

September 3, 2014



Sprinklr Buys Top Influencer Advocacy Company, BRANDERATI

Most Powerful Technology in the Market Makes Third Acquisition in Six Months, Becomes World's Largest, Independent Enterprise Social Media Solution

NEW YORK, NY -- (Marketwired) -- 09/03/14 -- Sprinklr, the leading independent end-to-end social relationship infrastructure, today announces the acquisition of BRANDERATI, the industry's foremost platform for advocacy and influencer marketing. The addition of BRANDERATI fuels Sprinklr's aggressive growth and creates the only fully integrated, enterprise-grade paid, owned and earned media (POEM) solution, an essential ingredient for marketers looking to optimize spend and maximize ROI.

"Integrating customer advocacy into the core social technology will be essential for every brand that is focused on growing reach in an increasingly fragmented marketplace. And that's every brand," said Kellie Parker, Senior Community Manager at SEGA. "With over 65 accounts around the globe and properties like Sonic the Hedgehog, customer advocacy is critical for us."

The average American consumer mentions brands 60 times per week in both on - and offline conversations¹. BRANDERATI helps brands tap into this powerful word-of-mouth by giving them a way to exclusively reach their most influential and engaged audience members. By identifying these passionate fan groups from brands' existing social communities and providing scalable activation programs, BRANDERATI goes beyond traditional social listening and influencer marketing platforms to strengthen the quality of customer engagement and drive true return on investment.

"While many brands are experiencing less than 10 percent reach across their social platforms, with direct access to their advocate influencers, our clients have experienced as high as 68.5 percent social sharing engagement," added Mark Curtis, founder and CEO of BRANDERATI. "By integrating BRANDERATI's technology into the Sprinklr social relationship platform, we're making advocacy a core part of the social stack and giving brands the power to organically recruit brand ambassadors and create scalable influencer programs."

Called "the most powerful technology on the market" last year by Forrester Research², Sprinklr has strategically expanded their platform over the last six months to meet the increasing enterprise demand for comprehensive social relationship management. In February 2014, Sprinklr acquired Dachis Group, incorporating best-in-class brand analytics, content optimization and employee advocacy into their platform. After receiving a \$40 million Series D investment from ICONIQ Capital, Intel Capital and Battery Ventures in April, Sprinklr purchased TBG Digital, a pioneer of social advertising for big brands on Facebook

and Twitter. The acquisition brought over \$100 million of paid media spend into Sprinklr as well as top-tier clients that include Vodafone, Heineken and Zynga.

"With 92% of consumers now trusting recommendations from friends and family more than any form of advertising, advocacy now must take a more central role -- not only in marketing but in the overall business strategy," said Ragy Thomas, CEO and Founder of Sprinklr. "BRANDERATI has unlocked the key to sustained brand advocacy at scale and having their technology and know-how on board will mean big things for our clients."

With BRANDERATI, Sprinklr now employs more than 500 employees in five countries and serves more than 650 enterprise brands worldwide, including:

- Four of the top five U.S. banks
- Three of the top six insurance companies
- Three of the top seven hotel chains
- Four of the top six retailers
- Tech titans such as Microsoft, Intel, Cisco, and Dell.

BRANDERATI CEO Mark Curtis will join Sprinklr as a general manager of the advocacy business unit in their New York City office. In the coming months, brands that rely on Sprinklr to optimize their social business will benefit from a more complete suite of capabilities to further their ad spends, enrich their content and increase consumer engagement to show even greater impact for their campaigns.

To find out more, please visit www.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 four of the top five U.S. banks. Visit sprinklr.com @sprinklr #SocialAtScale.

About BRANDERATI

BRANDERATI is the industry leading marketing platform for advocacy and influencer relations. The company works with agencies, publishing partners, and brands to direct, reward and amplify entire networks of influential advocates. BRANDERATI's turnkey strategic services and its robust influencer marketing platform provide the foundation for a complete and sustainable program, from recruiting, through engagement, to measurement and optimization. The platform has formed the foundation of advocate influencer initiatives for more than 50 brands across different industries, from beauty and luxury to fashion and retail, to consumer packaged goods and technology. For more information please visit branderati.com.

² Forrester Research Wave, Social Relationship Platforms

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Source: Sprinklr