

ENTERPRISE INTEGRATIONS

THE PROBLEM

Brands use an array of software tools to make sense of digital marketing, sales, social media management, and customer service. Each of these tools generate and store data. But, when that data only resides in these separate tools with separate workflows, critical business intelligence and efficiency are lost. Social data is most powerful and actionable when combined with other business critical data. So, how can brands get the most out of their data without importing, exporting, and playing systems integrator?

THE SOLUTION

Sprinklr’s integration across software tools gives brands a more complete picture of their business. Sprinklr has integrations with various partners to augment social data and to connect Sprinklr to other business applications.

Key benefits of integrations:

- One central source for critical social and business analysis
- Unified customer profile data and metadata
- Cohesive workflows, processes, and automation
- Reduced manual processes and improved speed of information sharing
- Easier setup, maintenance, and freshness of data for centralized reporting

SPRINKLR INTEGRATIONS	
CATEGORY	PREMIUM
URL SHORTENING	
Po.st	
Bit.ly	
Awe.sm	
Goo.gl	
WEB ANALYTICS (campaign variable tracking)	
Google Analytics	
Adobe Analytics (F.K.A. Omniture or Site Catalyst)	
IBM CoreMetrics	
GeoRiot	
WEB ANALYTICS (reporting integration)	
Google Analytics	
CONTENT SOURCES	
Getty Images	✓
Giphy	✓
Shutterstock	✓
Flickr	✓
3RD PARTY MESSAGE ENRICHMENT	
Clarabridge	✓
3RD PARTY COMMUNITIES	
Jive	✓
Zimbra	✓
Lithium	✓
Bazaarvoice	✓
CRM & CASE MANAGEMENT	
Salesforce	✓
MARKETING AUTOMATION	
Marketo	✓
PROFILE AUGMENTATION	
Klout	✓
FullContact	✓
MOBILE AD & AFFILIATE TRACKING	
adjust.com	✓
Kochava	✓
Hasoffers	✓

With the Sprinklr platform, these integrations are available at no additional charge:

URL SHORTENING

When marketers manage referral traffic campaigns from a third party shortening provider, they can integrate the same campaigns with their social media program. Conversion data, such as click data for each link and post, can be brought into Sprinklr's Reporting Insights for a holistic view of how content performed.

Supported URL shortening providers: **Po.st**, **Bit.ly**, **Awe.sm**, **Goo.gl**

*If marketers do not currently use a third party shortening provider, Sprinklr also offers a URL shortening service on the spr.ly domain. Robust click analytics, along with custom support for vanity domains, are available.

WEB ANALYTICS (CAMPAIGN VARIABLE TRACKING)

By connecting web analytics accounts into Sprinklr, URL tracking information can be viewed alongside social media publishing. Web analytics profiles are set up for clients, campaigns or social account. Variable parameters are configured within the profile that can be appended to published posts from Sprinklr and available directly in the web analytics reports. Supported web analytics tools providers for campaign variable tracking:

- **Google Analytics**
- **Adobe Analytics** (F.K.A. Omniture and Site Catalyst)
- **IBM CoreMetrics**
- **GeoRiot**
- OR your own custom web analytics solution

WEB ANALYTICS (REPORTING INTEGRATION)

Bring the data related to the traffic or conversions your posts are generating on your website back into Sprinklr Reporting Dashboards for centralized reporting. Common metrics such as Page Views, Exit Rate, Bounce Rate, etc. are available along with custom goals.

Supported web analytics providers: **Google Analytics**

These integrations are available as a premium service:

CONTENT SOURCES

Sprinklr's Content Marketing supports importing images from stock photography providers. Supported content sources:

- **Getty Images**
- **Giphy**
- **Shutterstock**
- **Flickr**

THIRD PARTY MESSAGE ENRICHMENT

Sprinklr enriches and integrates social data with other attributes. Supported third party message enrichment providers:

Clarabridge: Moderate and apply persistent search on account messages from Clarabridge accounts.

THIRD PARTY COMMUNITIES

Sprinklr brings third party community conversations into monitoring and listening dashboards. Brands can grab community discussions and comments to view in Sprinklr, apply a workflow or automation rule to these messages, and then respond. Supported third party community providers:

Jive: Integrate Jive Spaces as accounts in Sprinklr and manage your Jive community discussions in Sprinklr.

Zimbra: Integrate Zimbra Forums as accounts in Sprinklr and manage the forums in Sprinklr.

Lithium: Integrate Lithium Boards as accounts in Sprinklr and manage the board messages and engagement in Sprinklr.

Bazaarvoice: Integrate Bazaarvoice Ratings & Reviews, Question & Answers and Stories.

*Looking for a centralized way to manage third party communities? Sprinklr also offers technology and services to engage communities and advocates on owned websites.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND CASE MANAGEMENT

Various teams across the organization use social to manage customer relationships. These interactions-- social selling, social marketing, and social care--occur at different customer life cycle stages with varying dynamics. When this customer data is aggregated, a single view of the customer is possible. Each team can collaborate on a central source of sales leads and opportunities, enhance contact information, and track support cases from this provider:

Salesforce: Create Salesforce Cases, Contacts, Accounts, Leads, or Opportunities. Associate messages to a Case, Contact, or Account. Associate social profiles to Contacts and Accounts.

*Don't have a CRM or Case Management system to track support tickets? Sprinklr provides a case management solution.

MARKETING AUTOMATION

Unify your social, marketing and sales teams for more effective lead generation and nurturing campaigns. Bring context to your interactions with fans by linking their profile information. Supported marketing automation providers:

Marketo: Create Leads in Marketo from social profiles in Sprinklr. Associate social messages with Marketo Leads directly from Sprinklr.

PROFILE AUGMENTATION

Sprinklr already provides you with the power to store the context related to each social relationship you manage. Now augment information on each customer's profile record with information from third party data providers. Supported profile augmentation providers:

Klout: Attach Klout score to customer's profile.

FullContact: Profile matching and enhancement, which typically requires custom scoping. Given information such as email address and first name/last name, FullContact can identify social profiles of 10-30% of data sets.

MOBILE AD & AFFILIATE TRACKING

In conjunction with Sprinklr's Paid Advertising solution, you can also augment ads analytics and affiliate tracking data for mobile ads with these supported providers: **Adjust [F.K.A. AdEven], Kochava, and HasOffers [Tune]**

PARTNERS THAT USE SPRINKLR'S API

Registered third parties, such as the ones below, can call the Sprinklr API for an integration:

- **Opal**
- **OrigamiLogic**
- **ThisMoment**

DON'T SEE AN INTEGRATION PARTNER ON THIS LIST?

Contact a Sprinklr sales representative to discuss our custom integration services or access to Sprinklr's external API.

Additional Services to Enable Secure Integrations:
Single Sign On (SSO) / SAML 2.0
Two-Factor Authentication

Disclaimer: All Sprinklr integrations are compliant with social network and data provider terms of service. Some social networks or data providers may preclude transfer of message or profile information.



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)
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