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# Sprinklr Acquires Booshaka to Enhance Audience Management Capabilities

*Advanced audience technology and domain expertise will allow brands to deliver more targeted, meaningful, and personalized customer experiences*

NEW YORK--(BUSINESS WIRE)-- Sprinklr, Inc., the world's most complete enterprise social technology company, today announced the acquisition of Booshaka, an advanced audience segmentation and management platform that helps marketers link customer data automatically across social, web, mobile, ecommerce, and CRM systems to optimize engagement and drive revenue.

The addition of Booshaka technology to Sprinklr's Experience Cloud™ – a new class of enterprise software that helps employees across the front office come together and engage with customers through one unified platform – will ultimately allow brands to apply real-time audience segmentation to social data in order to better understand their audiences and deliver improved experiences from brand advertising to customer care.

"Effective experience management cannot happen without fully understanding customers across channels, and the ability to use those insights to serve them – quickly, and at scale – in a relevant, personal way," said Simon Mansell, GM of Paid and Services, Sprinklr. "As the only enterprise software platform that helps brands manage owned, earned, and paid social media all in one place, applying real-time audience segmentation to social data will be incredibly additive to every part of our business over time. In the short term, Booshaka's capabilities will provide a powerful boost to the effectiveness of social advertising campaigns conducted through Sprinklr, an increasingly important part of a brand's ability to reach the right audiences with the right message on social."

Booshaka's sophisticated one-click connector technology culls data from leading technology platforms – including ExactTarget, Marketo, Shopify, and Stripe – and automatically generates smart segments from customer activity that sync to Facebook and Twitter as custom audiences. When combined with Sprinklr's platform, marketers will be able to easily act on these audience segments, creating and managing social advertising campaigns that drive greater brand loyalty and increased revenue.

"Sprinklr shares our vision for a world where data will be used to drive every aspect of the customer experience," said Erik Ober, CEO and Founder of Booshaka. "Joining the Sprinklr family will allow us to dramatically accelerate our efforts to deliver audience management technology that redefines how brands reach their customers."

Sprinklr's acquisition of Booshaka, which has worked with clients like Unilever, A+E Networks, and Rue La La, comes at a time when Sprinklr's paid offering, bolstered by the 2014 acquisition of TBG Digital, is seeing significant growth. As part of the acquisition, Booshaka's team of 10 will move into Sprinklr's San Francisco office. Reporting to Simon

Mansell, Booshaka CEO and Founder Erik Ober will help to grow Sprinklr's paid media business while also exploring new ways to leverage audience data to fuel innovation throughout Sprinklr's platform.

For more information, [visit the Sprinklr blog](#).

## **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](http://sprinklr.com) or tweet us at [@sprinklr](https://twitter.com/sprinklr).

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