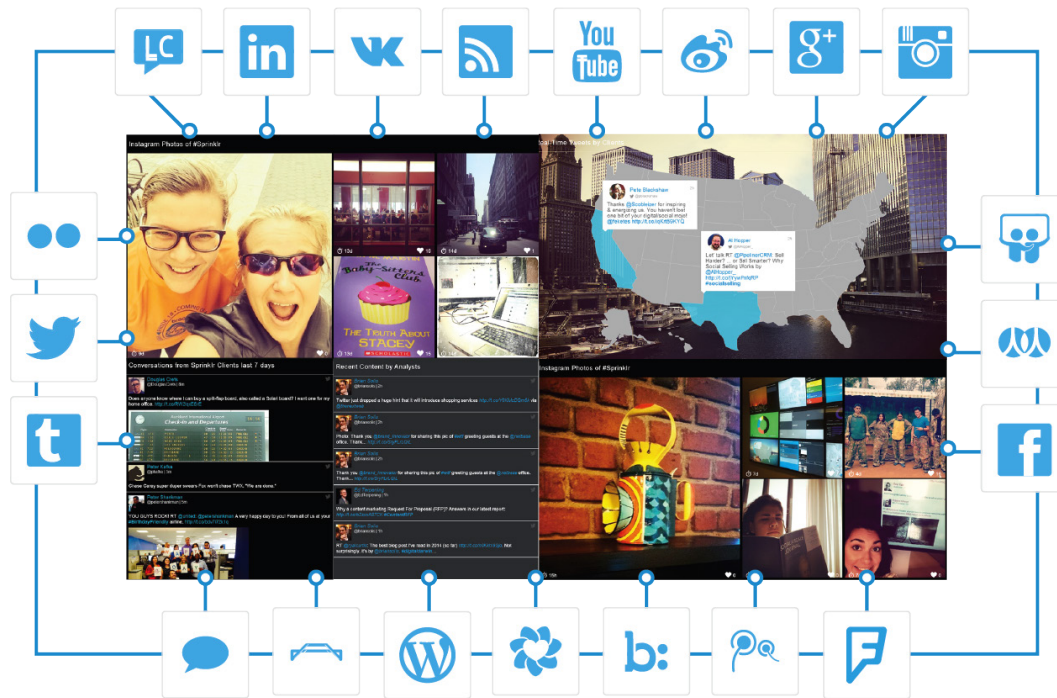


SOCIAL CURATION DISPLAY

The voice of your customer made visible



THE PROBLEM

Brands want to create visualizations of social content that engage their customers and add relevance to campaigns. Discovering that content and harnessing the customer voice is key, but customers don't just use Twitter, Instagram, and Facebook.

Authentic customer voices are waiting in blogs, reviews, and over a dozen untapped social channels. These are missed opportunities to interactively share brand stories with the added validation of real consumer experiences.

Plus, when these curation tools live separately from your social media management system, filtering and prioritization capabilities are limited.

THE SOLUTION

Quickly funnel the most engaging and on-brand social content – from 15+ social channels, blogs, reviews, and more – into targeted marketing campaigns. Gather the breadth of content across not just earned channels, but also owned and paid, for immediate filtering.

And since this social curation capability is part of the entire social program, audience profiles, sentiment classifications, and social applications data are automatically infused.

From cherry-picking the best stories available, showcase captivating visualizations that inspire advocates to share their experiences.

How Sprinklr's Social Curation Display Helps



jumbotrons or TVs



in-store, lobby or company HQ

COHESIVE IMPLEMENTATION

Connect social visualizations to the rest of your programs, such as community management, campaign planning, web properties and mobile apps.

POWERFUL, SMARTER FILTERS

Automatically filter social conversation based on audience segmentation, content characteristics and brand fit using a powerful automated rules engine.

MORE CONTENT

Plug into 15+ social channels, and filter the best content to power gorgeous visualizations. Listen to the expected channels – Twitter, Facebook, Instagram, Google+ and RSS feeds – and the untapped ones like YouTube, LinkedIn, Bazaarvoice, Tumblr, Weibo and more.

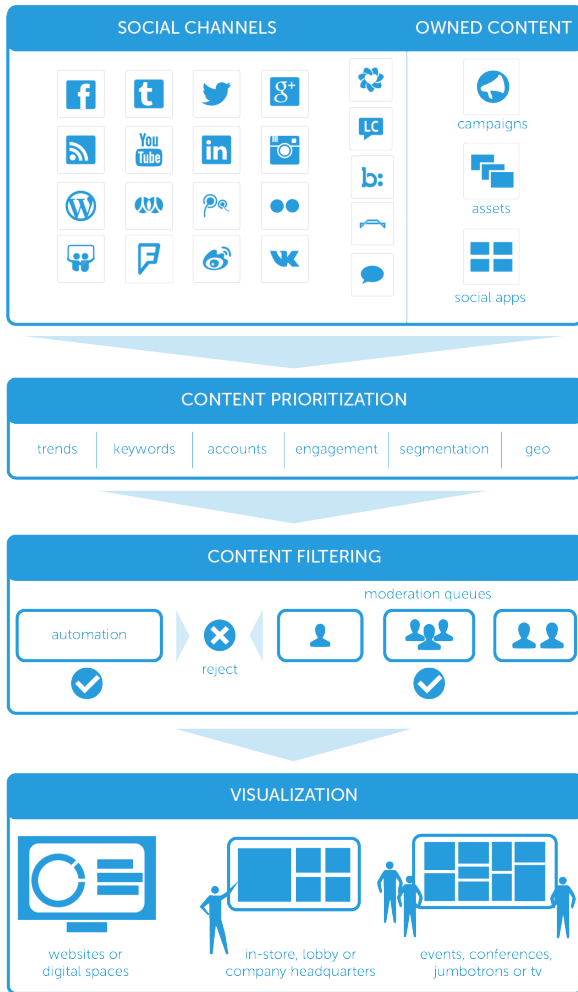


events or conferences



websites or digital spaces

BEHIND THE VISUALIZATIONS



Sprinklr pulls public data from the widest set of social channels, including Facebook, Twitter, LinkedIn, YouTube and Instagram. Brands can monitor any keyword, hashtag, or even audience profiles that match their campaign.

Additionally, owned content and analytics can be monitored and integrated into visualizations.

Content flagging goes beyond keywords and hashtags. To bubble up the best-performing content automatically, Sprinklr can link data from owned assets, paid programs and advocate profiles, so context is added to prioritization criteria.

Curating content in real-time requires extensive rules and permissioning, which is why Sprinklr offers the most powerful, advanced filtering to save brands much-needed time.

For in-the-moment moderation, automated rules and pre-set approval flows (with mobile approvals) make sure nothing slips through the cracks.

Dozens of templates are ready out-of-the-box and easily customized. Visualizations can even be arranged into playlists, so activations expand beyond one static screen.

Expert design teams are also available to create a completely unique experience.

What Sprinklr can do that competitors can't:

- source messages from over 15 social channels, plus blogs and previews
- Utilize powerful, advanced workflows and filters
- filter and promote based on segmentation or influence
- manage social curation, engagement, data and content in one place



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