29 West 35th Street, 7th Floor
New York, NY 10001 USA
sprinklr.com

A guide for choosing a Modern Customer Experience Management Solution

© 2020 Sprinklr, Inc. All rights reserved.

Table of Contents

Channel Coverage **5**
- Publishing and Engaging 5
- Advertising 6
- Listening 6
- Social Care 7
- Messaging 8
- Email 8

Partnerships **9**

Integrations **10**

Governance **12**
- Security 12
- Privacy 12
- Control 13
- User Management 14
- Compliance 14
- Automation 15

Modern Marketing **16**
- Plan 16
  - Ideation 16
  - Editorial Calendar 16
  - Integrated Campaigns 17
  - Asset Management 18
- Produce 19
  - Workflow Engine 19
  - Production Dashboards 19
  - Collaboration 20
- Publish 21
  - Publisher 21
  - Content Templates 22
  - Audience 23
- Analyze 24
  - Content Analytics 24
  - Operational Analytics 24
  - Data Engine 25

Modern Advertising **26**
- Actionability 26
  - Collaborate 26

© 2020 Sprinklr, Inc. All rights reserved.

Target 26
Budget 27
Create 27
Publish 28
Manage 28
Insights 29
Optimization 29
Reporting 30

Modern Research **32**
Coverage 32
Breadth 32
History 33
Speed 34
Strength 34
Insights 35
Cleansing 35
Enriching 35
Contextualizing 36
Visualization 36
Graph 37
Drill Down 37
Filter 38
Export 38
Display 38
Actionability 39
Segment 39
Categorize 39
Synthesize 40
Route 40
Respond 41

Modern Care **42**
Route 42
Case Management 42
Automation 43
AI Moderation 44
Assignment Engine 44
Resolve 45
Agent Console 45
Chatbot 46
Web Chat 47
Community 47
Smart Response 48

© 2020 Sprinklr, Inc. All rights reserved.

Measure 48
Supervisor Console 48
Audit Capabilities 49
Surveys 49

Reporting & Measurement 50

Modern Engagement 51
Actionability 51
Publish 51
Engage 52
Reporting 53
Asset Management 54
Visualization 55

Storage **57**

Support **57**

Interfaces **57**

© 2020 Sprinklr, Inc. All rights reserved.

Channel Coverage

Publishing and Engaging

Your brand needs publishing tools that help you ensure content is reaching the right audience and driving results. Publishing tools should give you the flexibility to tailor content to a specific audience, channel, or account while providing easy-to-use options that let you publish at scale.

Communication is bidirectional. As your audience expresses themselves, you'll want to be there to ensure a seamless customer experience is delivered. A growing list of social channel partnerships means you can be wherever your customers are, always able to engage on the channels that they prefer.

Does your product publish to and engage with...?	Sprinklr	Other
Facebook	✓	
Instagram	✓	
Twitter	✓	
Linkedin	✓	
Snapchat	✓	
YouTube	✓	
Pinterest	✓	
Reddit	✓	
Tumblr	✓	
Sina Weibo	✓	
VK	✓	
Tencent Weibo	✓	
WeChat	✓	
RenRen	✓	
LINE	✓	
Kakao Talk	✓	
Viber	✓	
Daily Motion	✓	
Yelp	✓	
Nextdoor *(engagement only; channel API limitation)*	✓	
Wordpress	✓	
SlideShare	✓	
Flickr	✓	
Foursquare	✓	
BazaarVoice	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Advertising

Your Advertising Platform should have comprehensive, up-to-date social network coverage. Relationships with channel partners improve collaboration, address business requirements or concerns, and provide early access to new offerings. Ask your vendor about its relationship management program with the networks most important to you—and ask your social network account teams about it too.

Does your product support advertising on...?	Sprinklr	Other
Facebook	✓	
Instagram	✓	
Twitter	✓	
LinkedIn	✓	
Snapchat	✓	
TikTok	✓	
Pinterest	✓	
LINE	✓	

Listening

In today's world, customers are in control and preference matters. Data shows that people use multiple social platforms, and brands need to listen across a broad spectrum in order to make sure they don't miss a "customer call." So, make sure you choose a vendor with the broadest access so you don't miss any of those important conversations.

