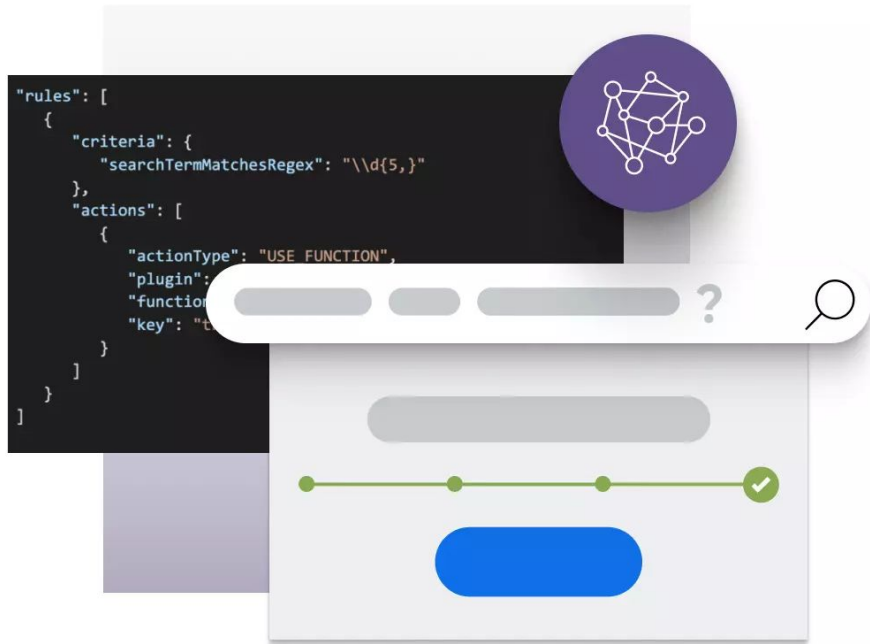
enables users to refine search results pre- and post-search as well as sort results by selected criteria.

Functions in Query Rules

A method that allows developers to surface data from external sources as direct answers in search using Yext Functions as “actions” within Query Rules

Perfect for situations with:

1. Real time data
2. User-specific data
3. Any other data you wouldn't typically store in KG



Functions in Query Rules



“manage my reservation”

Activate a function to fetch data about the user’s reservations and provide relevant CTAs.



“what time is my flight”

Fetch flight data based on the user’s flights or based on flight numbers provided with regular expressions.



“what’s the stock price?”

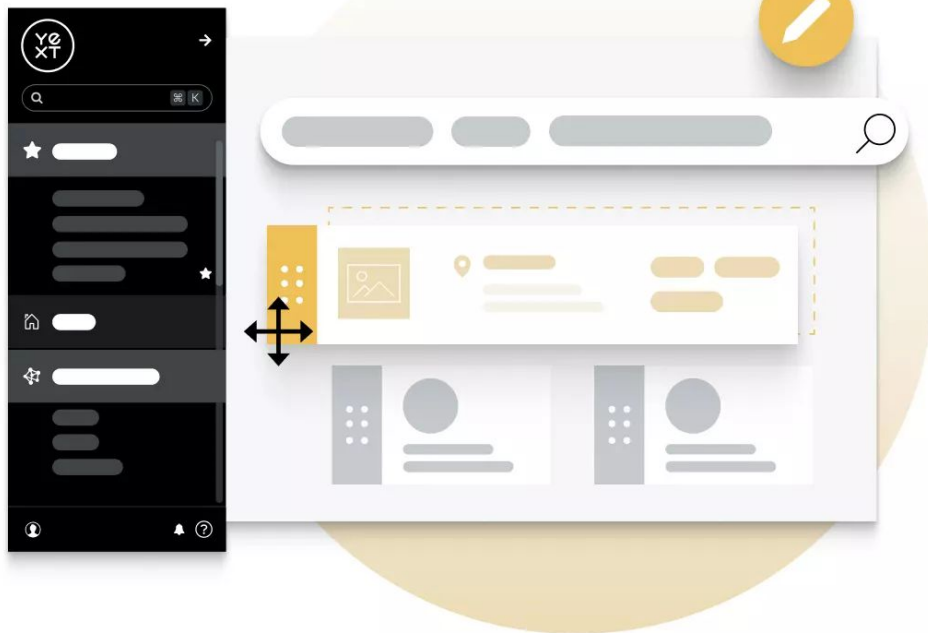
Fetch data from Google Finance API when users ask about a particular stock.

