

February 18, 2016



Sprinklr and Yelp Partner on Social Analytics

For the first time ever, brands can analyze reviews and sentiment data from Yelp to extract insights and act on them to drive business outcomes

SAN FRANCISCO & NEW YORK--(BUSINESS WIRE)-- Sprinklr, Inc., the world's most complete enterprise social technology company, today launched the first official partnership with Yelp that will bring full-text reviews, business insights, and sentiment analysis to Sprinklr clients. Adding Yelp review analysis will bring the most comprehensive look at business reputation in the customer experience space to more than 1,000 brands globally.

With more than 86 million average monthly unique mobile visitors and over 95 million reviews as of Q4 2015, Yelp is the de facto source for consumer feedback and ratings on local businesses. Yelp reviews and listings data power the local element of hundreds of products, services, and apps around the world. Sprinklr is the first company able to offer businesses insight and sentiment analysis of that data.

Sprinklr clients will now be able to leverage Yelp data to analyze sentiment around location, service, price, and other variables to extract insights and identify trends -- expected or otherwise -- that actually affect their business. With these insights, businesses will be able to better understand what is and isn't working, paired with, for the first time, a platform to act on that information and engage customers across other channels. New features will also include word clouds to pull out key topics, the ability to view an aggregate rating across social platforms, and identification of the most important reviews that need response from the business.

"In a world where [89% of companies](#) now compete mostly on customer experience, access to the content, data and sentiment analysis from the world's most popular ratings and reviews site is critical to all brands," said Kristin Muhlnher, EVP of Revenue Operations at Sprinklr. "We're thrilled to be able to provide our clients with these much-needed insights as Yelp's inaugural social analytics partner."

"With more than 1,500 Darden restaurants across brands such as Olive Garden and Longhorn Steakhouse, we are dedicated to engaging our community across all social media channels," said Ali Charri, SVP Strategy & Insights at Darden Restaurants and Sprinklr and Yelp partner. "This partnership will enable our team to unearth specific insights from personal reviews, strengthening the relationship between guests and our brands. Yelp reviews provide actionable social media feedback, and the ability to access insights and data via the Sprinklr platform will provide invaluable metrics to our team."

"Sprinklr has demonstrated their commitment to helping brands create experiences customers love, so they were the obvious partner to help businesses get the most out of their Yelp presence," said Chad Richard, SVP Business and Corporate Development at

Yelp. “Many of Yelp’s advertisers already rely on Sprinklr for insights into their online presence. With the addition of Yelp data, Sprinklr will have access to the highest quality, up-to-the-moment local data and analysis available. Our goal is to show the high ROI that most businesses see when advertising on Yelp.”

Sprinklr clients have access to these new Yelp tools as of today. Go to www.sprinklr.com for more information about Sprinklr, and to www.biz.yelp.com for more information on Yelp for Business Owners.

About Sprinklr

Sprinklr is the world’s most complete enterprise social technology, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called “[the most powerful technology in the market](#),” Sprinklr’s fully integrated social experience management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 1,000 employees globally, Sprinklr is revolutionizing customer engagement for more than 1,000 of Fortune’s top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Deloitte Digital, Accenture, Havas, and Razorfish. For more information, visit sprinklr.com or tweet us at [@sprinklr](https://twitter.com/sprinklr).

About Yelp

[Yelp Inc.](#) connects people with great local businesses. Yelp was founded in San Francisco in July 2004. Since then, Yelp communities have taken root in major metros across 32 countries. By the end of Q4 2015, Yelpers had written approximately 95 million rich, local reviews, making Yelp the leading local guide for real word-of-mouth on everything from boutiques and mechanics to restaurants and dentists. Approximately 86 million unique visitors visited Yelp via their mobile device on a monthly average basis during Q4 2015*. Approximately 75 million unique visitors visited Yelp via their desktop on a monthly average basis during Q4 2015. For more information, please visit <http://www.yelp.com> or send an email to press@yelp.com.

*Average monthly mobile unique visitors based on the number of unique visitors accessing Yelp via mobile web and unique devices accessing the app on a monthly average basis over a given three-month period.

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