Yext Competitives

**What is Yext:** A platform that sells listing distribution DIY and through partners via API to the top 25 to 53 directories. Premium services include aggregation to three of the four big databases, reputation monitoring, duplication monitoring and a dedicated rep.

**Yext retail pricing as of July 14, 2014:**

• $199 or $450 a year for partial sets of directories

• $499 a year for all 53 directories

• $1,000 a year (for premium services)

**Yext’s key advantages:** Posting speed is immediate, aggregation is coming soon.

**Yext key disadvantages:**

1. API model covers a small set of directories, just 53 of the top 100. Our model cleans the data at the source, the four big databases that feed all the directories – including vertical directories.
2. At $500 a year, it’s too expensive for just listing distribution. Yext’s lowest price point of $199 a year includes a sample too small to be useful only 25 of the directories, missing some of the largest ones like Yelp, Local.com and Mapquest. You want to be on Yelp and Mapquest, right?
3. The biggest problem with Yext, is that you don’t own the changes. If you stop paying, the data reverts to all what it was underneath – all the same errors and omissions. Essentially, you wind up paying year after year to keep the same changes posted.

When we clean your listing, it stays corrected at the source. You can use the extra money for other services such as reputation monitoring, social media posting, and so on.

1. Yext is moving to our model of feeding information to the aggregators. However, the option is only for a premium price ($1,000 a year) and only three of the four aggregators. Ours is standard to any listing distribution and less expensive.
2. With three of the four aggregators, you are paying top dollar and 25% of the data may still be wrong.
3. Yext’s reputation monitoring only includes a few review sites. Our monitoring includes all mentions online.
4. Our packages include more search marketing options, beyond just listing correction. We include posting content to Google+, Twitter, Facebook, etc., mobile sites and video. All of these help with search.
5. Since the platform does a lot of things, you also can track advancement, monitor mentions, including mobile, from a single dashboard. Otherwise, you wind up having to look at too many things. Here you have one set of analytics.