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Sprinklr Hosts “The Way to Customer-First for Marketers”

Inaugural event examines the purpose of digital transformation and the new imperatives for marketing in a world of empowered and connected customers

Enterprise social technology leader introduces new solutions -- including visual insights, social display and hub, and audience -- designed to help solve the needs of modern marketers

NEW YORK--(BUSINESS WIRE)-- Sprinklr, the world’s most complete enterprise social technology company, this week announced several new products and integrations to help brands better engage today’s empowered, connected customers. The announcements were made in New York City as part of Sprinklr’s inaugural [The Way to Customer-First for Marketers](#) event, which featured experts from McDonald’s, Northwestern University’s Kellogg School of Management, and Deloitte Digital, and was designed to aid senior marketers in orienting themselves around the customer.

Sprinklr’s new solutions will help brands:

- Understand the value in images and user-generated content with [Visual Insights](#)
- Manage data around a customer’s interaction with the brand and its products to provide relevant experiences via [Audience](#)
- Bridge the gap between online and offline experiences, and power large-scale social visualizations with [Social Display and Social Hub](#)
- Extract the full value of their existing enterprise technology with integrations that further enable experience management at scale

“In a world with more doors into a brand than ever before, and customers who choose when and where they walk through those doors, big businesses have a big problem: their front office is fundamentally broken. And usually, it’s marketers who are left trying to pick up the pieces,” said Ragy Thomas, Founder and CEO of Sprinklr. “In putting those pieces back together, however, they have the opportunity to create something powerful; they have the chance to reimagine the future of marketing in order to deliver intuitive, personalized experiences at scale.”

“Companies around the world are charting their own paths toward digital transformation, but without a strategy grounded in putting customers first, those efforts risk missing the bigger picture,” said Mark Singer, Principal, Deloitte Consulting LLP, and Deloitte Digital. “Working together, Deloitte Digital and Sprinklr are helping companies rally around the people, processes, and technology required to create a unified view of the customer and put their experiences at the heart of the enterprise.”

“At Chipotle, we are focused on creating meaningful experiences for our customers at every point of connection, from social channels to dining in a restaurant,” said Jackson Jeyanayagam, Director of Digital Marketing at Chipotle Mexican Grill. “Sprinklr Audience enables us to create relevant content and customer journeys by centralizing siloed customer data and unlocking audience behavior.”

More on Sprinklr’s announcements today:

- **Visual Insights:** According to [Mary Meeker's latest Internet Trends](#) report, people shared almost twice as many images in 2014 than 2015. Brands now require the tools to understand those conversations. Visual Insights allows marketers to leverage the intersection of text and visual listening to discover exactly how consumers interact with their brand, and immediately take action to engage with customers across their business.
- **Audience:** Marketers struggle to reach audiences with the level of personalization that customers now expect. With Sprinklr Audience (originating from Booshaka technology, [acquired by Sprinklr in November](#)), brands can deliver personalized content to key audience segments via social advertising, re-engage inactive subscribers, and create “lookalike audiences” for active and engaged subscribers to drive more conversions.
- **Social Display and Hub:** Uniquely focused on the visualization of social content, with the goal of bridging on-and-offline experiences, Social Hub and Display (originating from Postano technology, [acquired by Sprinklr in April](#)) brings online social content and the voice of the customer into immersive offline brand experiences through stunning, large-scale digital displays.
- **Partner Ecosystem:** Sprinklr today announced a new [public app directory](#) of enterprise integrations developed by Sprinklr and third party developers that solve its customers’ most critical use cases with Salesforce ExactTarget, Salesforce Service Cloud, Adobe Analytics, Opal, Proofpoint, Social Safeguard, Google Analytics, Bit.ly, Zendesk, SAP Hybris, IBM Marketing Cloud, and many more.

To watch the event, [click here](#).

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 1,100 employees globally, Sprinklr is revolutionizing customer engagement for more than 1,000 of Fortune’s top enterprise brands, including IHG, Starwood, Microsoft, Samsung, and Nasdaq, and partners like Deloitte Digital, Accenture, Havas, and Razorfish. For more information, visit sprinklr.com or tweet us at [@sprinklr](#).

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