Does your product listen to...?	Sprinklr	Other
Mainstream social networks (FB, Instagram, Twitter, Youtube, etc.) owned/earned	9	
International social networks (Sina Weibo, VK, WeChat, etc.) owned/earned	10	
Specialty social networks (Nextdoor, Foursquare, etc.)	7	
Review sites (Yelp ,Amazon, Google Reviews, Trip Advisor, Apple Store, Google Play Store, etc.)	19	
Other media (news, blogs, forums, etc.)	4+	
Global blog & forum coverage	350MM+	
Unstructured business data (chat, call transcripts, email, surveys, etc.)	7+	
Structured business data (web analytics, CRM, marketing automation, etc.)	5+	
Countries covered	180+	
Languages detected	120+	
Language sentiment covered	36	
Sentiment accuracy	76%+	
Content types covered (text, images, audio, video, emoji)	5	
TV, Print & Radio	1500+	

© 2020 Sprinklr, Inc. All rights reserved.

Social Care

It's easy to see why customers prefer social media as a way to connect with brands. As your customers reach out to you on the channels they prefer, you'll want to be there to ensure a seamless customer experience is delivered. Add all of your Social accounts in one unified location and centralize your care efforts to quickly and efficiently resolve customer issues.

Does your product support...?	Sprinklr	Other
Facebook	✓	
Instagram	✓	
Twitter	✓	
LinkedIn	✓	
Pinterest	✓	
Reddit	✓	
NextDoor	✓	
Tumblr	✓	
Yelp	✓	
YouTube	✓	
Google My Business	✓	
Foursquare	✓	
Flickr	✓	
Wordpress	✓	
Slideshare	✓	
Bazaarvoice	✓	
LINE	✓	
Renren	✓	
Sina Weibo	✓	
Tencent	✓	
VK	✓	
WeChat	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Messaging

Messaging offers the type of instantaneous communication customers are growing to expect. Care teams need to make sure they are able to reach customers where they prefer to communicate. You need a vendor that is ahead of the game and able to support your ability to connect on channels your customers expect you to be.

Does your product support messaging for...?	Sprinklr	Other
Facebook Messenger	✓	
Twitter DM	✓	
WeChat	✓	
LINE	✓	
WhatsApp	✓	
Apple Business Chat	✓	
Google RCS (beta)	✓	
KakaoTalk (limited availability)	✓	
Viber (limited availability)	✓	

Does your product **support live chat** for...?	Sprinklr	Other
Use on website desktops	✓	
Use on website mobile	✓	
Creation of cases and routing them to an agent	✓	
Script to embedded in any brand website	✓	
Customizing the chat widget as per branding requirements	✓	
Proactive chat prompts to guide a user on your website	✓	
Chatbot to respond quickly to your customers	✓	

Email

A staple in the customer service world, email is still widely considered the channel of preference for many consumers. The ability to take time and respond thoughtfully allows for meaningful correspondence. Select a vendor that supports the ability to communicate with customers across email channels alongside more modern ones.

Does your product support email for...?	Sprinklr	Other
Microsoft Exchange	✓	
Google Mail	✓	
SMTP/IMAP	✓	
Amazon SES	✓	
Zendesk	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Partnerships

Your CXM Platform should have comprehensive, up-to-date social network coverage. Relationships with channel partners improves collaboration, address business requirements or concerns, and gain early access to new offerings. Ask your vendor about its relationship management program with the networks most important to you—and ask your social network account teams about it too.

What formal partnerships do you have with...?	Sprinklr	Other
Facebook	Facebook Marketing Partner Management Partner Campaign Management Partner Creative Platform and Messaging Partner	
Instagram	Facebook Marketing Partner	
Twitter	Twitter Official Partner (Data & Advertising)	
LinkedIn	LinkedIn Marketing Solutions Partner	
Pinterest	Pinterest Marketing Partner (Content & Advertising)	
Reddit	Partner	
Tumblr	Preferred Partner	
Snapchat	Licensed Ads Partner	
TikTok	Certified Marketing Partner	
Sina Weibo	Partner	
VK	Partner	
LINE	Biz-Solutions Partner	
Viber	Partner	
Yelp	Knowledge Partner	
Nextdoor	Partner	
Wordpress	Partner	
SlideShare	LinkedIn Marketing Solutions Partner (parent company)	
Foursquare	Partner	

© 2020 Sprinklr, Inc. All rights reserved.

