solution overview

Experience Cloud for Marketing
RIGHT AUDIENCE, RIGHT CONTENT, RIGHT CHANNEL, RIGHT TIME

Marketing teams are tasked with two main objectives. Build the brand and help drive growth for the company. While these goals are simple, it has become difficult to achieve them due to the ever-increasing number of channels and ways to engage with customers. Many brands still rely on the same brand-centric approach to marketing where they have a one way conversation with their audiences. Always telling, seldom listening.

Today, customers are in control and marketing is no longer about what a brand says - it's about what consumers are saying - to each other. How can brands provide experiences that actually matter to their customers?

context is queen
We've all heard that "content is king" but in the new age of the consumer, context is queen. Sprinklr's Experience Cloud for Marketing brings listening insights to the forefront of content creation. By leveraging the power and authenticity of the content and conversations happening across the digital landscape brands can finally deliver customer experiences that strengthen brand love and drive sustainable growth.

collaboration for innovation
From brief templates to customizable content strategies, marketers are able to work together to be better together. Notifications, reminders, @mentions, annotations and tasks all contribute to an efficient and effective approval workflow.

scheduled to sent, effortlessly
Sprinklr's Experience Cloud for Marketing is already completely integrated into publishing across 21 social channels. And with Experience Cloud for Advertising, boosting social posts with paid media is just a click away.

multiple channels; one view
Now marketers can have it all. In one planner to view content across social, apps, email and more. Filter down to what's important, group it, save it, share it. Even link it to events. Content creation and assembly has never been easier with integrated asset management, template-driven preview, integrate-able translations, and built in image editing.

Sprinklr's Experience Cloud for Marketing saves marketers time through integrated workflows, reduces risk through governance and improves quality of engagement by placing the most important element at the center: the customer.

LISTEN
Generate insights by listening to customers and the market.

REACH
Drive sustainable growth by delivering compelling content where your customers are.

ENGAGE
Foster brand love by engaging customers as people, not data points.

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

Included in Gartner's Market Guide for Social Analytics for Marketing Leaders, March 2017

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your needs delivered

CONTENT PLANNING
Plan the right content with a collaborative global calendar that spans across business units, markets, and departmental silos.

CAMPAIGNS
Holistically manage campaigns from planning to reporting and deploy campaigns effectively across channels, markets and demographic segments.

CONTENT PUBLISHING
Draft, schedule, auto-tag, and target content with approvals across Facebook, Twitter, LinkedIn, and 21 other global social channels.

CONTENT MARKETING
Plan, create, and publish content from a central workspace to maximize consistency and efficiency.

INFLUENCER MARKETING*
Discover new ways to understand influence and build relationships with those who have the power to influence.

ADVOCACY*
Make it easy for loyal customers and employees to share brand love across social channels.

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 has given us an efficient workflow method, where content can be produed, reviewed, scheduled and measured all within on shared interface."

Paul Matson

HEAD OF CONTENT & SOCIAL MEDIA
GROUPON

sprinklr®