

November 9, 2016



Sprinklr Integrates with Pinterest Advertising API

Sprinklr expands existing Pinterest content publishing partnership into advertising

NEW YORK--(BUSINESS WIRE)-- Sprinklr, the most complete social media management platform for the enterprise, today announced that it now supports ad buying on Pinterest. The Pinterest Ads API will be available through [Sprinklr Advertising](#), a component of Sprinklr's end-to-end social media management platform. Today's announcement makes Sprinklr a partner across both content marketing and advertising on Pinterest in their new Marketing Partners program.

Pinterest reaches a wide range of consumers, including 75% of U.S. mothers, half of all U.S. millennials, and a third of U.S. men. A whopping 93% of Pinterest's [150 million monthly users](#) say they use Pinterest to plan purchases, making it a valuable channel for marketers (source: Millward Brown and Pinterest). With this integration, more than 1,200 brands will be able to use Sprinklr to build dynamic, first-party audiences and advertise with Promoted Pins to drive website traffic, increase app installs, and grow sales conversions ensuring ad campaigns reach the right people at the right time.

"With engaged, sophisticated, and intent-based users, Pinterest is a vital channel for brand marketers who want to reach consumers planning for their future," said Simon Mansell, General Manager, Advertising, at Sprinklr. "Integrating with Pinterest's ads API will enable our clients to create relevant advertising experiences for their customers and communities on Pinterest. As the only technology that lets brands manage owned, earned, and paid social media on one platform, Sprinklr is uniquely positioned to help complex organizations build deeper relationships with their customers."

In April 2015, [Sprinklr joined Pinterest's Marketing Developer Partners Program](#), relaunched today as the Marketing Partners program, providing its clients with access to the Pinterest Content Marketing API. Today, Sprinklr clients will have access to both Pinterest's content marketing and advertising specialties on a single, integrated platform. This allows brands to develop cohesive strategies and conduct reporting that tells the whole story about a campaign's performance.

Sprinklr has seen dramatic growth over the past year. In September, the company [added former VCE executive Tim Page as its COO](#), and welcomed Cisco executive chairman John Chambers and Kellogg School of Management Professor Mohan Sawhney as its first two strategic advisors. Sprinklr [raised \\$105 million at a \\$1.8 billion valuation](#) in July, bringing its total funding to \$239 million. Operating in 150+ countries with 1,200 employees worldwide, Sprinklr has cemented itself as the leading social media management platform for the world's most valuable companies.

For more on this news and how brands will benefit from Sprinklr's unique partnerships with

Pinterest, you can read [Pinterest's blog here](#) or read more from [Sprinklr here](#).

About Sprinklr

Sprinklr provides the most complete enterprise social technology in the world, designed to help large companies collaborate across their entire organization to create intuitive, superior customer experiences across every social channel. The company is revolutionizing customer engagement in 150+ countries for more than 1,200 brands, including Nike, McDonald's, Microsoft, P&G, Samsung, more than 50% of the Fortune 50, and nine out of ten of the [world's most valuable global brands](#). Called "the most powerful technology in the market," Sprinklr powers more than four billion social connections to help the enterprise reorient its business around the customer in the age of digital transformation. Headquartered in New York City with more than 1,200 employees globally, Sprinklr works with a powerful group of partners that includes Deloitte Digital, SAP, IBM, and Microsoft. For more information, visit sprinklr.com or chat with us at [@sprinklr](https://twitter.com/sprinklr).

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Source: Sprinklr