Integrations

Your CXM Platform should work seamlessly with the tools that your business uses, ensuring that teams and departments are able to share information and collaborate without siloes. Ensure you have the right connectivity to optimize your workforce and streamline processes.

Does your product integrate with the analytic tools...?	Sprinklr	Other
Google Analytics	✓	
Adobe Analytics	✓	
Google Campaign Manager	✓	

Does your product integrate with CRM tools...?	Sprinklr	Other
Salesforce	✓	
Zendesk	✓	
SAP CRM	✓	
SAP Hybris	✓	
SAP C4C	✓	
Servicenow	✓	
Microsoft Dynamics 365	✓	

Does your product integrate with measurement tools...?	Sprinklr	Other
Adjust	✓	
MOAT	✓	
Kochava	✓	
Appsflyer	✓	
MediaOcean	✓	

Does your product integrate with data storage tools...?	Sprinklr	Other
Google Drive	✓	
MediaValet	✓	
Adobe Experience Manager (AEM)	✓	

Does your product integrate with marketing automation tools...?	Sprinklr	Other
Marketo	✓	
Eloqua	✓	
Salesforce Email Studio	✓	
MailChimp	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Form Assembly	✓	

Does your product integrate with message enrichment tools...?	Sprinklr	Other
Nextgate	✓	
Social Safeguard	✓	

Does your product integrate with profile enrichment tools...?	Sprinklr	Other
Linkfluence	✓	

Does your product integrate with digital asset management tools...?	Sprinklr	Other
MediaValet	✓	

Does your product integrate with copywriting tools...?	Sprinklr	Other
Grammarly	✓	
Google Translation	✓	

Does your product integrate with bulk email tools...?	Sprinklr	Other
Sendgrid	✓	

Does your product integrate with stock creative tools...?	Sprinklr	Other
Flashstock	✓	
Getty Images	✓	
Shutterstock	✓	

Does your product integrate with site tracker tools...?	Sprinklr	Other
Track sites	✓	

Does your solution provide...?	Sprinklr	Other
Integration with e-commerce sites for UGC product galleries	✓	
Direct integrations with third-party CRM systems for alternate engagement workflows and audience profile updates	✓	
Live response from third-party CRM systems (with governance) via direct integration back to Sprinklr	✓	
Website integrations for product galleries and UGC commerce	✓	
Pre-built integrations (MS PowerBI, Domo, Origami Logic, Beckon, etc.)	✓	
API Integrations for additional 3rd party applications	✓	
Integration with third party bots using Facebook Handover protocol	✓	
Integration with third party bots without using Facebook Handover protocol	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Governance

Security

As social teams grow and collaboration with third parties expands, ensure your brand has the provisions in place to avoid a crisis and reduce risk.

Does your product provide...?	Sprinklr	Other
Two Factor Authentication via App, SMS, and email	✓	
Terms and Conditions agreement before using the platform	✓	
Single Sign-On (SSO) capability	✓	
Automatic log-out for inactive users	✓	
View and download an audit trail of all user actions	✓	
Sandbox Environment(s)	✓	

Does your product have certifications and controls for...?	Sprinklr	Other
SOC 1 Type 2 and SOC 2 Type 2	✓	
Control sharing between sub-brands and agencies	✓	
Vulnerability assessment testing	✓	

Privacy

Privacy is a top concern for many brands, and rightfully so. Ensuring any data collected on your employees and/or followers is secure and protected is a “must-have” for any technology platform.

Does your product meet compliance requirements for...?	Sprinklr	Other
Personally Identifiable Information (PII) detection	✓	
Personally Identifiable Information (PII) deletion	✓	
Personally Identifiable Information (PII) encryption	✓	
GDPR Compliance	✓	
EU-US Privacy Shield Framework	✓	
Provide two-layer security of customer data with hashing of PIIs and encryption (symmetric (AES) and asymmetric (PGP)	✓	
Update custom audiences based on unsubscribes or opt-outs	✓	
PCI DSS Compliance	✓	

© 2020 Sprinklr, Inc. All rights reserved.

In today's world - privacy matters. And privacy surrounding personal data matters even more. Sometimes customers share Personally Identifiable Information (PII) in messages. Ensuring this information is secure and protected is a "must-have" for any technology platform.