Search Merchandiser

Easily modify search results in Search experiences using a drag-and-drop, point-and-click interface.

Supports:

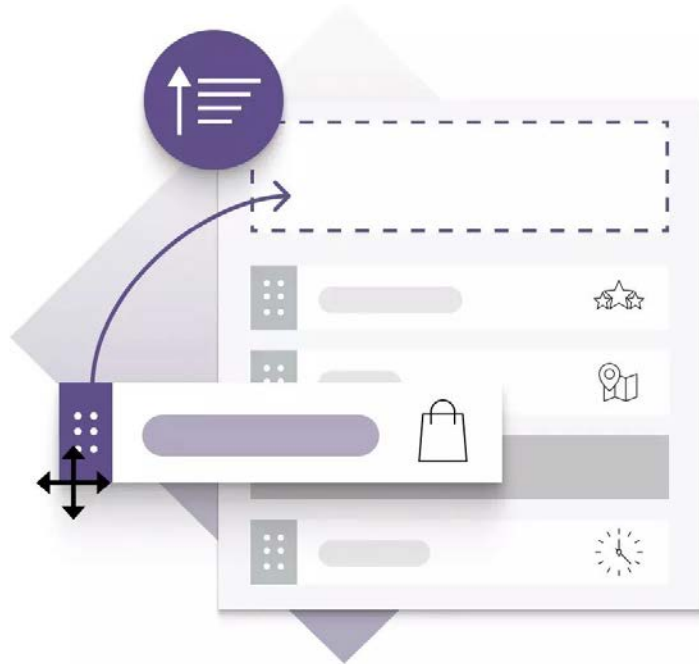
1. Reordering Entities
2. Reordering Verticals
3. Changing Featured Snippets



Vertical Ranking Model

Machine Learning model that determines upon each user's search:

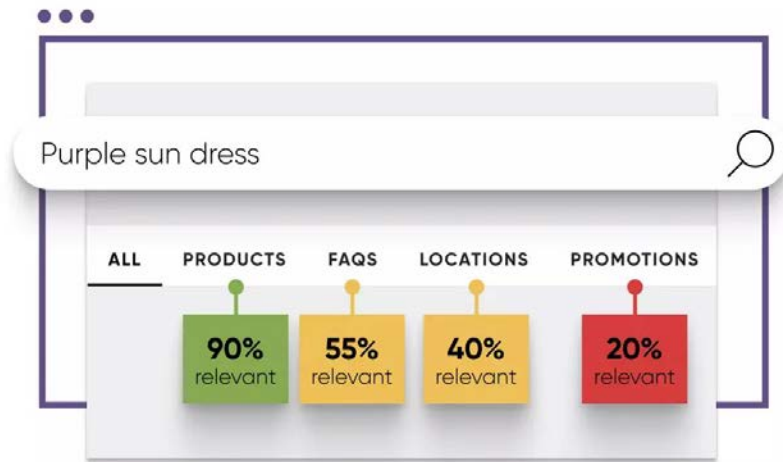
- The relevance of entire **verticals** to the user's query
 - The **order** in which these verticals should be presented to the user
- Helps users find answers quickly without scrolling or rephrasing their query



Semantic Vertical Relevance

A score from 0 to 1 that gets assigned to each vertical, based on how relevant that vertical is to the query

