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Announcing Sprinklr Display, the Complete Solution Powering Digital Screens for Retail, Command Centers, Events and Outdoor Advertising

Built on Sprinklr's unified platform, Display transforms social media data into visualizations that surface actionable insights and drive business value

Leading brands including McDonald's, Nissan, and Santander UK use Display to increase brand engagement, make better business decisions, and improve customer experiences

NEW YORK--(BUSINESS WIRE)-- Sprinklr, the most complete social media management platform for the enterprise, today announced Sprinklr Display, the only all-in-one digital visualization solution that can automatically transform data from 24 social channels into a branded, cohesive experience for retail stores, command centers, events and digital out-of-home formats. Sprinklr Display will be showcased in booth #401 at the South by Southwest® (SXSW®) Conference and Festivals held in Austin, March 10-19, 2017.

The digital signage market is expanding rapidly, with its value expected to grow to $27.3 billion by 2022, a 40% increase from 2015. Unfortunately, much of the content on digital signs is expensive to produce, static for weeks or months, and fails to provide insight or impact. Sprinklr solves these problems by making it easy to create dynamic screens that stream real-time social media content, drive engaging customer experiences, and power insights across an entire enterprise.

"With Sprinklr Display, we are reducing the complexity of our social data with front-and-center visualizations that provide valuable insights across our business -- from marketing, communications, operations to customer service," said Paul Matson, Director of Customer Engagement at McDonald's USA. "It is another important step toward utilizing our wealth of social data to think and act with a customer-first mindset."

"Data visualization is an increasingly important technology for brands who are overwhelmed with big data. They're faced with the challenge of making this data work for them, not the other way around. Sprinklr Display is the only solution helping brands power consumer-facing experiences for retail and events, as well as command centers that provide insight to cross functional marketing and care teams," said Justin Garrity, AVP Display, Sprinklr. "With Display on Sprinklr's integrate-able platform, brands can easily transform their data into insight and deliver engaging experiences in any location."

<u>**Notable Features and Use Cases for Sprinklr Display:**</u>

Create a Command Center That Drives Smarter Business Decisions: Design a state-of-the-art hub to manage an unlimited amount of real-time social media data for competitive

intelligence, community management, crisis communication, ad campaign management, consumer sentiment and more. Only Sprinklr Display has out-of-the-box and easily-customized templates, making it simple to setup, manage and deploy thousands of displays across the globe that are always on-brand and on-point through actionable insights.

Deliver Engaging Event Experiences: Sprinklr Display is based on a simple idea: the best way to communicate is through storytelling. Instead of designing for one disjointed screen at a time -- like so many other solutions -- Sprinklr Display was built with an entire wall in mind. Events can use storyboards to make attendees part of a game-day, concert or conference experience using multiple screens in any layout. Downtime isn't an issue with Display's proprietary "Stay Alive" technology, which ensures that display content is never disrupted even when the internet connection fails.

Transform Online Activity into In-Store Engagement: Connect social media activity to all of your brick and mortar retail locations. Sprinklr Display provides dynamic context to the products shoppers are considering by pulling in data from online product reviews, Twitter comments, Instagram images and more. With [90% of consumers](#) trusting peer recommendations, seeing a positive review or social media post on an in-store display can encourage shoppers to make a decision at their point of purchase.

Design Digital Billboards for Memorable Campaigns: Use social media data to create memorable marketing campaigns that appear on billboards, in bars, at gas stations and other locations that reach on-the-go consumers. Because Display is built on Sprinklr's platform, it can automatically pull real-time social media data without any integration difficulties that other display technologies face.

Build Displays From Any Mobile Device: While Sprinklr Display is designed for screens on the wall, we know that the world is mobile-first. The entire interface is mobile friendly, which means you can design an in-store experience or a command center all from your phone. Additionally, with the new Sprinklr Display Remote, companies can easily control each of their display screens in any location.

Sprinklr Display is generally available on March 10, 2017. You can read more about this announcement [here](#).

Helpful Links

- [Sprinklr Website](#)
- [Sprinklr Twitter](#)
- [Sprinklr Facebook](#)

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. Headquartered in New York City with more than 1,300

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.

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