

July 8, 2026



Sprinklr Named a Leader in 2026 Gartner® Magic Quadrant™ for Social Media Management and Listening

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced it has been named [a Leader in the 2026 Gartner® Magic Quadrant™ for Social Media Management and Listening](#) and placed furthest on the Completeness of Vision axis and highest on the Ability to Execute axis.

“We’re honored to be recognized as a Leader in the 2026 Gartner Magic Quadrant for Social Media Management and Listening,” **said Sprinklr Chief Product Officer, Karthik Suri.** “Social has become one of the most immediate signals of customer truth. Just in the U.S., for example, Pew Research reports more than 70% of Americans, more than 245 million people, use social media and most engage across multiple platforms. With similar patterns globally, this makes social one of the most powerful channels for marketing, real-time customer feedback, and brand engagement. Our focus has been on turning that signal into actionable intelligence with AI, so teams can move from reaction to proactive engagement. When you combine unified data, decision context, and the right balance of human and AI, brands don’t just manage conversations – they build trust at scale.”

[Sprinklr’s platform](#) brings together social media management and listening in a single system, helping enterprises manage content, engage customers, and turn billions of social interactions into real-time insight.

As social conversations become more fragmented across channels, organizations are under pressure to unify data, governance, and execution. Sprinklr enables brands to replace siloed tools with a connected approach that scales globally while maintaining control and consistency.

With built-in AI agents, copilots, and automation, teams can:

- Plan and publish content across global social channels from a unified platform;
- Prioritize and respond to conversations in real time with AI-assisted workflows;
- Analyze large volumes of social data to identify trends, sentiment, and risk signals; and
- Translate social insights into decisions across marketing, care, and customer experience.

By connecting listening with engagement, Sprinklr helps organizations move from reactive social management to proactive, insight-led customer experience.

Access the 2026 Gartner Magic Quadrant Report

To learn more about Sprinklr’s positioning and see the full 2026 Gartner® Magic Quadrant™

for Social Media Management and Listening, visit: <https://www.sprinklr.com/gartner-mq-smm-2026/>.

Gartner Disclaimer:

Gartner, Magic Quadrant for Social Media Management and Listening, Claudia Ratterman, Karen Lee, Tia Zervas, July 6, 2026.

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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.

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