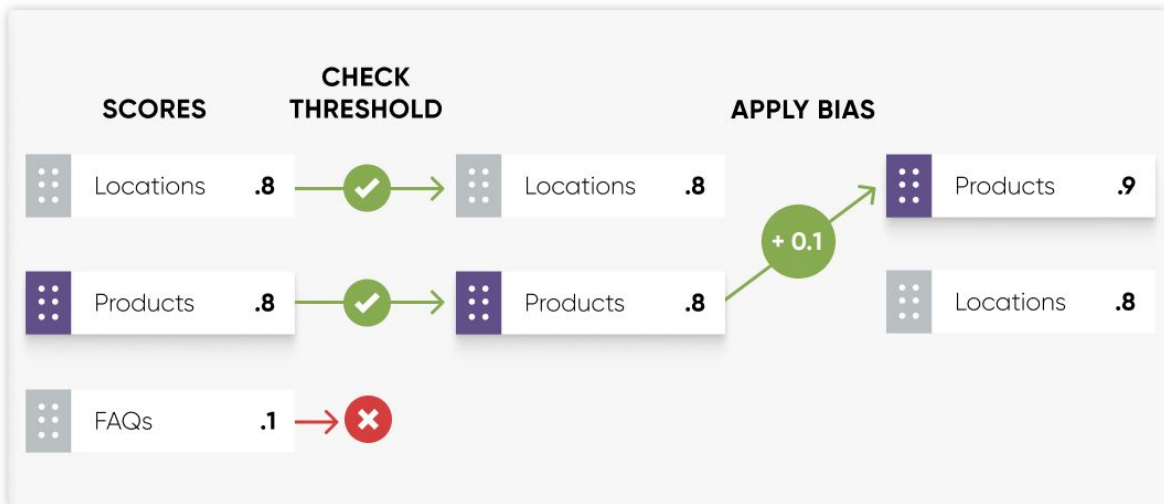
This score is based on powerful embedding technology that allows Search to compare the **true meaning** of a query (beyond just keywords) to the meaning of each vertical



Thresholds & Biases

Thresholds: The minimum Semantic Vertical Score that a vertical must meet in order to appear at all in the search results

Bias: Adjustments administrators can make to the final score of each vertical, which affect the rank in which they appear



Vertical Intents

Training phrases that administrators can associate with each vertical.

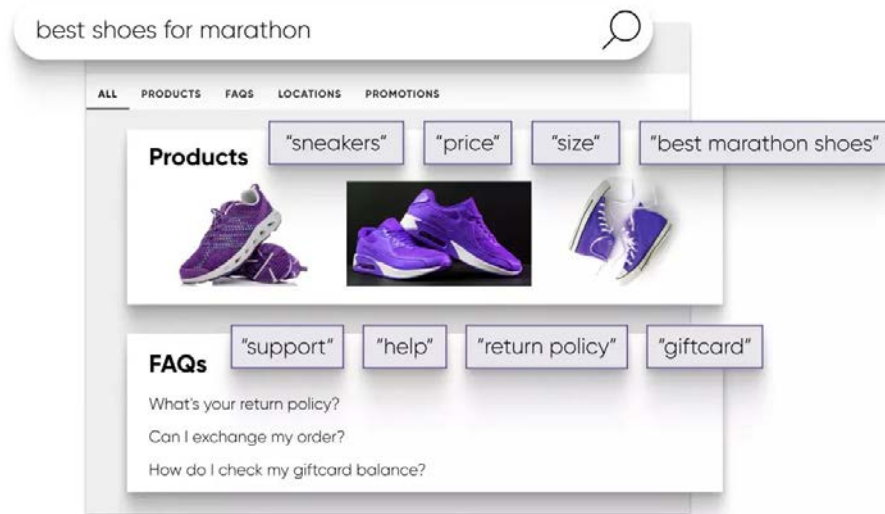
Vertical Intents can be used to provide helpful context for verticals that are expected to return for certain phrases or brand-specific terms

Examples:

“developer meetups” → Events

“cheap flights” → Promotions

“positions for recent college grads” → Jobs



Anyone can build a beautiful frontend for Search



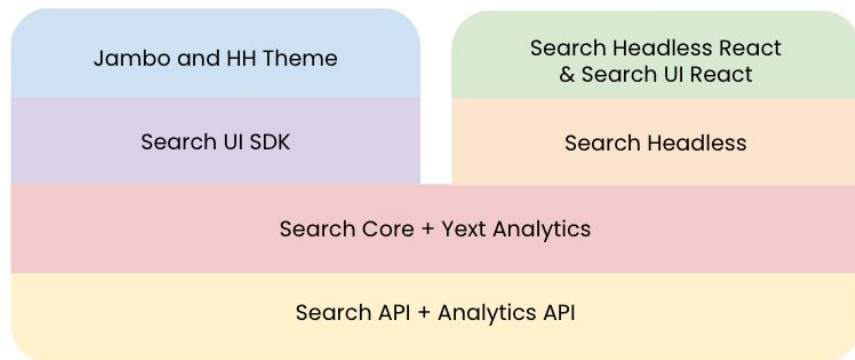
Anyone from a **no-code business rep** to a **low-code administrator** can create a search experience from scratch with a **point-and-click interface** and **out of the box theme**.



