product overview

Sprinklr advertising

IMPROVE EFFICIENCY, EFFECTIVENESS, AND CUSTOMER EXPERIENCES

the problem

Just when you start to think you've mastered advertising on Facebook and Twitter, here comes a slew of new ad targeting methodologies, ad unit types, and several new channels to add to the mix. With all of these additions, also comes more data to make sense of, more point solutions to manage, and as a result - inconsistent messages from your brand's paid and owned content.

Treating paid media as an "add-on" and managing it separately from the rest of the advertising program creates its own struggles and is no longer a viable option. Visibility and control become disjointed with multiple spreadsheets or confined to your agency's weekly email. You don't know where budget is being spent or which platforms are performing better than others to optimize effectively. Ad placements become disconnected from organic social activity and from your organization's overall initiatives. As social advertising continues to mature, the multitude of tools, platforms and processes required to manage campaigns and data will continue to become more and more overwhelming. As a digital marketer - how can you confidently execute ad campaigns knowing you're maximizing ad spend, running an efficient operation, and providing customers with a consistent experience?

the solution

Imagine a scenario in which you're able to increase revenue by automating campaign optimization, reduce costs with efficient collaboration across teams, and mitigate risks by ensuring a consistent brand experience for your customers. You would need a fully integrated platform with a single source of actionable cross-channel analytics, the ability to optimize ad spend dynamically based on performance, and the ability to centrally manage teams, budgets, approvals, and permissions.

Sprinklr's Advertising solution does all of that and more, giving you the confidence to execute campaigns knowing you'll be increasing revenue, decreasing costs, and delivering consistent experiences to your customers.

Sprinklr enabled Dell to generate 2x the initial ROAS goal. Additionally, Sprinklr enabled the brand to surpass their revenue achievement goal by over 8% and break through the noise to reach their customers during the busiest holiday shopping season.

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AUTOMATE MANUAL WORK TO EFFECTIVELY INCREASE REVENUE

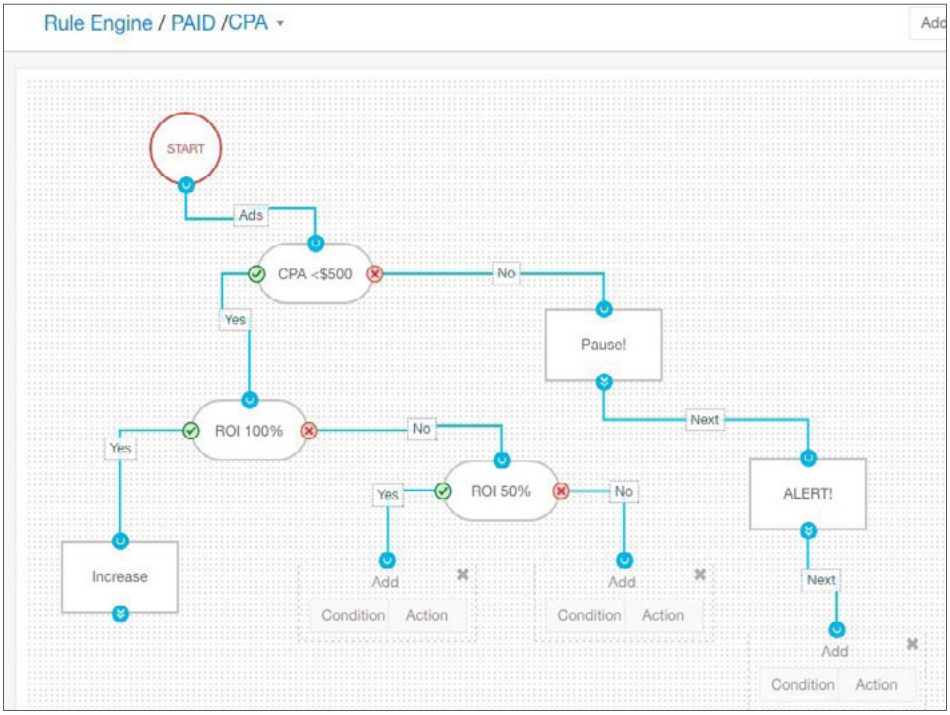
- Dynamically shift budgets from poor-performing to successful ads based on performance
- Continuously sync custom audiences across ad channels for highly accurate ad targeting
- Trigger customized reports and alerts to users and teams
- Bulk import, export, and update for improved high volume ad management

