

July 21, 2016



Sprinklr Partners with Twitter for Republican and Democratic National Conventions

Sprinklr Social Display provides on-site, real-time Twitter data visualization for convention attendees and press to extract insights and news

NEW YORK & SAN FRANCISCO--(BUSINESS WIRE)-- [Sprinklr](#), the world's most complete enterprise social technology, today announced that it is partnering with Twitter to power data visualizations at the 2016 Republican and Democratic National Conventions, taking place July 18-21 in Cleveland, OH and July 25-28 in Philadelphia, PA, respectively.

Coming on the heels of one of the most historic and publicized campaigns in recent memory -- with the country's first female candidate from a major political party and [digital advertising surpassing \\$1 billion](#) for the first time -- each convention is expected to generate more than 100 million Twitter mentions. Sprinklr's Social Display technology powers large, immersive visualizations of Twitter data and conversations for more than 100,000 attendees to help them glean insights from key trends, discover stories, and learn about relevant moments at each event.

"Twitter has become one of the most effective, impactful ways for candidates to engage with voters this election cycle," said Sean Evins, Partner Manager, Government & Politics at Twitter. "Each convention is serving as grounds for meaningful political debate and decision-making. Engaging data visualizations from Sprinklr are capturing the pulse of conversation at each event, and curating moments and stories that enhance attendees' on-site experiences."

"Through this partnership, Twitter and Sprinklr are able to align conversations and decisions from the conventions with broader trends, and tell stories through that data in a visually stunning, digestible way," said Justin Garrity, Area Vice President for Display and Command Center at Sprinklr. "In the age of connected, empowered citizens, it's more critical than ever for governments and elected officials to communicate with citizens in a transparent way. Twitter provides a reliable and important forum for that flow of information."

This partnership will bring important, online conversations and moments from each convention to life, and will serve as an on-site resource for members of the press at each event. Twitter works in close partnership with each political party to enhance their ability to connect with voters. Neither Sprinklr or Twitter is affiliated with any political party.

Sprinklr Social Display enables brands to amplify events, corporate spaces, and audience content as beautiful visualizations across web, mobile, and large screen displays. Giving brands greater creativity and scale in the execution of visual experiences online and offline, clients using the technology include world-renowned brands like Michael Kors, Time, L.A.

Kings, and Cleveland Cavaliers. Social Display utilizes technology from leading social visualization platform, Postano, [which Sprinklr acquired in April](#). For more information, [click here](#).

About Sprinklr

Sprinklr provides the most complete enterprise social technology in the world, designed to help large companies collaborate across their entire organization to create intuitive, superior customer experiences across every social channel. The company is revolutionizing customer engagement in 150+ countries for more than 1,200 brands, including Nike, McDonald's, Microsoft, P&G, Samsung, more than 50% of the *Fortune* 50, and nine out of ten of the [world's most valuable global brands](#). Called "the most powerful technology in the market," Sprinklr powers more than four billion social connections to help the enterprise reorient its business around the customer in the age of digital transformation. Headquartered in New York City with more than 1,200 employees globally, Sprinklr works with a powerful group of partners that includes Deloitte Digital, SAP, IBM, and Microsoft. For more information, visit sprinklr.com or chat with us at [@sprinklr](#).

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Source: Sprinklr