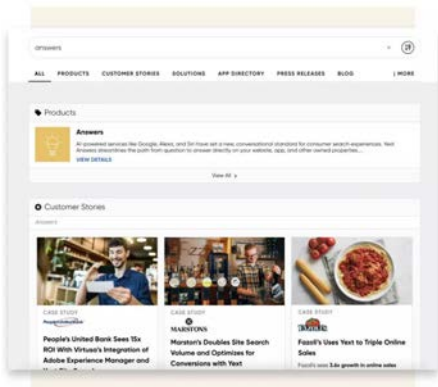
It's easy to add maps, clickable phone numbers, images, videos, info cards, and CTAs—all within your **brand guidelines**.



Developers looking to get their hands dirty have even more ways to customize Search utilizing the Search Headless React, Search Core, and Search API.



Easy and effective frontend design



Out of the Box Frontend
can be easily configured in platform using a combination of a pre-applied theme and a static site generator

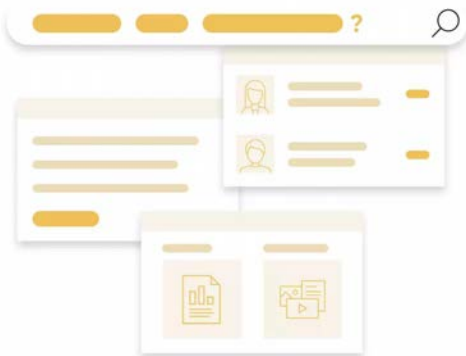


User-tested UX
tested with thousands of users across dozens of experiences that use the Search UI to validate and improve our default theme



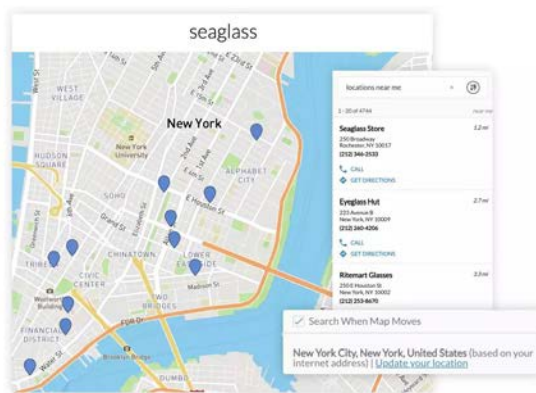
Simple Integration
to get your Search experience live in as little as 30 minutes with convenient guides and helpful plugins (e.g., for your Wordpress site)

More ways to see results



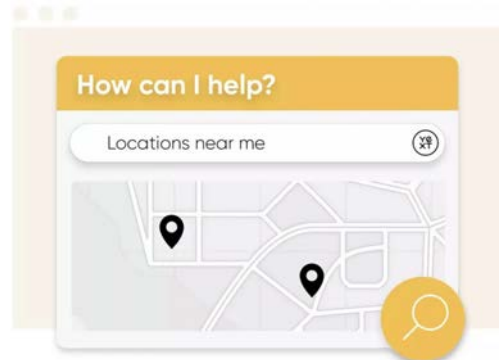
Vertical Results Cards

create bespoke formats to surface each type of entity, available out of the box or customized to meet your needs



Maps & Location Support

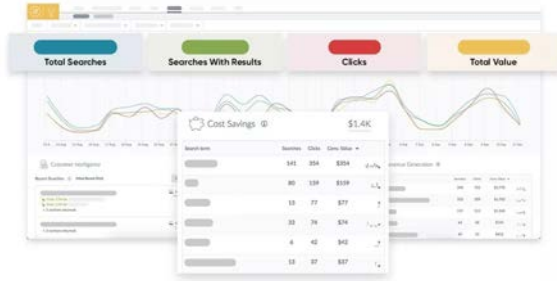
for location-type entities help users visualize your locations and get directions via an out of the box full-page, interactive map



