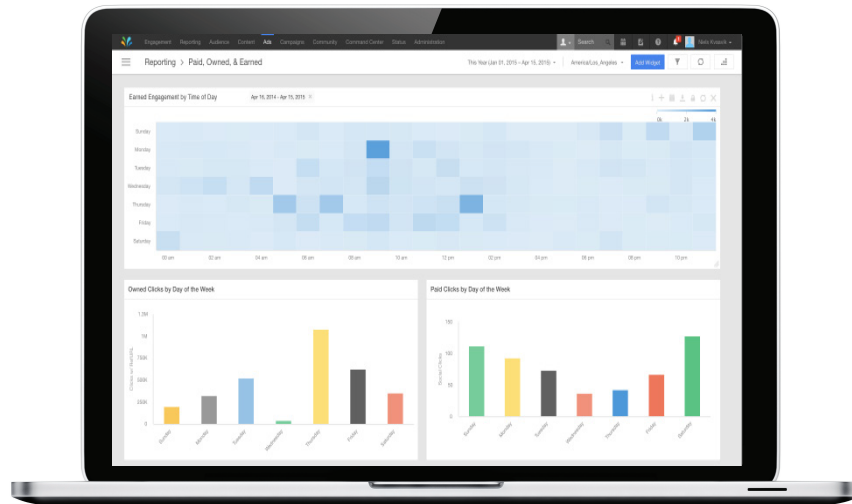




ADVERTISING

PAID ADVERTISING

Automatically optimize paid budgets and consolidate reporting across channels



THE PROBLEM

The decline in organic reach has forced brands to rethink their engagement strategies. Marketers must bet budgets while answering complex questions like: How is paid media driving earned mentions? How are earned mentions connected to increased awareness or web traffic?

Treating paid media as an “add-on” and managing it separately from the rest of the social program creates its own struggles. Visibility and control become confined to the paid expert’s spreadsheet or to the agency’s weekly email. Managers don’t know where their budget is being spent or which platforms are performing better than others. Ad placements become disconnected from organic social activity and from the organization’s initiatives.

As paid social advertising matures, the multitude of tools, platforms and processes required to manage campaigns and data become overwhelming. When visibility into advertising efforts is limited, brands miss out on the ability to gain efficiencies and alignment with organic marketing activities.

THE SOLUTION

On social platforms, paid, earned and owned media should not exist as separate silos. Each works better when operating in unison to create the most effective media strategies.

With Sprinklr, brands can manage all social activity in one place, automatically optimizing paid budgets, maximizing targeting opportunities, and consolidating reporting.

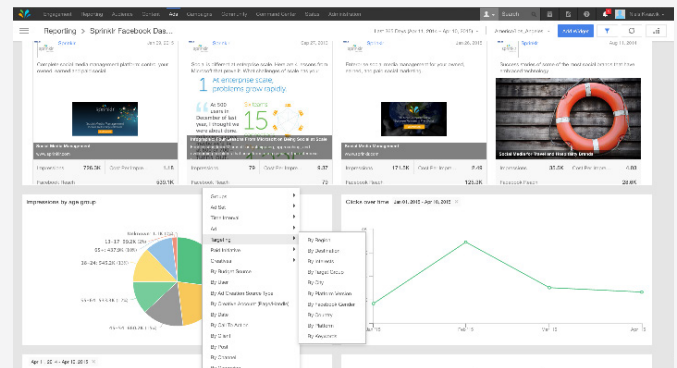
Eliminate the hassles of siloed marketing with a comprehensive, unified view of the entire social business. Sprinklr gives brands the confidence to manage their paid campaigns alongside the rest of their social program and get it right faster. Create promoted content in the same place you manage customer engagement and organic content. Quantify the positive effects of each campaign across paid, earned, and owned media. Automatically amplify or pause ads based on critical metrics to stretch budgets further.

Sprinklr customers have **grown ad performance an average of 20%** and **saved 40 hours per month** through improved efficiencies.

AUTOMATE MANUAL WORK TO STRETCH BUDGETS FURTHER

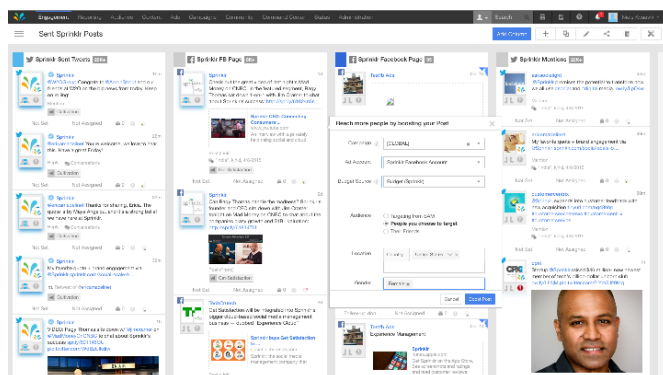
Maximize budget and reduce time-consuming manual tasks. Set rules based on a range of social performance indicators to automate campaign optimization and ad buying decisions.

- Shift budget from poor-performing to successful ads or turn organic posts to ads based on performance.
- Optimize based on ROI, LTV, conversions, and more — including custom metrics. Target specific times for more efficient buys.
- Trigger customized reports and alerts to users and teams.
- Bulk import, export, and update for improved high volume ad management.



INCREASE VISIBILITY AND CONTROL OF THE SOCIAL BUDGET

Manage all social campaigns, channels, and messages in one global calendar for unparalleled collaboration and governance.

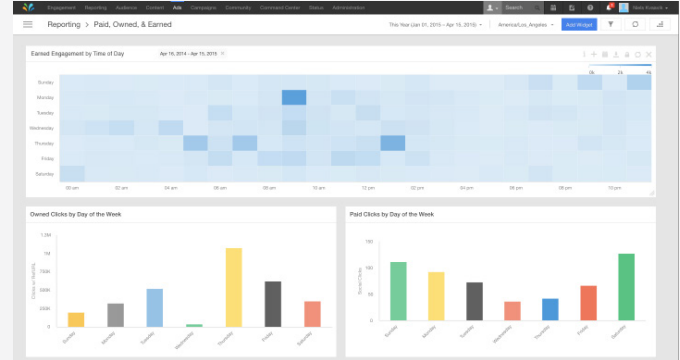


- Boost scheduled content: plan spend based on an integrated marketing strategy.
- Fine tune permissions for individuals and groups to better manage budget access.
- View, review, or comment on campaigns via desktop and mobile. Track user activity with comprehensive audit trails.
- Maintain consistent nomenclature. Eliminate user error with pre-defined custom campaign naming conventions.

LEVERAGE A COMMON MARKETING TOOLKIT

Create messages, deploy creative, choose targeting profiles, apply budgets, and manage reporting –all in one unified platform.

- Utilize Facebook and Twitter's full targeting capabilities. Create custom segments right in Sprinklr, enhanced by engagement and listening data. Save settings to quickly reuse your top groups.
- Upload, discover, and deploy creative assets designed for specific campaigns. View scheduled ads alongside other content in the global Planner.
- Manage all networks and metrics in one spot. Drill into paid, owned, and earned media (including 3rd party data) in a unified view.



Contact Us

phone: (917) 933-7800

email: info@sprinklr.com

web: www.sprinklr.com

twitter: [@sprinklr](https://twitter.com/sprinklr)

Locations

New York City (HQ)
Austin
San Francisco
London
Paris
Bangalore
Delhi
Hamburg
Tokyo