COLLABORATE EFFICIENTLY TO REDUCE COSTS

- Boost scheduled content: plan spend based on an integrated marketing strategy
- Fine tune permissions for individuals and groups to better manage budget access
- View cross-channel, paid, owned, and earned reporting insights from a single dashboard
- Maintain consistent nomenclature and eliminate user error with pre-defined custom campaign naming conventions

ENHANCE CUSTOMER EXPERIENCES BY MITIGATING RISK

- View, review, or comment on campaigns via desktop and mobile
- Govern teams with ease by implementing proper workflows and approval processes with access to individual performance insights and audit trails
- Access Real-time insights and react immediately during a crisis with a campaign "kill-switch"
- Enhance customer experience with relevant and appropriately targeted advertising across all channels by limiting repetitive messages



ESTABLISH RULES TO AUTOMATE CAMPAIGN OPTIMIZATION

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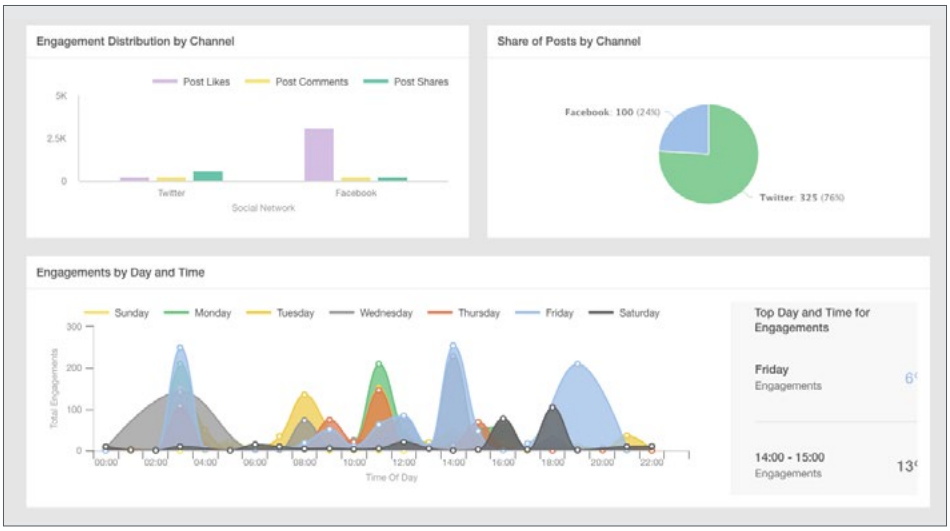
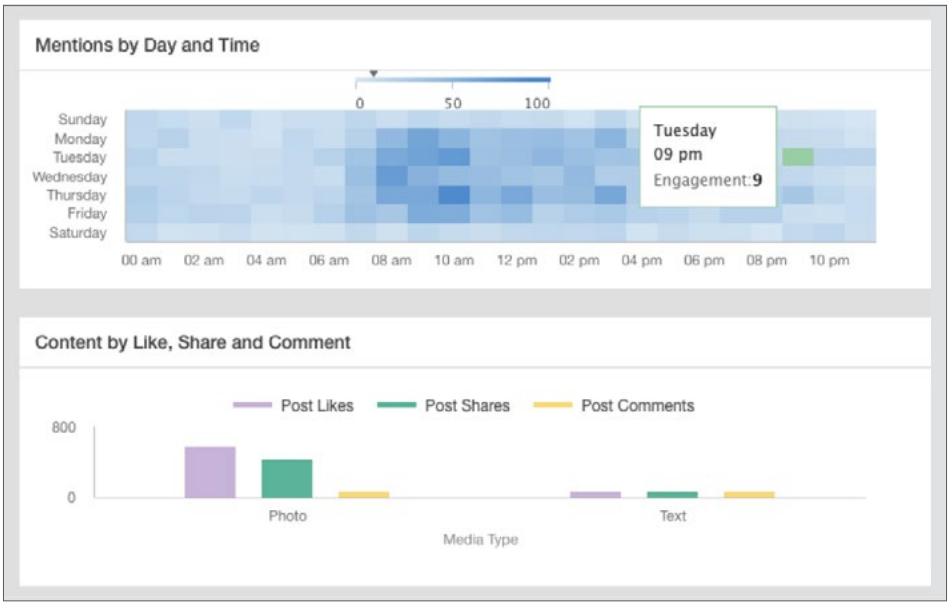


ACCESS A COMPREHENSIVE VIEW OF ALL PAID, OWNED, AND EARNED METRICS



CONFIDENTLY GOVERN TEAMS AND PROTECT BRAND HEALTH

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