

July 31, 2012



# Sprinklr Inks Deal with Hearst Digital Media

***Company now uses Sprinklr platform for multi-channel social media management across more than 25 brands***

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the leading enabler of scalable social media management for enterprises, today announced the addition of [Hearst Digital Media](#), a unit of Hearst Magazines, to its client roster. Hearst Digital Media selected Sprinklr to power multi-channel Social Media Management as well as provide its Social Apps suite for Facebook apps across more than 25 brands including [ELLE](#), [Cosmopolitan](#) and [House Beautiful](#). The team from Hearst Digital Media will use Sprinklr social media management tools to help post across social networks, review analytics, and measure engagement with the goal of achieving enterprise-wide Social@Scale.

What is Social@Scale?

Social@Scale is the belief that it is possible-and ultimately profitable- for multi-division enterprises to connect and foster deep personal relationships with their customers. Combining cutting-edge technology, corporate governance, and a disciplined operational framework, Social@Scale enables brands to engage in a timely and relevant manner with their community from a single platform across multiple corporate functions in multiple social channels.

Hearst Digital Media chose Sprinklr for its ability to provide one convenient solution for managing both social communities as well as Facebook apps. Hearst also favored Sprinklr's ability to deliver Facebook Apps across multiple brands with unlimited customization and design capabilities.

"Hearst Digital is the industry leader in creating innovative and engaging social experiences for our users and advertisers," said Brian Madden, Executive Director of Social Media, Hearst Digital Media. "We are thrilled to be partnering with Sprinklr to help us continue the incredible growth we have seen in social over the last year."

Recognized as "the most capable" Social Media Management System to serve the needs of large organizations by [Altimeter Group](#), Sprinklr has more than 100 enterprise level clients. Hearst Digital Media joins the ranks of the world's most social brands, such as Dell, Virgin America, Cisco Systems, Samsung, and Newell Rubbermaid that trust and rely on Sprinklr technology and seasoned expertise to achieve Social@Scale.

"We are thrilled to add Hearst to our growing list of enterprise customers," said Ragy Thomas, CEO of [Sprinklr](#). "Hearst demonstrates exactly why managing social interactions for a global enterprise is critical – across channels, functions, geographies, and business units."

**About Sprinklr**

[Sprinklr](#) fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences.

With over 100 global brands as customers and financing from Battery Ventures, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked & empowered customer.

The company offers an enterprise-wide Social Media Management System and related services.

The world's most social global brands choose [Sprinklr](#) to do Social@Scale.

### **About Hearst Digital Media**

Launched in March 2006, Hearst Digital Media, a unit of Hearst Magazines, is dedicated to creating and implementing the digital strategy for Hearst's magazine brands and other sites, which serve the company's consumer audience. The unit oversees more than 28 websites and 14 mobile sites for brands such as *Cosmopolitan*, *ELLE*, *ELLE DECOR*, *Good Housekeeping*, *House Beautiful*, *Marie Claire*, and *Seventeen*, as well as digital-only sites such as [Delish.com](#), a food site in partnership with MSN; and [RealBeauty.com](#). Hearst Magazines has published more than 150 applications and digital editions for the iPad, iPhone and iPod Touch, as well as the Android platform. In addition, the company includes iCrossing, a global digital marketing agency, and Core Audience, a fully owned and operated data management platform.

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Source: Sprinklr