Does your product allow you to automatically...?	Sprinklr	Other
Encrypt messages if they contain any Personally Identifiable Information	✓	
Mask Personally Identifiable Information which are identified using Regular Expressions	✓	

Does your product allow you to...?	Sprinklr	Other
Retrospectively retract messages and cases if they contain Personally Identifiable Information	✓	
Encrypt specific tags and custom fields of messages, cases and profile	✓	

Control

Teams big and small need the ability to maintain governance and permissions across a platform that represents a brand's image through social channels. You need to ensure proper control of your brand and advertising accounts, while giving teams access to the accounts, features, and content that they need to be effective.

Does your product...?	Sprinklr	Other
Allow you to manage the visibility teams have on specific creative material	✓	
Enforce approval on outbound posts, creative, and ad campaigns	✓	
Provide the ability to define dynamic user groups based on user tagging to mimic organizational structures	✓	
Share campaigns to specific users or user groups	✓	
Share assets or asset folders to specific users or user groups	✓	
Define confidential content to show greyed out on the calendar	✓	
Share production dashboard tables and Kanban boards to specific users or user groups	✓	
Share editorial calendar views to specific users or user groups	✓	
Provide unlimited number of custom fields for assets, content, campaigns, and sub-campaigns	✓	
Provide visibility control on custom fields based on values of other custom fields	✓	
Provide visibility control on custom fields based on campaigns, channels, and content types	✓	
Restricted visibility of custom fields based on users or user groups	✓	
Progressive tagging with controlling fields based on other fields	✓	
'View-only' and 'editable' custom field support	✓	
Tiered-approval workflow to avoid unfiltered content	✓	
Out of the box and customizable approval paths to ensure publishing actions are reviewed by appropriate teams (legal, compliance, managers, etc.)	✓	

© 2020 Sprinklr, Inc. All rights reserved.

User Management

Whether you are a team of 10 or 10,000, ensuring each individual has the right access to do their job well is crucial for hitting company goals and reducing brand risk.

Does your solution provide...?	Sprinklr	Other
Granular roles & permissions at user level	✓	
Roles & permissions at user group level	✓	
Roles & permissions at sub-brand level	✓	
Roles & permissions at global level	✓	
Permissions at the account level	✓	
Manage social accounts by granting time bound access to them without sharing credentials	✓	
'View-only' and 'editable' custom field support	✓	
Tiered-approval workflow to avoid unfiltered content	✓	
Out of the box and customizable approval paths to ensure publishing actions are reviewed by appropriate teams (legal, compliance, managers, etc.)	✓	
Ability to track and measure daily active user metrics and activity	✓	
Transfer ownership of all assets once owned by a user who should no longer have access	✓	

Does your product provide efficiencies that...?	Sprinklr	Other
Automatically group users based on their tag(s)	✓	
Easily bulk add/update users	✓	
Manage time-based access to the platform and automatic deactivation	✓	
Grant time-based access to specific native, branded channels to overcome API limitations set by the channel	✓	

Compliance

Organizations now face many challenges concerning the storage and misuse of personal data. Any data breach or use of this data without consent or legitimate legal interest to do so creates compliance risks, reputation risks, increase costs and more. Enterprises have not created audit trails across this broad mix of applications and suppliers—and as a result, the consumer control of marketing privacy is difficult to implement. Choose a solution that prioritizes compliance and security in a way that will provide complete transparency, governance, and control over data management.

Does your product offer...?	Sprinklr	Other
Define brand-compliant workflows with review and approval cycles	✓	
Define brand-compliant brief templates for planning campaigns and creatives	✓	
Define brand-compliant content templates for each channel	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Allow usage of only approved assets for publishing	✓	
Workflow to request UGC permissions and approvals to use their content	✓	
GDPR, WCAG compliance, CCPA compliance, and workflows for privacy rights	✓	
Stop publishing if used any profanity or red flag keywords and alert management	✓	

Automation

Brands need the ability to standardize processes and increase workflow efficiency by automating repetitive tasks to save time and eliminate human error. By creating a system of automatic processes that help execute actions across different areas, teams can quickly address customer issues and deliver great experiences. Choose a system that makes this possible.

