



Experience Cloud for Social

EVERYTHING YOU NEED, ALL IN ONE PLACE

Brands simply cannot achieve their business goals and engage customers when their siloed teams are disconnected from valuable customer insights. Their teams are missing the mark by neglecting the powerful voices of their customers, who have high expectations. With a fleet of accounts on uniquely complex social channels, and the opportunity to reach millions just a click away – the customers are in control, and their voices should be heard.

Customers can be engaged in a reactive or ad-hoc fashion, but to take this approach is to squander dollars on untargeted, unfocused content. Wouldn't you rather be increasing revenue, engagement, and reach - simultaneously? How can you be both nimble and strategic in responding to your customers in real-time while driving your overarching strategy?

one customer, one unified view

Sprinklr Reporting provides you and your team with real-time performance metrics on your Paid, Owned and Earned media- all in one collaborative, integrated dashboard. Say goodbye to "export, import, repeat"; you can schedule report sharing, between departments and with non-Sprinklr users.

you're in command

You have the data; now it's time to liberate it. Sprinklr Display turns your Listening and Reporting data into actionable insights. Share real-time Campaign performance metrics, trending topics and product insights to equip your organization with a pulse on the digital, global conversation around your brand.

now amplify

Put a spotlight on your customers who love you. Build an Advocacy program to showcase your most quality consumer-generated content while making loyal ambassadors feel loved, and encouraged to share more. Share the best of the best content, with Display visualizations on the big screen, in stores or in the office.

Sprinklr's Experience Cloud for Social Media Management is the foundation for organizing internal teams, establishing workflows, optimizing processes and driving successful collaboration with the ability to publish content on over 25+ social channels. It's a unified system that holistically up-levels listening, engagement, and reach for greater efficiencies and targeted marketing activities to deliver better customer experiences across all touchpoints - and make happy customers.

REACH

Know which channels customers are on and how they want to engage with your brand.

ENGAGE

Post content and have personal, relevant conversations with your customers - at scale.

LISTEN

Know what your customers are talking about on social media, and use that data to better engage them - while providing the necessary insights to other departments.

Leader, The Forrester Wave™:
Social Relationship Platforms, April 2015



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.



ADVOCACY*

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



CONTENT PUBLISHING

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



LISTENING INSIGHTS

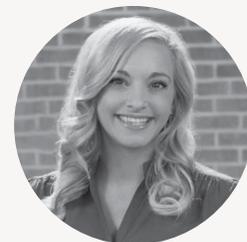
Ingest, understand, and act on data from across the social web, including social networks, forums, video, news, reviews, and more.



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 been a great platform for both our marketing and social care teams, allowing us to really collaborate on improving our customers' experiences."

Toni Jones

SOCIAL MEDIA DIRECTOR
UHAUL INTERNATIONAL