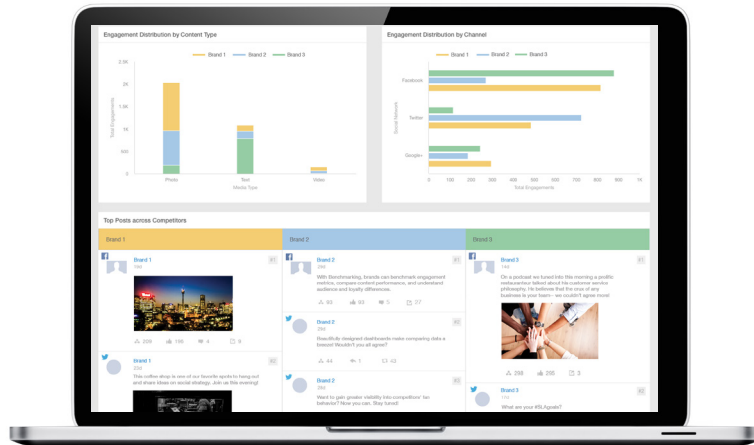sprinklr

BENCHMARKING

BENCHMARKING

Differentiate your brand by staying ahead of the competition and optimizing your engagement strategy

THE CHALLENGE

Are you the most engaging brand in your industry? How are you tracking your successes compared to others in the market – or even across your own teams? Can you actually use that data to improve your social strategy...or are you bogged down with too many numbers that lack market context?

To stay relevant in an increasingly complex social landscape, brands need to know how they stack up against others on key metrics like engagement, response rate, content output, and more. Without a way to contextualize these numbers, you can easily get caught up analyzing data in a vacuum, leaving your social strategy in big trouble.

THE SOLUTION

Remove the need to sift through mountains of company-focused data and gain real market context. Learn how you're performing against your competitors, other best-in-class brands, and even your internal teams. With the ability to benchmark performance, you gain actionable insights to differentiate your brand.
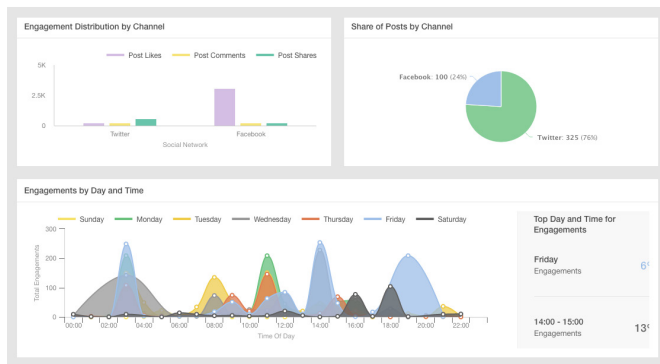
HOW WE DO IT

Sprinklr Benchmarking allows smart social brands to analyze the performance of their posts, the engagement of their audience, and key characteristics of top-performing content against competitors or other best-in-class brands. With years of public data at your fingertips, reports are more contextually accurate than before.

Instead of just viewing your well-performing posts, for example, learn which of your competitor's messages also lead the pack...and WHY. Which topics or types of content drive the most engagement for them? How do audiences communicate with their brand? How has their share of voice and sentiment changed over time?

With all of social connected together in Sprinklr, teams rapidly move from data silos to meaningful business decisions that drive a differentiated (and more prosperous) social strategy.

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Benchmark engagement metrics across brands and channels

- Rank brand performance against competition on dozens of metrics, such as likes, mentions, comments, and shares
- Gain hundreds of hours of competitive intelligence analysis in seconds
- Create and instantly share customized reports with anyone in your organization (even agencies) on how your brand stacks up against competition
- Compare social activity based on ratios that adjust for audience size in areas such as reach, impressions, and engagement

Understand your share of voice and how other brands serve their audiences

- View top competitors in volume and engagement
- Know when, where, and how competitors engage with their audiences on owned channels
- Set customer service goals for response times that make sense for your brand, your goals, and your industry
- Gain visibility into competitors' fan behavior
- Uncover strategic competitive opportunities through overall performance across multiple social accounts

Deeply analyze content performance to improve your strategy

- Track the channels, media types, and content topics that drive engagement in your space
- Learn the characteristics (e.g. frequency, time, day, topic) of your competitors' top-performing posts
- Identify top posts by brand or competitor
- Understand how your audience prefers to communicate with your brand vs other brands
- Benchmark the performance of each owned social account and how that impacts the overall brand

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