

Yext is a leader in B2B.

What do their B2B Facebook ads look like?

RIGHT
PERCENT

A quick
overview of
Yext's
Facebook ads.

We've run over \$50m of B2B ad spend for dozens of companies.

This commentary comes from that experience.



What makes a good B2B ad?

ad?

Take a look at the parts of an ad below:

Zenefits
Sponsored · 🌐

This is the ultimate downloadable calendar for HR professionals.
...See More

THIS MONTH

**The Essential
2020 HR
Calendar**

ZENEFITS.COM/CALENDAR
Downloadable 2020 Calendar
For HR Professionals

DOWNLOAD

Main Copy

Main Visual

Visual Headline

**Subhead/
CTA**

The **visual headline** is the most important part - it should get the business decision maker's attention instantly as they scroll.

For Childcare Directors



Health screens at drop off,
without the stress

 brightwheel

Yext Time

There's a lot more best practices, but with that, let's jump into Yext.



Overall Summary

- They have great ad concepts and metaphors.
- However, they have few Visual Headlines on their ads, which means their ads won't get business decision-maker's attention in the feed fast enough.

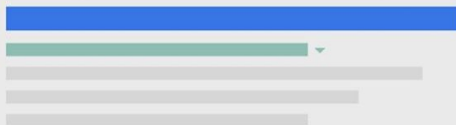
See specific ad commentary below
- and an overall rating at the end!

I get what they're trying to do with the comparison, but its not clear enough for a feed ad. I'd replace the grey section with a strong Visual Headline.

When customers have to sift through countless links on your site in order to find answers, you're less likely to capture their attention. Build trust and increase conversions with dynamic answers and clear call-to-actions.

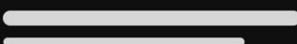
Typical Site Search Results

Search |



answers

Search |



BOOK



BOOK

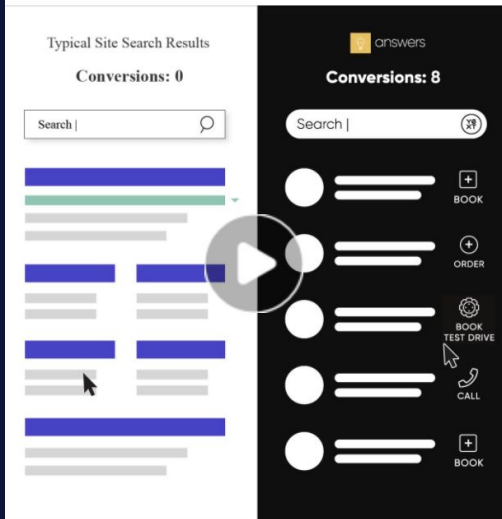
YEXT.COM

Replace links with
Answers

Learn More

Same as above - even though this is a video, the headline needs to be big in the thumbnail to work best.

When customers have to sift through countless links on your site in order to find answers, you're less likely to capture their attention. Build trust and increase conversions with dynamic answers and clear call-to-actions.

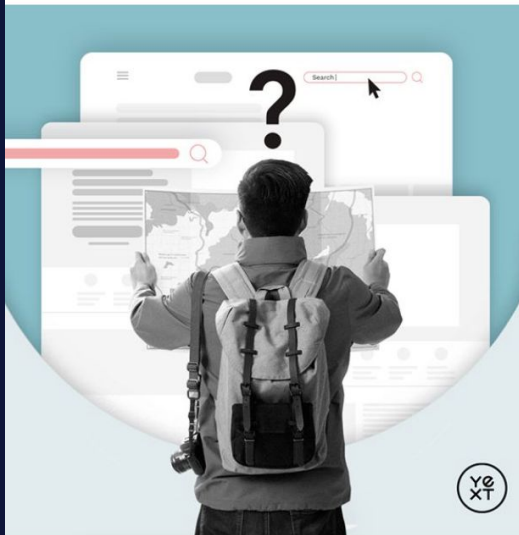


YEXT.COM
Replace links with
Answers

[Learn More](#)

This ad is poor - it needs a Visual Headline. The backpacker may also throw people off due its association with travel.

36% of consumers consider quick answers to questions the most important reason for trusting a brand. Give your customers a fast way to find info on your site with Yext Answers.




YEXT.COM

Don't send customers on
a hunt for answers


[Learn More](#)

This is such a clever concept. It would do better with a strong Visual Headline getting the attention of decision makers. “Make it easier for patients to find the answer to their questions.”

 **Yext**
Sponsored

Yext returns direct answers to your patients' questions so they can book an appointment, make a phone call, and more.

● **YEXT ANSWERS**




● **REGULAR SEARCH**


YEXT.COM
Site search built for Healthcare Providers

[Learn More](#)

This ad is pretty good with a compelling Visual Headline. I would make the text bigger and make the ad format square.

 **Yext** ...
Sponsored
ID: 683562082415521

Quickly add and update FAQs to your website. See what your customers are asking and provide them answers in real-time.

Your customers turn to you for **answers.** 
Don't leave them in the dark.

NOWRONGANSWERS.COM [Sign Up](#)

Try Yext Answers Free for 90 Days | Yext

This video takes way too long to get to the point and needs a persistent Visual Headline.

Yext lets you provide your customers with an easy way to find what they're looking for on your website. Sign up to increase conversions and gain new customer insights.



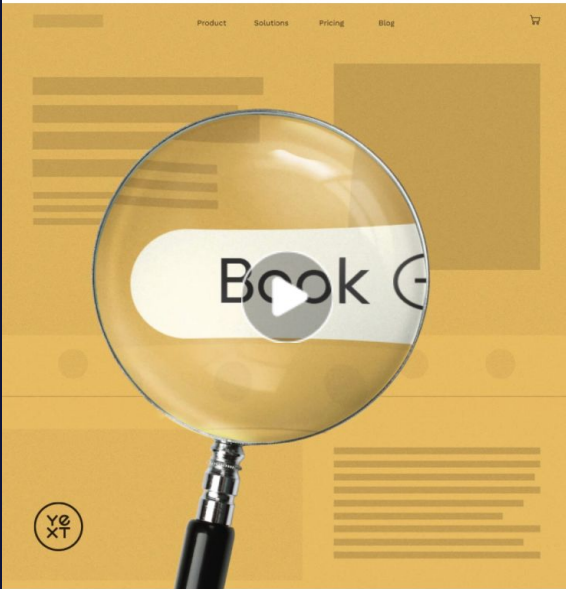
YEXT.COM

Yext provides actual answers, not just results

[Learn More](#)

Another great metaphor that doesn't get to the Visual Headline fast enough.

You've already lost your customer if they need to search for your call-to-action. Create a smooth path to answers on your site and stop missing out on opportunities.

A screenshot of a website with a yellow background. At the top, there is a navigation menu with links for 'Product', 'Solutions', 'Pricing', and 'Blog', and a shopping cart icon on the right. The main content area features a large magnifying glass in the center. Inside the magnifying glass, a white button with the text 'Book' and a play icon is visible. The background of the website is filled with various text blocks and images, some of which are blurred. In the bottom left corner of the website screenshot, there is a circular logo with the text 'YE XT'.

YEXT.COM
Better Answers, Better
Conversions

[Learn More](#)

Overall Rating: 6/10

Clever metaphors and ad formats, but adding big and compelling Visual Headlines would substantially improve performance.



Want us to improve your B2B
ads and ad strategy?

Get in touch below:

GET IN
TOUCH

[growth@right
percent.com](mailto:growth@rightpercent.com)

[rightpercent.c
om](http://rightpercent.com)