

Eniro partners with award-winning Yext to help SMEs boost their digital presence

Eniro has entered a partnership with Yext, an American company specializing in location data management. The partnership will bring Yext's powerful technology to Eniro's local customers and allow them to easily manage their data across the web in real-time, in order to engage local consumers and drive more sales.

Today Eniro announced a partnership with Yext, an award-winning American company that specializes in enabling businesses to manage location data and boost interactions with potential customers. The partnership will bring Yext's powerful technology to Eniro's local SME customers and allow them to easily manage and update their location data on listing sites across the web in real-time, in order to engage local consumers, improve brand awareness, and drive more sales. Yext's solutions have proven their worth with a number of partners in the US and Europe, and the company is ranked among America's Most Promising Companies by Forbes.

"By joining forces with Yext, we will be able to provide an integrated location data management platform that we are proud to launch across the Nordic markets. Being found online and having a consistent digital presence is essential, especially for local businesses. And it is a real headache for many businesses – 62% of Swedish SMEs say they face challenges in getting the most out of their digital marketing. We now have a powerful tool to help them," says Örjan Frid, President and CEO of the Eniro Group.

Through the partnership with Yext, Eniro will offer customers in Sweden, Norway, and Denmark a comprehensive platform for their location data through the global PowerListings Network, which includes 100+ search engines, social media, directories, apps, and map services, such as Google, Facebook, Yelp, and Foursquare. By leveraging Yext's real-time updating features, Eniro's customers can ensure that they always have accurate, complete, and consistent business information everywhere customers are searching, in order to drive more traffic through their stores' front doors.

"We're proud to put Nordic businesses on the map through our partnership with Eniro. Our product offers those businesses unprecedented control of their location data everywhere online, which ultimately drives more foot traffic," says Howard Lerman, Co-Founder and CEO, Yext.

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