

August 14, 2014



Sprinklr Acquires Leading Paid Social Company, TBG Digital; Helps Brands and Agencies Maximize Social Reach

Serving \$5bn Market Opportunity, Acquisition Creates World's First Enterprise Converged Media Solution

NEW YORK, NY -- (Marketwired) -- 08/14/14 -- Sprinklr, the leading independent end-to-end social relationship infrastructure, today announced the acquisition of a top global paid social solution, TBG Digital. The combination of TBG Digital and Sprinklr provides large brands with the world's first converged social media solution. As the only enterprise provider with the full set of capabilities across paid, owned and earned social media, Sprinklr enables enterprises to:

- maximize reach across paid, owned and earned social content
- integrate planning of content and campaigns across paid, owned and earned channels
- conduct automated optimization and amplification of organic content with paid budgets
- rapidly determine and close the loop on the ROI of digital advertising

Converged media is a critical need for large brands according to the Altimeter Group¹. The number of major social media sites has exploded in the last 3 years to over 200,² while simultaneously, the number of Facebook Pages "liked" by a typical user grew by 50%. The future demand for extending social reach shows no signs of slowing with [social media initiatives poised](#) to consume nearly 18% of total marketing budgets in 5 years with an [additional \\$5 billion](#) forecasted in paid social media alone.

"Understanding how media spend works across all channels and touchpoints is important to us," said Gary Evans, Director, Online Sales and Marketing, Sky, the UK and Ireland's leading home entertainment and communications company. "More and more of our customers and potential customers are connecting with us via social and it's pretty clear that the only way to manage all of this effectively is through great, integrated technology."

Recognized by Forrester Research³ as "the most powerful technology on the market," Sprinklr released the industry's first integrated paid social media module in April. With TBG Digital, Sprinklr adds 10 years of experience serving large clients such as Vodafone and Dell and a strong pedigree of innovation to round out the converged media solution. TBG Digital was an early adopter of ad campaigns on Facebook and was also one of the first 3 firms to join Twitter's Marketing Platform Partner Program.

Until the announcement by Sprinklr of a converged social media solution, enterprises have been "forced into integrating disparate systems, which handicaps their ability to use ... tools to provide a consistent customer experience," according to Altimeter. With a Sprinklr

converged media solution that is purpose-built for large enterprises, brands and their agency partners can focus on managing and optimizing social reach across all touchpoints instead of playing the role of systems integrator or spreadsheet wizard.

"We've worked with some of the most innovative companies in the world when it comes to social," said Simon Mansell, CEO of TBG Digital. "While many companies approached us about converged media, only Sprinklr had the proven ability to convert our domain knowledge into actionable software that can be deployed to thousands of brands globally."

"Simple converged media management is the dream that brands have been asking for," said Ragy Thomas, CEO and Founder of Sprinklr. "This is another milestone along the path we've intentionally taken since the beginning, to bring large companies closer to their customers in a nimble, scalable, and passionate way. Our goal is to continue to be the most complete social infrastructure for large brands."

Subject to customary closing conditions, Sprinklr now:

- serves more than 650 enterprise brands
- processes more than \$100 million in annual media spend
- employs nearly 500 people across the US, UK, France, Germany and Asia
- supports over 20 social platforms and customer data sources
- maintains formal relationships with all of the major social platforms including Facebook, Twitter, LinkedIn and Google.

Initial customers of Sprinklr's new converged media solution have seen a 25% improvement in performance. Existing clients may contact their success manager for more information. Prospective clients are invited to attend a webinar on August 21st and may register [here](#), visit www.sprinklr.com, or contact info@sprinklr.com.

About Sprinklr

Sprinklr provides the technology that enables large brands to manage customer experiences at every social touchpoint across teams, departments, divisions and geographies. Unlike tools and platforms, Sprinklr is the only fully integrated social relationship infrastructure, ensuring that the voice of the customer is heard throughout the enterprise. Called "the most powerful technology in the market" by a leading analyst, Sprinklr is headquartered in New York City and serves more than 650 brands worldwide including Microsoft, Intel, Virgin America, IHG and 4 of the top 5 US banks. Visit www.sprinklr.com @sprinklr #SocialAtScale.

About TBG

TBG -- we give social a business purpose. TBG is a full service social media partner to brands and agencies offering strategy, creative, media and measurement services. Operating for over 10 years and working at the forefront of social since 2007, TBG employs over 120 social specialists working in the UK, the US and Germany. Clients include Vodafone, Dell, Heineken and Zynga. Find out more at: www.tbgdigital.com

¹ <http://www.web-strategist.com/blog/2013/05/15/video-converged-media-integrating-your-paid-owned-and-earned/>

² source: [Wikipedia](#)

³ Forrester Research Wave, Social Relationship Platforms (Q2, 2013)

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Source: Sprinklr