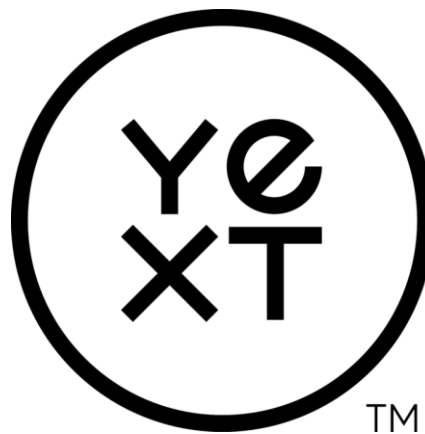


Pureinsights Professional Services

Yext Answers – Setup



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Version 1.0

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1. Pureinsights Company Overview

Pureinsights is a Professional Services company. We are search and analytics professionals and passionate about what we do. We have worked together in the search industry for over 25 years at both software and consulting companies. In that time we have focused entirely on search and helping our clients maximize the value from their structured and unstructured content. We have worked with hundreds of Companies and Government Departments around the world in virtually every industry and on virtually every use-case where search technology can be applied and so have first-hand experience not only designing and building fantastic applications, but also ensuring they are deployed successfully and maintained correctly.

2. Yext Answers Setup Service

Pureinsights is a Yext partner with Certified Yext Answers engineers on staff. To provide assistance to new Yext customers, we recommend a package of hours for a Pureinsights engineer to help the client implement the core functionality of Yext Answers. Answers Startup is a guided Answers implementation executed cooperatively with the Client. Pureinsights will provide experts to guide the customer through their implementation. The goal is to get Answers up and running. The typical duration of the project is 3 weeks. The effort for Pureinsights engineers is limited to 40 hours. Additional hours can be purchased as needed.

Functionality and Services in Scope

- Implementation of a Yext-hosted Search Experience leveraging standard Yext UI search components powered by Yext Answers
 - Universal Search that combines up to seven (7) Vertical Search functionalities for a combination of entity types
 - Configuration of up to fifteen (15) query rules
 - Up to one (1) brand included
 - Integrate with existing blue link search solution based on Yext's current pre-built third party search connectors
 - Search for entities stored in Yext by attributes and relationship, e.g. specialty, business name, keyword, location, services, etc.
 - Add crawled pages to Yext Answers and show customer how to add more in the future
 - Filter search results by entity attributes stored in the Yext Knowledge Graph
 - Autocomplete/typeahead searching

- Inclusion of 'drop-in' third party integrations that consist of a simple JavaScript snippet to be added to the page template with no further customization required
- Provide integration instructions for web/IT team for installation of Yext Answers search experience and bar, if necessary
- Frontend experience will include:
 - Standard card layout with Universal and Vertical search tabs
 - Styling to match basic brand guidelines (colors, fonts, button styling, icons)
 - A single frontend build

Functionality and Services Out of Scope includes, but is not limited to

The Customer would be responsible for System Administration, Monitoring and Maintenance of the Application (although Pureinsights also offers a monthly managed services package for Yext Answers if that is desired). Tier 3 Technical Support for the Yext platform will be provided directly by Yext.

Inclusion of any of the below requires custom scoping by the Pureinsights Professional Services team

- Development of a custom search connector not available as a pre-built third party search connector (Google Custom Search, Zendesk, Algolia and Bing)
- If the Yext Answers experience is to be hosted on a dedicated subdomain hosted by Yext, this must be purchased with Branding Setup if a suitable header/footer module does not already exist.
- Custom third party integrations, widgets, or UI enhancements that require Yext development resources, unless otherwise agreed in writing
- Only data surfaceable in the Yext Knowledge Graph will be included in the experience (Note: this is in addition to a pre-built third party search connector (Google Custom Search, Zendesk, Algolia and Bing)
- The creation and setup of development environments outside of production and staging.

Client Responsibility

- Client to provide Knowledge Graph data in csv, xls, or other columnar format
 - Limit of two (2) source files per entity type
 - Additional files or schemas may incur additional fees
 - Entities uploaded not to exceed the number of available Knowledge Graph entities purchased by Client and set forth in the applicable Subscription Schedule

- If the Yext Answers experience or search bar is hosted on the client's own website, the client is responsible for all installation steps. Pureinsights will provide generalized instructions but cannot perform or coordinate the installation.

3. Pricing

Activities	Pricing
Yext Answers Setup Service (up to 40 hours)	\$6,000
Additional Hours as needed	\$200 per hour