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Sprinklr Acquires ViralMoment to Define the Next Era of Multimodal Customer Intelligence

NEW YORK--(BUSINESS WIRE)-- **Sprinklr** (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced the acquisition of assets of ViralMoment, an AI-powered social video intelligence and analytics solution, strengthening Sprinklr's leadership in modern, multimodal customer intelligence.

Social has become video-first — and increasingly image-led—with the majority of engagement and influence now driven by short-form video and visual storytelling across platforms like TikTok, Reels, and YouTube. Yet most listening and Voice of the Customer (VoC) programs remain text-centric, leaving brands with a growing blind spot as critical customer signals embedded in visuals and audio go largely untapped.

"Modern listening requires understanding customers the way they actually communicate today —visually, emotionally, and at speed," said Karthik Suri, Chief Product and Corporate Strategy Officer at Sprinklr. "While short-form video is becoming one of the dominant formats for brand engagement and discovery, most solutions still interpret culture through text. We believe that this acquisition allows us to advance our AI-native platform with the ability to 'see', interpret, and reason across video, imagery, and audio — unlocking a new generation of agentic AI systems grounded in real-world customer context."

ViralMoment was purpose-built for this new reality. Its video-native AI analyzes content frame by frame across visuals, audio, and on-screen text — cutting through the noise of modern platforms to uncover emerging trends, creative patterns, and cultural narratives as they form – turning video into structured, actionable customer intelligence.

"We built ViralMoment around the belief that modern social requires a fundamentally different approach to listening to and understanding customers," said Chelsie Hall, Chief Executive Officer at ViralMoment. "Joining Sprinklr allows us to bring that capability into an enterprise platform built to operationalize those insights at scale — helping customers move from fragmented visibility to a more complete understanding of how culture and behavior evolve."

With this acquired technology, Sprinklr's customers will be able to:

- Detect emerging cultural and market trends earlier through video- and image-native intelligence
- Understand not just what content performs, but why it resonates
- Capture customer sentiment and product feedback expressed visually
- Activate insights across marketing, insights, product, and service teams in real time

By combining ViralMoment's video intelligence with Sprinklr's enterprise-grade Unified-CXM

and VoC platform, Sprinklr believes that it will deliver the industry's most complete multimodal listening and insights system — spanning text, images, video, and audio, and operationalized directly within enterprise workflows, at scale. This will uniquely position Sprinklr as a partner of choice to help brands move from fragmented insights to comprehensive customer understanding — anticipating cultural shifts, informing decisions, and driving business outcomes.

About Sprinklr
Sprinklr is the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), empowering brands to deliver extraordinary experiences at scale — across every customer touchpoint.

By combining human intelligence with the enhancements and insights of artificial intelligence, Sprinklr helps brands earn trust and loyalty through personalized, seamless, and efficient customer interactions. Sprinklr's unified platform provides powerful solutions for every customer-facing team — spanning social media management, marketing, advertising, customer feedback, and omnichannel contact center management — enabling enterprises to unify data, break down silos, and act on real-time insights.

Today, 1,600+ enterprises — including Microsoft, P&G, Samsung, and 59% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

Forward Looking Statements

This press release contains forward-looking information and statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding (i) the anticipated impact of the acquisition on Sprinklr's business and operations and (ii) the anticipated value creation opportunities resulting from the acquisition. By their nature, forward-looking information and statements are subject to risks, uncertainties, and contingencies, including (i) the risk that the anticipated benefits of the acquisition are not realized when expected or at all, including as a result of the impact of, or problems arising from, the integration of the acquired assets, and (ii) risks, uncertainties and contingencies that may apply to Sprinklr's business. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are discussed in our Annual Report on Form 10-K for the fiscal year ended January 31, 2026, filed with the Securities and Exchange Commission (the "SEC") on March 19, 2026, under the caption "Risk Factors," and in other filings that we make from time to time with the SEC. Sprinklr does not undertake to update any forward-looking statements or information, including those contained in this press release.

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