Built-in Overlay Option

allows users to user search, get results, and interact with the full Search experience within a module that can sit on any page

Resources to track value



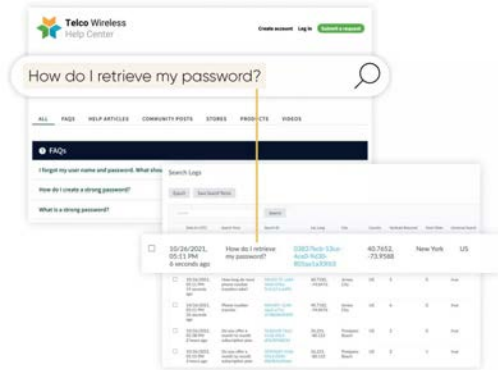
Real Time Analytics

on searches and conversions are tracked and available in out of the box, digestible dashboards. The Analytics platform also offers custom report building and report notifications to meet your audiences' reporting needs.



Conversion Tracking

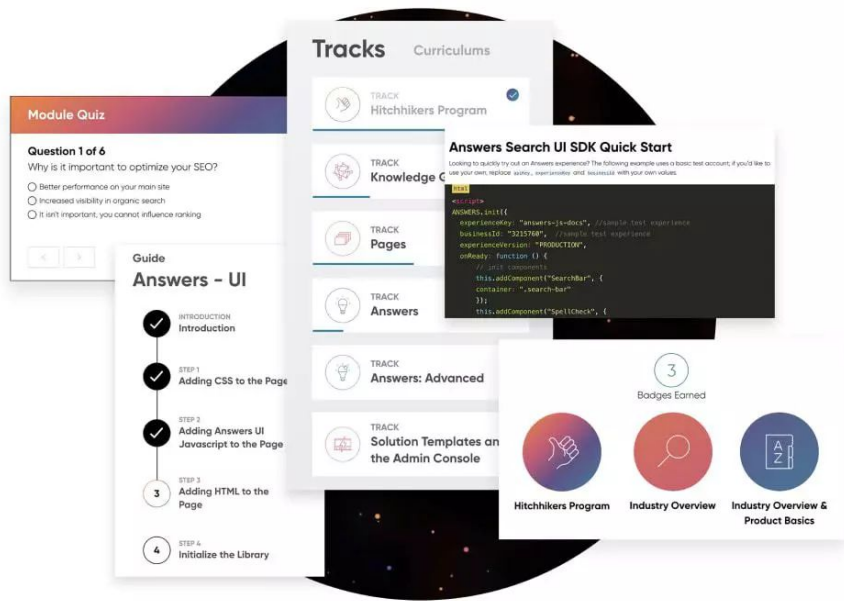
enables you to track the clicks and conversions that can be attributed to Search. When setting up Conversion Tracking, you can determine which customer actions constitute a conversion and its value.



Search Term Analysis & Clustering

normalizes, groups, and evaluates the performance of similar searches to highlight areas where optimizing search quality will make the most impact.

Resources for low-coders to pro coders



Developer & Admin resources enable anyone, from an administrator without a coding background to a full stack developer to build Search.