Does your product offer...?	Sprinklr	Other
Automate standardized workflows for content production or campaign planning	✓	
Automate sequential task creation with workflow engine	✓	
Automate assignment of tasks based on users, teams, or roles	✓	
Auto-calculate due date of tasks based on date of task creation or back from scheduled date	✓	
Automate tagging based on channel, campaigns, text of content, or any other custom field	✓	
Automate tagging based on the author of content	✓	
Automate Campaign creation based on approved request	✓	
Automate kill switch to stop publishing content	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Modern Marketing

Drive content performance and reduce content production costs with integrated planning, workflow automation, and AI-powered customer insights

Plan

Ideation, Request Management, Editorial Calendar, Integrated Campaigns, and Asset Management

Ideation

Inaccurate data produces inaccurate results and in a fast-moving space, manually collecting insights from surveys and reports are fragmented and quickly outdated. Without real-time insights, your brand cannot efficiently optimize the ROI of its campaigns, content, and marketing efforts. Choose a marketing solution that provides integrated real-time insights for you to stay agile and effective.

Does your product have integrated research for...?	Sprinklr	Other
Real-time voice of customer listening across social, web, TV & radio	✓	
Past performance analytics	✓	
Topic-based content insights	✓	
Smart content themes, tones, emotional appeal recommendations	✓	
AI-powered visual insights—objects, scenes, activities, gender, logos	✓	
Competitive content insights	✓	
AI-powered Audience insights like interests and profession	✓	
Reuse top-performing content across channels, markets, and business units	✓	
Requests from the field, internal, or external teams (via email)	✓	
Customizable marketing intake forms for content or campaign requests	✓	
Content or asset suggestions from other teams	✓	
Source user-generated content from Twitter and Instagram	✓	
Source third party content from Flashstock, Getty Images, and Shutterstock	✓	

Editorial Calendar

Ineffective planning inevitably leads to inconsistent messaging and duplicated efforts. Choose a global editorial calendar that provides visibility to plan your marketing efforts across channels, markets, and business units to ensure your teams are aligned.

Does your product offer...?	Sprinklr	Other
Editorial calendar of record—year, quarter, two-week, week, day, list views	✓	

© 2020 Sprinklr, Inc. All rights reserved.

View campaigns across channels, markets and business units with drill-down views	✓	
View content across the channels, markets, and business units with drill down to granular views	✓	
View sub-campaigns for planning local or channel level strategy	✓	
View paid social campaign execution alongside multichannel campaigns	✓	
Save, share, and export personalized filtered views of the calendar	✓	
Planning for any channel	✓	
Filtering content/campaigns based on any custom criteria	✓	
Grouping content/campaigns based on any custom criteria	✓	
Color code campaign and content based on any custom criteria	✓	
Meta-data management	✓	
Real-time collaborative calendar with the ability to add notes	✓	
Confidential content to manage risk	✓	
PDF, PNG, Excel, iCal Exports	✓	
Scheduled Exports for external users	✓	
Real-time content previews in single click	✓	
Ability to view calendar in different time zones	✓	
Restrict posts from share accounts across all workspaces	✓	
Filter tasks within your calendar	✓	
Ability to sort by dimensions	✓	

Integrated Campaigns

To plan and collaborate effectively, you need to coordinate campaigns across channels. Choose a solution with comprehensive campaign management that allows for truly omnichannel campaign planning, execution, and performance analysis.

Does your product offer...?	Sprinklr	Other
Plan omnichannel campaigns with a collaborative workspace for ideation, briefing, content strategy, assets, contextual calendar and timeline, production boards, analytics, tasks, notes, audit trail all in one place	✓	
Sub-campaigns to plan local or channel level strategy or different campaign themes	✓	
Templatize briefs for planning campaigns consistently with rich text, media, checklist, attachments, and links	✓	
Automated customized workflows for campaigns and briefs	✓	
Centralized record of all campaign briefs in one place	✓	
Campaign sharing with workspaces, users or teams	✓	
Campaign metadata management with visibility-controlled custom and progressive tagging	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Plan sub-campaigns for integrated campaign planning	✓	
Visualize content strategy by themes, brands, customer journey stages, and personas	✓	
Assets and documents across formats for a campaign in one place	✓	
Contextual editorial calendar for each campaign	✓	
Contextual running timeline for each campaign	✓	
Content production tables for tracking for each campaign	✓	
Contextual ideation insights and analytics for each campaign	✓	
Contextual collaboration by @mentioning users/teams and sharing files	✓	
Contextual task management for each campaign	✓	
Audit trail for every historical activity done on the campaign	✓	
Ability to set campaign visibility based on a campaign needs	✓	
Ability to clone campaigns and sub-campaigns	✓	

Asset Management

Images, videos, gifs, and more are not all treated equally. User-generated content might have different rules for use, banner images are created for a specific campaign, or some images are best for a specific region of the world. This type of asset management, team collaboration, and campaign development should be a base-line of product functionality for the tool of your choosing.

