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Sprinklr Automates Real-Time Paid Social Marketing for Large Brands

One of Only 20 Companies in Twitter's Marketing Platform Partner Program

NEW YORK, May 20, 2014 /PRNewswire/ -- Sprinklr, the largest independent enterprise social relationship platform provider, today announced the launch of the industry's first automated social content promotion capability and its acceptance into Twitter's Marketing Platform Partner Program. The combination will help large brands achieve greater real-time marketing effectiveness and accountability in social ad spending. The market for paid social media is projected to expand to \$11bn per year in 2017 from \$5bn per year, according to BIA/Kelsey.



With the demand for real-time marketing for brands increasing and the time window for measuring and paid-supported promotion shrinking, brand marketers face a significant challenge. They need to be both present and have the capability to deploy resources at the right time to maximize reach and impact of a strong piece of social content.

Sprinklr's real-time paid social content promotion capability removes these constraints for marketers executing campaigns on Twitter and Facebook. Marketers can pre-set criteria

such as engagement rate, retweets, favorites, or replies. Once those thresholds are achieved, additional paid media budget can be deployed immediately and automatically. Social reach and impact can be optimized regardless of the day or time that a piece of content begins to get momentum.

"We look forward to utilizing Sprinklr's Paid Media platform to boost visibility and increase engagement with key posts," said Kira Swain, Social Media and Community Manager at Auction.com "The platform's ability to automatically promote content per set criteria will enable us to capitalize on trends and virality while measuring the performance of paid campaigns all from one central platform."

Sprinklr announced its integrated paid social media module in April. Early clients have reported a 25% increase in ad performance due to improved efficiencies.

Sprinklr also announced its admission into the Twitter Marketing Platform Partner Program (MPPP). The program is for companies that have "helped their clients reach new levels of success by improving their clients' direct response, branding, and live initiatives across multiple verticals."

Sprinklr is [already a member](#) of the Certified Product Partner Program. The company also has deep relationships with existing Ads API partners, [TBG Digital](#) and [SHIFT](#). The inclusion in the MPPP reflects the further intensification by Sprinklr to meet the needs of brand marketers looking for ROI in Social.

"Managing social experiences at every touchpoint is the critical lever of the age of social for large brands," said Sprinklr CEO and Founder, Ragy Thomas. "Paid, earned and owned media don't exist as separate silos for brand marketers so they shouldn't be separate in the technologies they use either. The release of a real-time paid social content promotion capability and a deepening partnership with Twitter are the next steps in providing brands with the insights they need to drive meaningful business objectives."

Enterprises interested in learning more about this integrated capability can [contact Sprinklr for a platform tour](#). Existing clients can gain access to the integrated paid module by contacting their success manager.

About Sprinklr

Sprinklr's infrastructure software is how brands manage social experiences across every touchpoint. Unlike tools and platforms, Sprinklr is the only true integrated social relationship *infrastructure*. Called "The most powerful technology in the market" by a leading industry 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 @sprinklr #SocialAtScale.

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