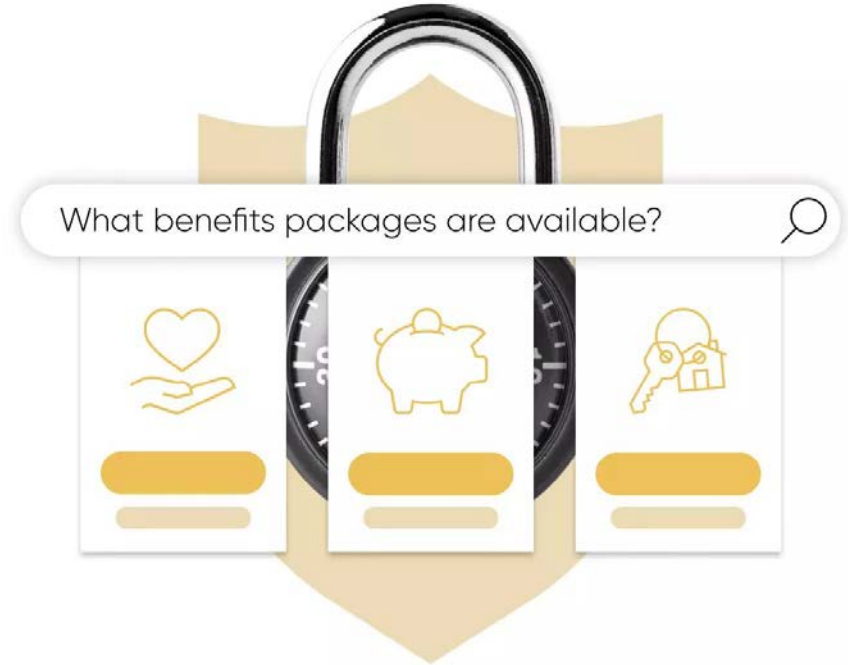
The [Hitchhikers platform](#) provides self-paced trainings, hands-on practice, blogs, events, guides, and a community where you can learn from fellow Yext users

Access for those who need it

Authorization & Authentication provide a layer of security for non-public search, such as intranet or support sites, where search results respect users' access permissions

Multiple methods of authorization are available, including Yext Auth and external permissioning, such as via Google Drive or Salesforce

Plus, you can opt in to Visitor Analytics to learn how different users engage with search



Compliance and security

Compliance and Security

features help you meet accessibility and security requirements, such as WCAG and SOC2 compliance, authentication, enterprise-grade security, encryption, and global data centers.

Your data security is our top priority at Yext. When you trust us with your data, we take that seriously. We continuously invest in enterprise-class security features and best practices in order to help you answer your customers' questions safely.

Learn more about [security at Yext](#)



Example use cases

Cox Communications Connects Customers to Official Answers with Yext

The Challenge:

As a business whose mission is to keep people connected, Cox needed to transform their website to optimize for stronger business results, with the ability to answer complex customer questions at scale.

The Solution:

Yext Search gives Cox the ability to provide rich search results right on their website. During the COVID-19 pandemic, Search has been particularly useful for Cox in fielding frequently asked questions about connection speeds and bill payment as customers transition to remote work and get their children prepared for virtual education.

The Results:

51%

Increase in Site Search Conversion Rate

59%

Decrease in Search Refinements

144%

Increase in Page Views

“As people become more comfortable using natural language queries on Google, it becomes increasingly important that site search can also interpret context and intent. Being able to match the user's true question or query with the most accurate answers, that's the number one thing right now. And that's what Yext Search lets us do.”



*Craig Geiger
Manager of SEO*

Samsung answers customer questions faster with Search for Support



The Challenge:

The technology giant wanted to improve the support experience and lower contacts needed to resolve an issue to reduce support costs and gain additional customer intelligence

The Solution:

Search featuring Document Search and Extractive Question Answering allowed Samsung to provide direct answers from their help article content, videos, and more, using machine learning to smooth the customer journey without the need for internal data science resources, all in ~11 weeks

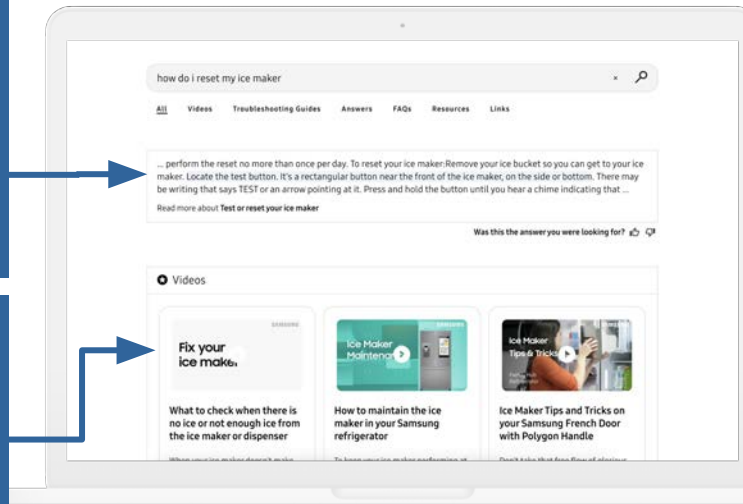
The Results:

~400

Featured Snippets generated through Extractive QA (in first 2 months from launch)

368

videos added via Youtube Connector



BeautyCounter launched support search via Yext's convenient Zendesk integration

BEAUTYCOUNTER®

The Challenge:

BeautyCounter already had extensive customer service information on Zendesk but no way to leverage it to directly answer customer questions and divert support costs

The Solution:

Yext's integration with Zendesk allowed BeautyCounter to quickly and easily launch support search, utilizing the existing help content to answer customer questions with direct answers!

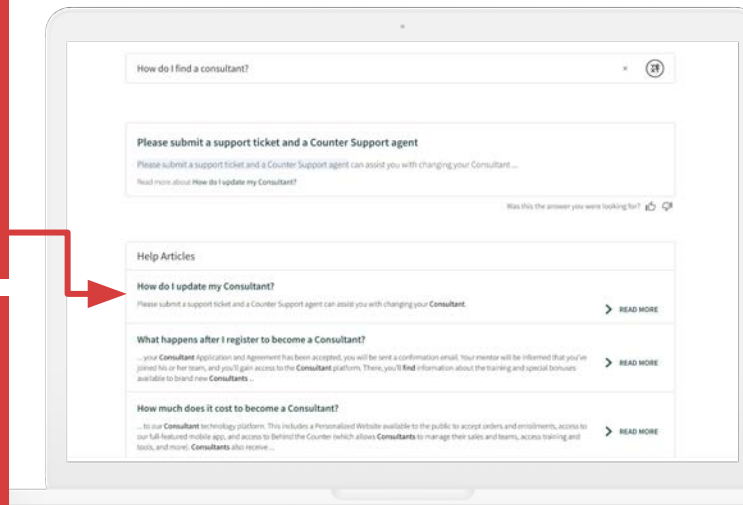
The Results:

284

Help Articles imported directly from Zendesk

<1

week from signup to a live support search experience



National Healthcare Group Rapidly Increases Applications using Yext's Recruitment Solution



The Challenge:

A national healthcare brand aimed to quickly fill 1,100 open positions across their locations. They consistently struggled to drive applications, especially in regions with competitive labor markets.

The Solution:

Yext implemented a complete career site with a powerful search bar, and job pages structured to optimize job requisitions for search engines. The brand successfully drove job seeker awareness with "Apply Now" clicks directly from their on-site search.

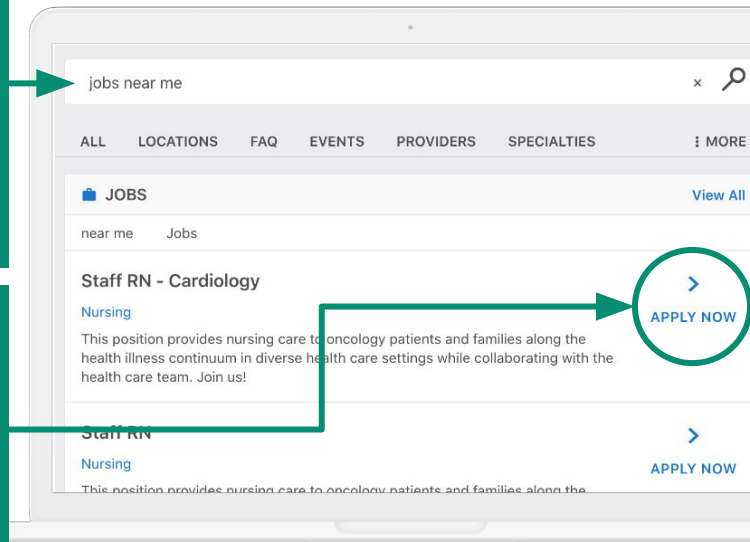
The Results:

211K

Searches On Career Site by
Job Seekers
(annualized)

16K

Clicks to "Apply Now" from
On-Site Search
(annualized)



Thank you