Does your product offer...?	Sprinklr	Other
Store all formats for images, gif, videos, documents, rich text, audio, pdf, excel, word, sketch, zip, etc. with unlimited storage	✓	
Visibility-controlled automated and progressive tagging of assets	✓	
Bulk import of assets	✓	
Filtering assets by format or any other custom criteria	✓	
AI-powered filters for gender, objects, activities and scenes in images	✓	
AI-powered similar assets for images and videos	✓	
Automated workflows for asset reviews and approvals	✓	
Associate related assets or versions	✓	
Asset markup or annotations for images and videos to provide feedback	✓	
Contextual collaboration on assets by @mentioning teams or users and sharing files	✓	
Save and share personalized filtered boards for assets	✓	
Share each individual asset with a user or user groups	✓	
Automate sharing of asset based on the user who uploads it	✓	
Define expiry dates and visibility dates for assets for use	✓	
View usage and performance metric on each asset	✓	
Sort assets by usage metrics to find top-performing assets for reuse	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Sort assets by performance metrics to find top-performing assets for reuse	✓	
See complete audit trail on each asset	✓	
Create public URLs to share with external users	✓	
Ability to bulk initiate a workflow on assets	✓	

Produce

Workflow Engine, Production Dashboards, and Collaboration

Workflow Engine

The time and effort spent on creating tasks increase costs and risks. An auto-generated workflow process can trigger a new task based on the status of ongoing tasks, track milestones and due dates while ensuring that it goes through a brand-compliant process. Use a tool that can automate workflows for Campaigns, Outbound Messages, Content Briefs, and Media Assets allowing users to spend more time to create content that matters.

Does your product offer...?	Sprinklr	Other
Automated workflows for campaigns, content, and assets	✓	
Multiple workflows based on categories, channels, markets, content types etc.	✓	
Automatic sequential or parallel task creation and assignment	✓	
Assignment of tasks based on user, teams, or roles	✓	
Due date auto-calculation based on work back scheduling from the scheduled date	✓	
Milestone tracking of the content production or campaign planning workflows	✓	
Milestone due and completed dates tracking	✓	
Approval and review cycles with approved and rejected paths	✓	
Configurable task templates for different task types	✓	
Automated tagging based on workflow progress	✓	
Logical paths in workflows based on decision boxes	✓	
Tracking the number of review cycles using a counter for each approval	✓	
Ability to use campaigns or sub-campaigns as conditions	✓	

Production Dashboards

Without an efficient system to track campaigns, outbound messages, and tasks, your team can easily duplicate work or miss outstanding critical tasks. A solution with Production Dashboards helps users understand what steps they need to take to finalize their content or campaigns for publishing, and a content producer can view what pieces of content they need to complete.

© 2020 Sprinklr, Inc. All rights reserved.

Does your product offer ...?	Sprinklr	Other
Production Tables shared as personalized shared boards by teams, channels, categories, markets etc. to track tasks or content	✓	
Ability to edit the production table cells inline	✓	
Color-code cells based on any custom criteria	✓	
Color-code due dates based on priority and how close they are	✓	
Ability to filter the production tables based on any custom criteria	✓	
Ability to group or pivot based on any custom criteria up to 3 levels	✓	
Ability to add/remove and rearrange the order of columns in the table	✓	
Ability to freeze one or more columns in the table view	✓	
Ability to export the filtered view of the table in an excel format	✓	
Switch between table and agile Kanban boards for task and content tracking	✓	
Personalized and shareable Kanban boards with default filters to track tasks content or campaigns	✓	
Multi-dimensional grouping of columns by status, assignee, teams, milestone, task type, or any custom criteria	✓	
Drag and drop task or content cards individually or in bulk to update them	✓	
Filter the view based on a time duration like tasks due this week, tasks completed this month, content scheduled today	✓	
Track the workflow progress for content production on a timeline view	✓	
Predictive Search while searching for content within production dashboards	✓	
Switch between tabular, kaban, or timeline view types based on user permissions	✓	
Support infinite scrolling in grouped view	✓	
Ability to view and manage the sub-campaigns, campaigns, and message system, and custom field columns within the tasks tab	✓	
Ability to copy and paste fields without losing formatting	✓	
Ability to bulk or individually clone messages	✓	
Access campaign and sub-campaign details from message view	✓	
Ability to group-by unassigned tasks	✓	
Ability to sort campaign columns in message tab	✓	
Ability to inline edit campaign properties from message tab	✓	
Ability to Inline edit and sort message columns within the tasks tab	✓	

