



Sprinklr audience

**INTEGRATE DATA AND CREATE RELEVANT
CUSTOMER EXPERIENCES ORGANIZATION**

the problem

Imagine one of your customers sees an ad for your product on Facebook and makes a purchase on your website. However, over the next few weeks, this same customer continues to be shown ads for a product they already purchased. You're wasting money and frustrating them -- all because of fragmented data. Now imagine: the product they purchased is broken and they reach out to you on Twitter. From Facebook, to web, to a completed transaction, and then Twitter – you have all of this information at your fingertips, yet your customer's experience is not a good one. More data doesn't mean better data, especially if you can't take meaningful action on it. As a brand, how do you make sense of customer data to deliver better advertising to the right audiences?

the solution

As consumers evolve on their journey with your brand, you should be reaching them with personalized advertising messages all along the way. To do this effectively, you need to be able to integrate the various sources of customer data you have with social data, in one place. This holistic view of your customer should provide you with consumer behavior and insights that create high-value and unique audience segments that are automatically kept up to date for you to take action on confidently.

With Sprinklr Audience you can discover how different consumers engage with your brand, dynamically create data-driven audience segments you never knew existed, and reach customers by knowing them better.



With Sprinklr Audience the Loop Loft was able to identify audiences that were similar to their high converting customers, allowing the company to reach new audiences without exhausting their existing client base.

how we do it

SEAMLESSLY CONNECT CUSTOMER DATA

- Access a library of one-click connectors for immediate data integration
- Import first and third party data sources from across web, mobile, social, email, ecommerce, CRM, and more
- Connect all customer data in one centralized location for easy data management

DYNAMICALLY SEGMENT AUDIENCES

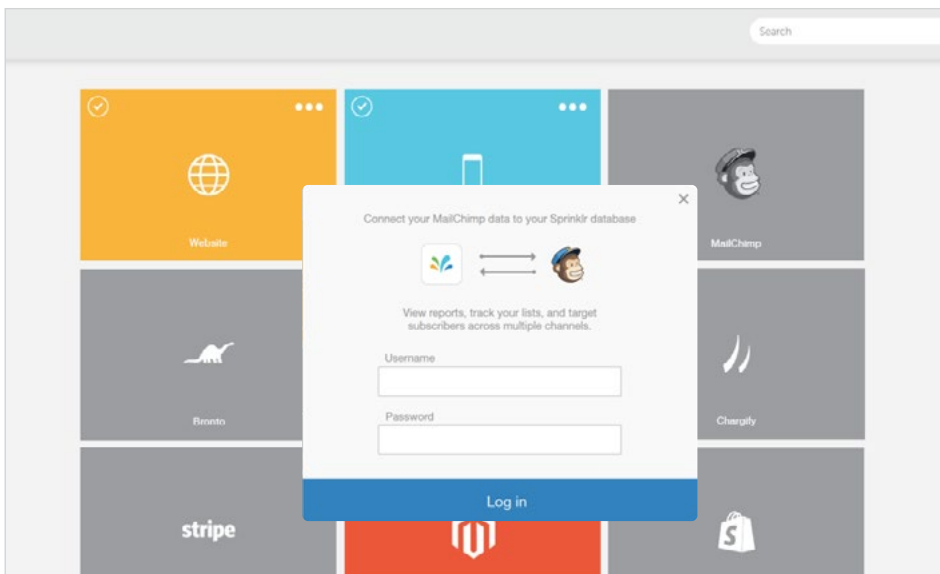
- Build default active, at-risk, dormant and prospect audience segments automatically from unified customer data to ensure the right message reaches the right consumers
- Maintain up to date audience segments with big data analytics and continuous data syncs
- Create rule based, filterable audience segments to identify and harness marketing opportunities



“By teaming up with Sprinklr, we reduced our target CPA for customers by 50% while scaling monthly ad spend up to 33%. By the end of the year, revenue had scaled too, with a remarkable 140% increase YoY.”

