case study

How Sprinklr partnered with Twitter for the #DemDebate

At Sprinklr, we love partnering with world-changing companies and are always excited to combine forces to create amazing social experiences. Take a look at how the Twitter Politics team leveraged the Sprinklr Platform to visualize social data and surface trends at the Democratic Presidential Debate.

challenge

As a partner of the second Democratic Presidential Debate, the Twitter Politics team (**@gov**) wanted to enrich the debate viewing experience and engage voters like never before. Twitter already is the de facto place for sharing ideas and creating conversations around politics, but their team had been waiting for a moment like this to take it even further and fully integrate Twitter into the live broadcast, analysis, and the debate itself.

solution

Sprinklr partnered with Twitter to assist in providing real-time analysis, surface trending topics, and create data visualizations around the debate. Using Twitter data from the newly released **Twitter Curator tool**, the Sprinklr Platform aggregated various streams of content around the candidates and the issues that viewers were talking about.

The organized data streams were fed into a **Sprinklr Command Center** that created several social visualizations that made the data engaging, easy to understand, and informative.

Using the Command Center remote on an iPad, the Twitter Politics team was easily able to sync every social visualization and quickly add in new streams of content to track. The data would then appear in every visualization, giving the team complete control to stay up-to-date on what the candidates and viewers were talking about and switch out the visualizations at a moment's notice.

Twitter's mission
To give everyone the power to create and share ideas and information instantly, without barriers.
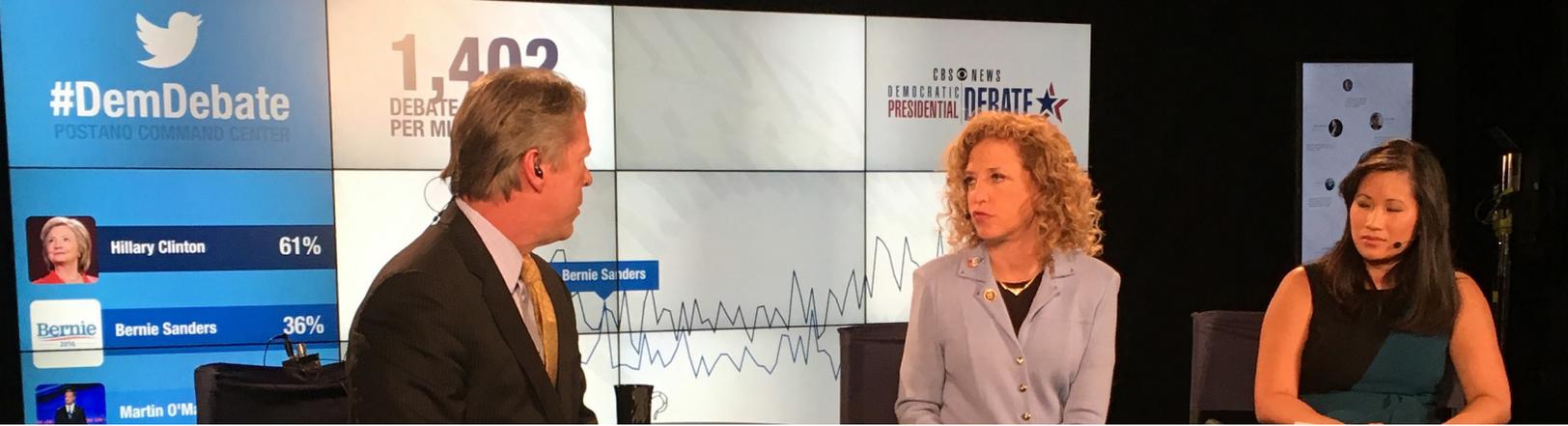
Using the Trends Visualization, the Twitter Politics team was quickly able to tell which subject matters were trending with viewers and curate content to appear in the CBS News livestream. This insight was also fed to the CBS News anchors who shared the latest interesting data points to viewers as the broadcast and live stream came back from commercials.

The social visualizations were also a large part of the Spin Room, with an 18 foot social wall dominant behind the CBS News set.

Smaller displays were also throughout the room featuring content from specific candidates on Twitter.

results

The debate was a massive success as Twitter content seamlessly fit into the entire experience, providing interesting analysis, greater conversation, and viewer interactions.

The highlight of the night was when a viewer watching at home shared their commentary on Twitter using **#DemDebate,** and the CBS moderator shared it on air, forcing Hillary Clinton to respond. **Slate** called it 'the toughest question of the debate' and 'the first good use of social media in debate history.'

Viewers loved the overall impact Twitter had on the debate.

Tanner Kahler
@tannerkahler

Follow

CBS' @twitter integration with this debate is outstanding. 2015 Interactivity at its finest. #DemDebate #@CBSNews @KCCINews

10:35 PM - 14 Nov 2015

The Twitter Politics team was thrilled the way everything came together and had nothing but love for Sprinklr.

We love creating social visualizations at Sprinklr but we couldn't do it without great social data. Twitter data holds an immense amount of power and we were excited to unlock that power at the Democratic Presidential Debate and provide great analysis with our Command Center and social visualizations.

"Twitter lights up during live moments in politics like Presidential debates, and the Sprinklr team turned that online conversation into fantastic, realtime visualizations that helped shape the narrative throughout the day and really turned heads in the spinroom."

Adam Sharp

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