April 11, 2024

Louisiana State University (LSU) Athletics Transforms Social Media Strategy With Sprinklr

Generated $13 million in earned value on social media in 2023

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced that the athletics program of Louisiana State University (LSU) chose Sprinklr Insights to help strengthen its social media presence. By creating an omnichannel social media strategy, the LSU team generated $13 million in earned value for all social accounts in 2023 and enhanced its ability to understand and engage with LSU fans.

With 21 men's and women's teams in 16 sports — each with multiple social media accounts — LSU Athletics needed a comprehensive and unified social media platform to effectively measure social performance and support strategic content decisions.

Social Listening Drives Strategic Brand Campaigns

LSU Athletics implemented AI-powered Sprinklr Insights to better understand the health of the LSU brand across their entire athletic department.

“Sprinklr is a critical pillar of our brand strategy at LSU Athletics. It’s an intuitive tool that gives incredibly in-depth measurements, as well as 30,000-foot views of what we do, helping us share more aligned and strategic messages,” **said Cody Worsham, Chief Brand Officer, LSU Athletics.** “Coaches and teams want to see how our social media efforts measure up to what competitors are doing on social. Sprinklr enables us to do that in real time, providing a scouting report to help ensure that we are competing at the highest level.”

With Sprinklr, LSU Athletics is achieving the following:

- **Generating measurable value.** Worsham analyzed individual social media posts and applied a value model based on industry-standard cost-per-thousand metrics to determine that in 2023, LSU Athletics’ social media team generated more than $13 million in accrued value across all its accounts on Facebook, Instagram, YouTube, X and TikTok.
- **Measuring the brand’s impact to secure sponsorships.** The Emmy award-winning docuseries, The Climb, follows the LSU Gymnastics team's journey. LSU Athletics’ social media team used Sprinklr to track the impact of this show on social media, demonstrating the value to potential sponsors of the show. With Sprinklr’s detailed social media engagement metrics, LSU Athletics secured partnerships for season two based on the series' impact.
- **Informing marketing strategies.** LSU quarterback Jayden Daniels won the 2023 Heisman Trophy. LSU Athletics’ social media team used Sprinklr Insights to help them

understand how to reach Heisman Trophy voters with the right message in the right tone.
- **Guiding crisis communications.** Sprinklr provides metrics on volume, reach, and sentiment to show how people are reacting to sensitive or timely topics in real time.

“LSU Athletics is a great example of driving tangible, organization-wide impact with a unified, data-driven social media strategy,” **said Sprinklr Chief Customer Officer, Scott Harvey.** “LSU Athletics highlights the value of comprehensive social media metrics in decision making and we look forward to continuing to provide AI-powered Sprinklr Insights to inform the university’s brand and communications strategy.”

More Information:

- Read more Sprinklr customer stories, here.
- For more information on Sprinklr Insights, click here.

About Sprinklr

Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,700 valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 60% of the Fortune 100. Sprinklr’s value to the enterprise is simple: We un-silo teams to make customers happier.

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Press
Austin DeArman
pr@sprinklr.com

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