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Sprinklr Launches the Social Index, a New Benchmark for How Brands Win the Moments That Matter

The benchmark highlights diverging trends between brand activity and audience experience — and what top performers do differently.

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today released the [Sprinklr Social Index report](#), a new benchmark revealing a stark reality: most brands are visible but unloved.

Based on more than 1 million interactions across 1,160 brands over 11 months, the Index shows a consistent gap between activity and impact: most brands fail to generate meaningful engagement or positive sentiment. Unlike traditional benchmarks, the Index compares brands against peers and adjusts for viral spikes to reflect sustained performance in real customer moments – not campaign-driven anomalies.

“Brands don’t lack visibility. They lack relevance,” **said Sprinklr Chief Administrative Officer, Joy Corso.** “The brands winning on social aren’t the ones saying the most – they’re the ones showing up in the right moments, with relevance and clarity to create meaningful connections. Brands that listen continuously across every customer touchpoint, use AI to separate real signals from social noise, and act on those insights through a single, unified system are well prepared to win the moment.”

From Activity to Impact: What the Data Shows

[The Sprinklr Social Index](#) evaluates brand performance using a single normalized 0–10 score built from two factors: how brands show up and how audiences respond.

1. The **Brand Index** measures activity (posting cadence, responsiveness, content performance)
2. The **Audience Experience** Index measures impact (engagement, earned conversation, sentiment)

Together, these measures reveal a widening gap between presence and perception: brands are active but not consistently engaging in the real-time moments that shape relevance.

Across industries, a consistent pattern emerges. While most brands are present and active on social, few are building meaningful relationships:

- **High activity does not equal high impact:** retail brands post more than any other sector, yet 78% fail to generate meaningful engagement.
- **One-way publishing dominates:** in technology, 76% of brands remain in Broadcast

mode—posting around launches, then going silent—contributing to low sentiment and stalled momentum.

- **Negative sentiment is widespread – but not inevitable:** telecom brands show a –19 median sentiment and financial services 45% negative sentiment, yet top performers outperform by changing how they engage – not how often.

This gap is not a failure of effort, but of operating models. Most brands still manage social as a campaign-driven channel, while customer perception is shaped in real-time moments between campaigns. The result: brands show up often, but rarely in the moments that matter.

A New Model for Social Performance

To make these dynamics actionable, the Sprinklr Social Index (SI) assigns each brand in the study with a normalized score on a 0 to 10 scale, reflecting how effectively it shows up in the customer moments that shape perception relative to peers. The score is not intended as an absolute target; rather, it highlights the gap between activity and impact, showing if a brand's presence is driving connection.

To make that score meaningful, the Index maps brands to a five-stage maturity ladder based on how they perform in real customer moments—not just how often they publish:

- **Broadcast** (SI 0–1.7): One-way publishing with minimal engagement
- **Presence** (SI 1.7–2.5): Consistent activity with shallow, reactive engagement
- **Interaction** (SI 2.5–3.5): Two-way dialogue and emerging community
- **Resonance** (SI 3.5–6): Strong emotional connection, advocacy, and trust
- **Convergence** (SI 6+): Unified, real-time engagement across social, care, and insights

Crossing into Resonance (SI 3.5+) marks a critical inflection point, the shift from activity to advocacy where brands begin to earn sustained engagement and trust. Convergence represents an operational breakthrough, unifying social, care, and AI-driven insights to enable real-time action across customer touchpoints. The upper end of the scale represents a theoretical ceiling, not an expected outcome, making progression between stages more important than the absolute number itself.

What Winning Looks Like

The Index shows that Resonance is achievable – even in high-pressure industries – when brands shift from volume to intention, by unifying social publishing, cross-platform listening, and customer care signals into a single, real-time operating model, rather than treating them as separate functions.

- Top retail brands post less but earn more, generating 7%+ engagement and significant earned mentions by showing up in cultural moments—not just their own feeds.
- High-performing financial brands sustain strong positive sentiment by responding quickly and resolving issues thoroughly.
- Leading telecom brands improve public sentiment by responding faster and communicating more clearly in moments of friction.

In every case, the difference is not volume, but relevance – how and when brands show up

in the moments that shape perception.

A Meaningful Shift for Marketing and Brand Leaders

The Sprinklr Social Index signals a shift brands should start considering; visibility is table stakes, but connection drives advantage. Achieving Convergence requires always-on listening, AI to surface meaningful signals, and the ability to act in real time across teams. Brands that rely on fragmented tools and activity-based metrics risk becoming louder – not more relevant.

“The brands winning on social understand their audiences in real time – and act on that understanding,” **said Corso**.

More information about the Sprinklr Social Index report is available at <https://www.sprinklr.com/resources/social-index-report/>.

Methodology

The Sprinklr Social Index (SSI) is built from 1 million data points across 1,160 brands in five industries, collected over 11 months (January 1 - December 5, 2025) from X, Facebook, and Instagram.

For each brand, Sprinklr measures two dimensions: the Brand Index (BI) – covering follower growth, posting frequency, engagement performance, and responsiveness – and the Audience Experience Index (AXI) – capturing total brand mentions, earned engagement, and sentiment. Scores are normalized within industry peer groups and adjusted to minimize the impact of outlier moments, ensuring fair comparison of sustained performance.

More information on the process of score building for the Sprinklr Social Index is available [here](#).

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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