Collaboration

You need to work closely with your internal teams and external partners, but without streamlined communication, there can be a lot of back and forth via email, chat, and calls to understand the status of tasks and action items. Choose a solution built on a foundation of collaboration features that help you work across teams, tasks, and projects with minimal effort.

© 2020 Sprinklr, Inc. All rights reserved.

Does your product offer...?	Sprinklr	Other
Contextual notes on content, assets, campaigns, tasks	✓	
@Mention users or teams to notify them in email, mobile app, or in-platform	✓	
Share files as attachments to your notes	✓	
Collaborate contextually with markup or annotations on assets	✓	
Collaborate on briefs with redlining in suggestion mode	✓	
Collaborate on long-form content like blogs, PRs with redlining in suggestion mode	✓	
Collaborate on Sprinklr mobile app while on the go by adding, replying on comments	✓	
Manage reviews and approvals from Sprinklr mobile app	✓	
Email notifications for tasks, notes and other updates	✓	
Mobile app notifications for tasks, notes, and other updates	✓	
Nested conversation threads for contextual collaboration	✓	
Automated task management including reviews and approvals with notifications via email, mobile app, and in-platform	✓	
Track tasks, reviews or approvals in production tables, or agile Kanban boards	✓	
Suggestion queues to send or receive content suggestions among teams	✓	

Publish

Publisher, Content Templates, Audience, Integrations

Publisher

Your brand needs publishing tools that help you ensure content is reaching the right audience and driving results. Publishing tools should give you the flexibility to tailor content to a specific audience, channel, or account while providing easy-to-use options that let you publish at scale.

Does your product offer...?	Sprinklr	Other
Ability to create omnichannel content together	✓	
Ability to create message shells as placeholders on the calendar	✓	
Ability to create content with multiple content templates together	✓	
Ability to create variants of the same content together	✓	
Ability to automate tagging with both top-down and bottom-up	✓	
Ability to define visibility for custom fields based on the values of another custom field	✓	
Ability to define visibility of custom fields based on channel, campaign, or other content types	✓	
Ability to define custom fields where the value of next depends on the selected value of previous	✓	
Ability to add rich text and media in the content template	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Ability to see a real-time preview of content while it is being created	✓	
Ability to create localized copies for translation of content in different languages	✓	
Ability to schedule content for publishing across time zones and for a template	✓	
Ability to target content with an audience segment	✓	
Ability to clone content to create copies	✓	
Ability to set recurring content based on predefined cadence	✓	
Publish content across social channels including Facebook, Instagram, Twitter, Sina Weibo, LinkedIn, YouTube	✓	
Publish content across messaging channels including Line, Viber	✓	
Schedule and publish bulk email to a target audience	✓	
Schedule and publish content on social advocacy website	✓	
Initiate automated workflows on content to follow the production process	✓	
Collaborate contextually on content over notes while @mentioning user or teams	✓	
Manage tasks on the content contextually for production workflows	✓	
View the complete audit trail of the activities on the content	✓	
Ability to associate message shells to sub-campaigns	✓	
Ability to export content template data into an Excel sheet	✓	

Content Templates

Creating templates requires a lot of time and effort typing the same information over and over again. Choose a thoughtful marketing solution provides a space to create templates for various social, digital and traditional channels that allow you to consolidate required images, videos, and content.

