

Sprinklr Announces Integration with Quora

Automatically identify and analyze insights from customers asking questions on Quora, the leading Q&A platform with more than 300 million monthly active users

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the Customer Experience Management (CXM) platform for modern enterprises, today announced an integration with Quora and Sprinklr's Modern Research product that helps brands proactively reduce brand risk, build brand awareness and enhance customer engagement. Sprinklr is now the first and only enterprise software platform to offer brands full access to 11 years of historical data and real-time insights on Quora.

Insights from Quora can be combined with data from all of Sprinklr's listening sources – 36 social media and messaging channels plus millions of blogs, forums, review sites, and news sources – creating a unified CXM strategy in one Sprinklr platform.

The Challenge: Realizing the Benefits of Quora for Business

More than 300 million monthly users turn to Quora to ask for tips, evaluate products and compare brands. According to [Nielsen](#), Quora users are 37% more likely to be in management than the general population and have significant purchasing power.

Unfortunately, with a growing number of conversations to monitor across digital channels, brands often lack Quora insights and miss the opportunity to get in front of Quora users while they are researching products.

The Solution: Sprinklr + Quora

Sprinklr Modern Research users will now be able to pull in real time and historical data on Quora content (questions, answers, comments) and engagement stats (viewership, share count, comment count, upvote score) to achieve the following:

- **Establish Thought Leadership:** Quickly provide value and build customer relationships by getting in front of people asking questions about your brand as they are researching and evaluating products.
- **Reduce Brand Risk:** Automatically catch a potential issue with AI-driven alerts for keywords used in Quora content.
- **Enhance Marketing, Product Development and Customer Support:** Use insights from questions related to your business to improve marketing campaigns and products. Provide rapid responses to strengthen customer relationships.

“Millions of consumers are asking questions about brands and products on Quora every day, and we want to help brands take advantage of this knowledge,” **said Brendan Weitz, Head of Product Partnerships, Quora.** “We are thrilled to help Sprinklr customers access and understand historical and real-time conversations happening on Quora. With this data, Sprinklr customers can now improve marketing and advertising campaigns, content messaging, product development and more. The opportunities for brands to leverage these

insights from Sprinklr and act on them on Quora and other channels are tremendous and untapped until now.”

“Our partnership with Quora helps brands understand customer concerns and get in front of customers at a critical stage in the buying cycle,” **said Pavitar Singh, Chief Technology Officer, Sprinklr.** “We’re excited to be the first software platform to offer brands access to Quora’s public data since it was founded 11 years ago, creating a unique opportunity for brands to gather valuable, actionable consumer insights that they can combine with data from across digital channels all in Sprinklr.”

To learn more about [Sprinklr Modern Research](#) and our Quora partnership, please request a [demo](#).

About Sprinklr

[Sprinklr](#) ([@Sprinklr](#)) is the world’s leading Customer Experience Management (CXM) platform. We help organizations reach, engage and listen to customers across 25 social channels, 11 messaging channels, and hundreds of millions of forums, blogs, and review sites. Sprinklr is a global company with 1,900 employees helping the world’s most valuable enterprises make their customers happier.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20201209005107/en/>

Rachel Alvarez
PR@Sprinklr.com

Source: Sprinklr