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Sprinklr Acquires Leading Location-Specific Text Analytics Software Company NewBrand

Integration of Sophisticated Unstructured Data Analytics Will Give Sprinklr's Clients New Industry-Specific Context and Predictive Analytics to Improve Customer Experience

NEW YORK--(BUSINESS WIRE)-- Sprinklr, Inc., the world's most complete enterprise social technology company, today announced its acquisition of NewBrand, a leading location-specific text analytics software company. With the integration of NewBrand's technology, which applies sophisticated unstructured data analytics to social and customer engagement data, Sprinklr's clients will be able to unearth a deeper layer of customer insights from across more than twenty social channels. Adding that intelligence to Sprinklr's comprehensive social experience management capabilities will allow clients to act on these insights and create even more valuable customer experiences.

"According to Zendesk, 45% of consumers use social media to share negative customer service experiences while only 30% share positive experiences," said Matthew Tennant, Global Director of Social at McDonald's. "That divide means that marketers cannot simply rely on surface-level feedback to evaluate customer experiences. We need to dig deeper, and adding sophisticated location-specific text analytics to the Sprinklr platform will afford us a unique opportunity to improve precision and relevancy in our social engagement across every channel and maximize positive outcomes for our customers."

"Modern marketers need better tools to engage with increasingly empowered consumers, and Sprinklr is providing that by changing the way that brands learn about and communicate with their customers," said Kristin Muhlner, CEO at NewBrand. "Infusing our location-specific text analytics into the unmatched infrastructure that Sprinklr has built will change the customer experience marketplace."

"The days of siloed capabilities are numbered," said Sprinklr founder and CEO Ragy Thomas. "We've built Sprinklr to be a complete social operating system. Adding NewBrand's industry context and predictive analytics will allow us to continue to build a 'brain' that allows customer-facing teams to create more relevant and valuable experiences that simply cannot be achieved by existing engagement and analytics point solutions."

As part of the integration, NewBrand's Washington, D.C. headquarters and staff, which support global clients like Hyatt, Subway, Kohl's, and the Washington, D.C. Government, will become Sprinklr's newest global office.

The acquisition of NewBrand follows several major corporate milestones for Sprinklr. In April, the company announced the establishment of a joint venture in Japan and its expansion to South America through the acquisition of leading Brazilian social technology provider, Scup.

In March, the company raised $46 million at a valuation of more than $1 billion and introduced the Sprinklr Experience Cloud™. The company has acquired six companies since the beginning of 2014 to build out its customer experience technology, and was recently named a social relationship platform leader by both Forrester Research and IDC.

About Sprinklr

Sprinklr is the world's most complete enterprise social technology, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called "the most powerful technology in the market," Sprinklr's fully integrated social experience management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 900 employees globally, Sprinklr is revolutionizing customer engagement for more than 1,000 of Fortune's top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Accenture, Havas, and Razorfish. For more information, visit sprinklr.com or tweet us at @sprinklr.

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