Ryan Gruss

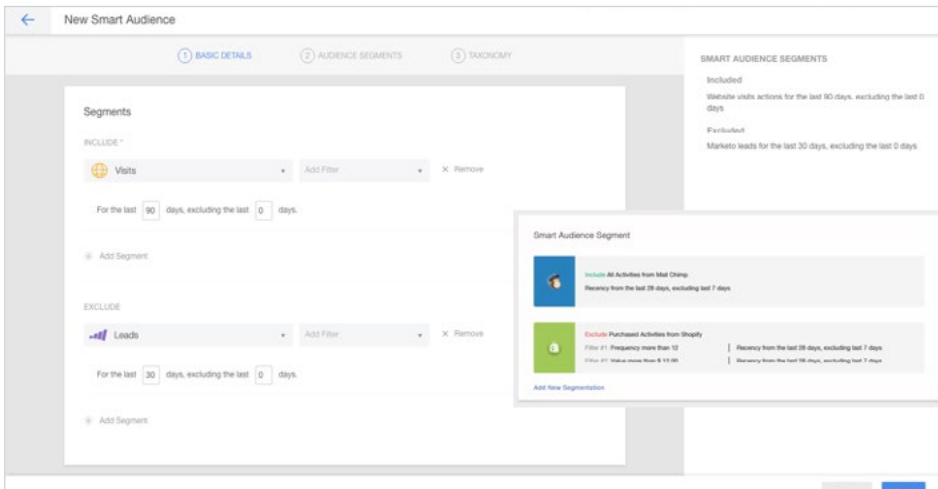
CEO, THE LOOP LOFT



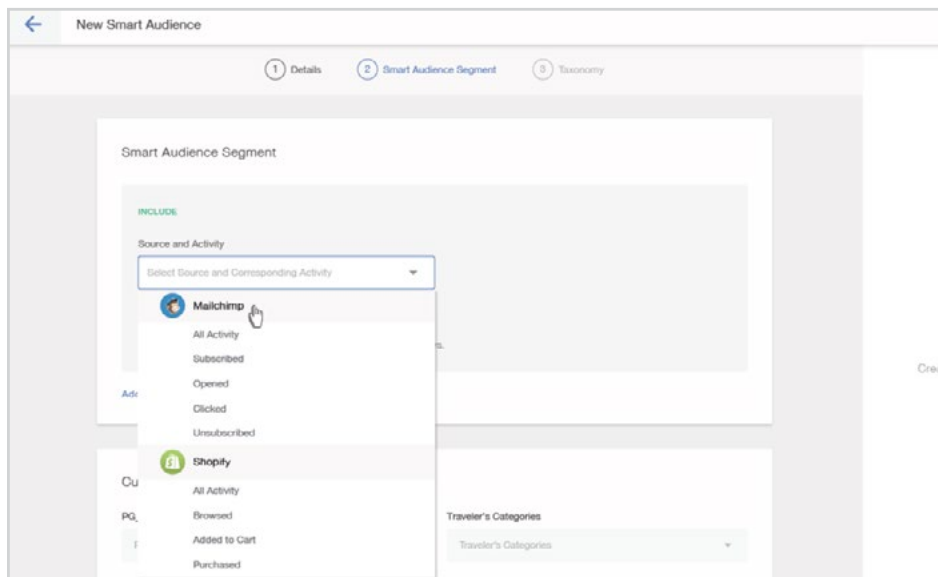
CENTRALIZE AUDIENCES AND
MANAGE CROSS-CHANNEL
SEGMENTS IN ONE PLACE

INCREASE REVENUE WITH RELEVANT ADS

- Create highly relevant, tailored advertising content based on what you know about your audience segments
- Sync audience segments to ad channels continuously for accurate, real-time targeting
- Track and compare performance metrics for each unique audience and apply insights to future campaigns



CREATE AND TARGET RELEVANT ADVERTISING WITH CUSTOMIZED AUDIENCE SEGMENTS TO DRIVE YOUR BUSINESS OBJECTIVES



EASILY LOGIN AND CONNECT MULTIPLE DATA SOURCES TO SPRINKLR WITH ONE CLICK