



Experience Cloud for Advertising

YOUR MONEY, WELL SPENT

Advertising used to be straightforward - brands could find and reach most audiences using just a few channels and execute campaigns in one place. This is no longer a simple task. Brands have to worry about more noise and less reach across a growing number of channels, and discoordination across their paid, owned, and earned activity.

In today's digital world, customers look for the truth about a product or service from one another, and they're skeptical of what brands have to say - especially when brands pay to say it. How can brands reach their target audiences while providing them with the personalized experience they've come to expect?

real-time insights to relevant ads

Import first and third party data sources from across the web, mobile, social, email, ecommerce, and CRM to create a unified view of the customer. Sprinklr's Experience Cloud for Advertising dynamically creates data-driven audience segments and reaches customers by knowing them better.

seamless execution, better results

From collaboration and planning to publishing and promoting, Sprinklr's Experience Cloud for Marketing works seamlessly with Experience Cloud for Advertising as part of an integrated, unified, platform. Boost posts, collaborate on content, consolidate reporting, automate ad optimization, and take advantage of campaign opportunities in real time, across Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and Yahoo Gemini.

Sprinklr's Experience Cloud for Advertising offers the most efficient and effective advertising solution - increasing revenue by automating campaign optimization, reducing costs with efficient collaboration across teams, and mitigating risks by ensuring a consistent brand experience by placing the most important element at the center: the customer.

REACH

Accurately target high-value customers and discover new audiences just like them.

ENGAGE

Reach target audiences with content that is applicable to their current needs and interests.

LISTEN

Apply real-time insights to efficiently serve the right ad content, to the right audiences.

Included in Gartner's Market Guide
for Social Marketing Management
February 2017



Your Needs Delivered



AUDIENCE MANAGEMENT

Build a complete view of your customers by centralizing first- and third-party data across web, social, email, ecommerce, and CRM. Use clear audience segments to publish ads at the optimal time, across multiple channels.



PAID MEDIA ADVERTISING

Simplify ad management and optimize paid budgets in an integrated, collaborative, unified platform.



PAID MEDIA REPORTING

Gain a clear line of actionable insight into paid, owned and earned initiatives.



PAID MEDIA PLANNING*

Collaborate efficiently between teams and vendors for seamless media planning and buying in one platform.



LISTENING INSIGHTS

Ingest, understand, and act on data from across the social web, including social networks, forums, video, news, reviews, and more.



DISPLAY

Bring data to the heart of your business with beautiful, large-scale displays. Visualize social and business data in on-brand, real-time reports that keep a pulse on your entire social program.

* Products in Limited Availability - please contact your Sprinklr Sales Representative to sign up.



"Sprinklr gives me a level of depth and insight into our customers and prospects so I can cut through the noise and give them the information that they're searching for. Year on end, I've increased revenue by 140%, and I've gone from a one man shop to someone that's truly scaling my business due to the power of my digital strategy."

Ryan Gruss

CEO, THE LOOP LOFT