Deanna_Kim_YEXT.pdf

Stock contest trading activity

Stock	Bought/share	Sold/share	Total return	sells/what it does	main business driver
APPL	9/15 1	10/4 1	+0.88	Technological Devices	trending of iPhones and iPads
COUR	10/4 10	Held	416	Online Education	wanting to learn skills and careers
NAT	10/4 26	Held	+0.56	Oil transportation	global oil shipments
SMR	10/4 15	Held	-7.10	Nuclear reactor technology	demand for electricity and nuclear power
CHPT	10/4 20	10/5 20	-14.75	EV charging equipment and software	electric-vehicle adoption
RIG	10/4 15	Held	+6.58	Oil and gas exploration spending	oil and gas exploration
CRCT	10/4 10	Held	-1.99	electric cutting machines and design softwares	consumer spending on crafts
BLMN	10/4 7	Held	+1.42	owns restaurants brands	good takeout food
YEXT	10/4 12	Held	+6.45	business software that helps companies	demand for digital guidance

				manage online assets	
KOPN	10/4 15	Held	-9.16	display technology and electronics	demand for display tech and electronics
SRM	10/4 5	10/6 5	+0.41	licensed toys and souvenirs	demand for entertainment merchandise

YEXT's Key numbers-
The last 3 years of the following areas below

year	2024	2025	2026
revenue	$404.322 (0.9%)	$420.957 (4.1%)	$446.579 (6.1%)
operating income	-$6.201	-$32.448	$44.549
Net income	-$2.630	-$27.948	$37.871
EPS	-$0.02	-$0.22	$0.07

I bought YEXT because its AI tools help businesses appear in online searches. Yext reported $111.1 million in quarterly revenue, showing it can generate profits while developing its AI platform. Growing use of AI search could increase demand for Yext's services and help its stock price rise.

YEXT's AI search tools help businesses get discovered online like an ad. YEXT closed at $6.90 on October 16, 2026 below its 52-week high of $9.03. YEXT acquired GoShine to spandex its AI search visibility services. Revenue fell about 1.8% year over year in its latest reported quarter, so growth was not guaranteed.

I held YEXT because I believed its AI search tools could help the company grow, and the contest closed before I could sell the stock. I learned that investing requires patience and loads of research to actually make something out of the company. Next time, I need to check in daily, buy and sell daily, and pay close attention to the stocks buy and news to make sure my purchases make sense and that I understand what I am doing. Also, I need to make a plan and stick to it throughout the time period.

Sources-

- https://investors.yext.com/news-events/press-releases?utm_source=chatgpt.com
- https://finance.yahoo.com/quote/YEXT/

I used AI for checking my grammar and double checking my resources.