

July 22, 2014



# BP, Pernod Ricard, Rightmove and Other Leading European Brands Get Strategic With Social Infrastructure Investment

## Sprinklr Announces Local French Presence and Exponential Growth of European Operations

PARIS, FRANCE -- (Marketwired) -- 07/22/14 -- Sprinklr, [the largest independent enterprise social relationship platform provider](#), today announced the opening of its Paris office and plans for expansion to Germany later this year. The company first opened an office in London in August 2013 and has seen employee headcount quadruple in the past quarter, with over 20 available positions all across Europe. This growth reflects an increased commitment by leading enterprise brands to serve and prepare for the realities of the connected and empowered customer with an enterprise grade infrastructure.

European social investments are expected to increase by 65% in the next 5 years, according to Forrester Research. A [recent study published by Sprinklr](#) based on publicly available data, shows that enterprise brands are under-investing in paid social media by 50%, a \$5 billion dollar market worldwide. The forecasts for European growth mirror this analysis, with predictions that social advertising spending in Western Europe will reach EUR4.3 billion by 2019, up from EUR2.6 billion in 2014.

Seeing this forthcoming wave, the innovators at Europe's most social brands are investing around a clear vision of integrated paid, earned, and owned social media capabilities. Sprinklr clients in Europe include [Bayer Animal Health](#), [BP](#), [Rightmove](#), and [Pernod Ricard](#). European brands now receive local support as well as benefit from partnering with the company recognized as a Leader in the Forrester Wave: Enterprise Social Listening (Q1, 2014) and noted for being "the most powerful technology on the market" in the Forrester Wave: Social Relationship Platforms (Q2, 2013).

"Europe's most innovative enterprises see the immediate need to focus on delivering meaningful experiences at every touchpoint... before it's too late," said Ragy Thomas, Founder and CEO of Sprinklr. "A comprehensive social infrastructure and an unyielding commitment to integrating paid, earned, and owned media is a clear sign of increasing social maturity. We're honored to help our clients listen to and act upon the voice of the customer in a measurable way."

In March, Sprinklr acquired the industry leading brand health capabilities of Dachis Group. In April, the company announced the launch of its integrated paid social media capability as well as a \$40 million Series D investment from ICONIQ Capital, Battery Ventures, and Intel Capital. The new round of funding is fueling Sprinklr's expected growth of 300% year over year, while the launch of paid social media capabilities tightly connects the platform to the \$7.3 billion US market for social paid advertising.

The company will also stage multiple brand-focused Social@Scale Summits in Europe in the second half of the year. The educational and networking series will take place in London on July 22nd and in Geneva, hosted by DuPont, on September 3rd. Additional events are planned for Paris and multiple German cities later this autumn. Social thought leaders from Twitter, Google+, Medidata, adidas, and Bayer Animal Health are among those who will be presenting in London. Previous London events were hosted by Microsoft and Ketchum UK.

Those interested in attending Sprinklr's EMEA event series should contact [events@sprinklr.com](mailto:events@sprinklr.com).

### **About Sprinklr**

Sprinklr is how brands manage social experiences across every touchpoint. Unlike tools and platforms, Sprinklr is the only end-to-end integrated social relationship infrastructure. Called "the most powerful technology in the market" by a leading analyst, Sprinklr accelerates the social maturity of a brand, from just 'doing social' to being social, at scale. Sprinklr's cloud software and strategic and analytic services enable the enterprise to innovate faster, grow revenue, manage risk, and reduce operational costs. Founded in 2009, Sprinklr is headquartered in New York City and serves more than 450 brands worldwide including Microsoft, Intel, Virgin America, IHG, and 4 of the top 5 US banks. Visit [www.sprinklr.com](http://www.sprinklr.com) @sprinklr #SocialAtScale

EMEA HQ (London) Office

Contact:

Kevin O'Regan

New Broad Street House

35 New Broad St

London EC2M 1NH

+44 (0) 207 1948406

[info\\_uk@sprinklr.com](mailto:info_uk@sprinklr.com)

Paris Office

Contact:

Sebastien Boitelle

14 Avenue d'Eylau

Paris 16ème

+33 (0) 177 726 535

[France@Sprinklr.com](mailto:France@Sprinklr.com)

Press Inquiries:

Jeremy Epstein

+1 202-370-1431

[JEpstein@Sprinklr.com](mailto:JEpstein@Sprinklr.com)

Zigis Switzer

1+ 212-784-5705

[ZSwitzer@GroupGordon.com](mailto:ZSwitzer@GroupGordon.com)

Source: Sprinklr