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Econsultancy Ranks Sprinklr "Top Right" in 2013 Social Media Management Buyer's Guide

Company Earns Desired Placement for the 2nd Straight Year

NEW YORK, Feb. 20, 2013 /PRNewswire/ -- [Sprinklr](#), the leading provider of social media management infrastructure for the enterprise, today announced that for the 2nd year in a row, the Company has been placed in the "top right" position in Econsultancy's Social Media Management Systems (SMSS) Buyer's Guide. "Top Right" positioning indicates an SMMS provider's ability to deliver the most sophisticated level of multi-channel social conversation management and audience management. The guide contains comprehensive profiles of 17 vendors of social media management technology and services.

The recently published analysis includes market trends and tips for marketers who want to invest in social media management technology in order to capitalize on the engagement, sales, and marketing opportunities that come from using social media platforms. On the outside, many SMMS vendors look like they offer the same features and services; however, buyers need to look deeper to determine if a given vendor can make the most of the opportunities presented by a company's unique social following. This requirement is particularly acute as large brands address the challenge of scaling social through the enterprise.

Sprinklr's social media management system enables large organizations to be Social@Scale by engaging in a timely and relevant manner with their community from a single location, across multiple corporate functions, and in multiple social channels. Samsung, Intel, Dell, Sears, The Children's Place, 1-800-FLOWERS, Virgin America, Hearst, and Cisco are just a few of the 200 household name brands who are enabled by the Sprinklr platform to connect with large audiences in real time and with a consistent voice.

"Social media management platforms offer businesses of all sizes the ability to communicate, engage, and respond to consumers across multiple social channels," said Econsultancy Research Analyst Amy Rodgers. "The challenge that arises for buyers as a result of the wealth of vendor options available is in determining their precise objectives for using social media, and finding a vendor that can meet those needs."

"Econsultancy is well respected and did an extremely thorough job in their analysis and report," said Ragy Thomas, CEO of Sprinklr. "Our goal, from the very beginning of the company, has always been to build a product and complementary services designed to specifically meet the unique needs of the largest brands. We are most appreciative that Econsultancy recognized our efforts and results."

According to a recent Marketing Profs study, Sprinklr clients are ranked as five of the top six

"most engaged" global brands and four out of the top six "most responsive" brands. The Company recently announced the availability of "Social@Scale: Best Practices from the World's Most Social Brands," a free eBook compiling advice from 23 of the world's most social brands such as General Motors, InterContinental Hotels Group, Microsoft, The GRAMMYs, Citi, Groupon, Walgreens, JCP, and Virgin America and written by the leading enterprise social practitioners responsible for strategy and execution. To view the eBook please visit www.sprinklr.com or Sprinklr's SlideShare channel, www.slideshare.net/sprinklr.

About Sprinklr

[Sprinklr](#) fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences. With over 200 global brands as customers, and financing from Battery Ventures and Intel Capital, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked and empowered customer. The company offers an enterprise-wide Social Media Management System and related services. The world's most social brands choose [Sprinklr](#) to be Social@Scale.

About Econsultancy

Econsultancy is a digital marketing best practice community and publisher, which educates the world's marketers on everything from web analytics and email marketing, to social media, PR and ecommerce. Econsultancy provides independent research, consultancy services, and worldwide events and training for over 180,000 members and counting, and has offices in London, New York, Sydney, Singapore and Dubai. Econsultancy was acquired by Centaur Media plc in July 2012.

SOURCE Sprinklr