Does your product offer...?	Sprinklr	Other
Define content templates for non-social channels like Email, Website, Mobile App, , Press Release, Blogs, etc.	✓	
Add rich text and media for creating templates	✓	
Define template layouts based on the dimensions of the content	✓	
Add html snippets for greater flexibility for defining templates	✓	
Define WYSIWYG editor for long-form content	✓	
Add attachments section in the template	✓	
Add button for CTAs for the templates	✓	
Insert footer for email content	✓	
Define grid-like sections and layouts for templates	✓	
Define overlay text components for the template	✓	
Export templates in pdf or html for publishing through external systems	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Does your product allow planning and collaborating for...?	Sprinklr	Other
Press Release	✓	
Website	✓	
Blog	✓	
Whitepaper	✓	
Instagram	✓	
Webinar	✓	
Out of home	✓	
In-store event	✓	
Forums	✓	
Display	✓	
Internal	✓	
Affiliate	✓	
Events	✓	
Mail	✓	
Mobile App	✓	
Media Partnerships	✓	
Phone	✓	
SMS	✓	
Paid Search	✓	
TMall	✓	
Whatsapp	✓	
Kakao Story	✓	
Snapchat	✓	
TV	✓	
Radio & Podcast	✓	
Advertising	✓	
Channel agnostic	✓	

Audience

Knowing your audience plays a crucial role when marketing your campaigns and the success of your campaigns. Choose a marketing solution with an audience tool that allows you to create, manage, report, and take action across all your audience lists on all your accounts in a single place.

Does your product offer...?	Sprinklr	Other
Ability to create and save the audience for social channels for targeting	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Ability to define the target audience for custom mobile apps	✓	
Ability to create and save email audience segments for targeting	✓	
Ability to bring in first-party audience data into Sprinklr for targeting	✓	

Analyze

Content Analytics, Operational Analytics, and Data Engine

Content Analytics

Understanding your performance is just as important as creating the right content and campaigns. Make sure your marketing solutions can analyze and measure the impact of your efforts across channels, marketing, and business units for a comprehensive analysis of your performance.

Does your product offer...?	Sprinklr	Other
Use AI-powered analytics to identify top themes, tones, customer journey stages and key objectives	✓	
Analyze performance metrics of content across channels, markets, and BUs	✓	
Analyze performance metric trends across channels, markets, and BUs	✓	
Measure campaign performance across channels, markets, and BUs	✓	
Track Google analytics performance metrics for web content	✓	
Define custom metrics as formulae to measure business KPIs	✓	
Visualize data with 20+ different types of custom widgets and standard widgets	✓	
Schedule exports for the management team and external teams	✓	
Create and share an unlimited number of reports with configurable layouts	✓	
Completely customizable reporting widgets with the ability to add filters and sorting	✓	
Create master reports and easily clone to create child reports across markets, channels, and BUs	✓	
Benchmark content performance with industry and competitors	✓	
Measure performance by assets to identify top-performing media	✓	
Track asset reuse across channels, markets, and BUs	✓	

Operational Analytics

It's important to understand how your teams are doing and if your organization is working efficiently and effectively. Choose a marketing solution that lets you track the milestones, tasks, and workload of your teams.

Does your product offer...?	Sprinklr	Other
Track task status by different assignee or teams	✓	
Measure the workload of different users or teams	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Track the due dates and completed dates for tasks	✓	
Track milestone due and completion for workflows	✓	
Measure the average time taken for task completion	✓	
Measure the average time taken to plan campaigns	✓	
Measure the average time taken to produce content	✓	
Measure the number of review/approval cycles taken for the content	✓	
Analyze the productivity of teams and team members	✓	
Identify the bottlenecks in the workflows	✓	
Measure the costs associated with tasks including agency or localization	✓	

Data Engine

Choose a solution that allows your organization to capture all the data that streams into your business more efficiently than ever before. With a data engine that merges data from multiple sources and transforms it into a single report.

Does your product offer...?	Sprinklr	Other
Bring offline survey data to get a comprehensive insights	✓	
Track budgeting/costing data to view budget vs. spend for campaigns	✓	
Connect content performance analytics data from web systems to see omni-channel report	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Modern Advertising

Optimizing your advertising experience to increase revenue, mitigate risk, and ensure cost efficiency in your organization

Actionability

Collaborate, target, budget, create, publish, and manage

Collaborate

Your internal teams need to work closely with one another as well as any external agency partners. Your Advertising Platform should have collaboration tools to seamlessly work across teams with minimal back and forth over email.

Does your product provide collaboration tools...?	Sprinklr	Other
Define user groups (admins, agency approvers, ad ops, etc)	✓	
Allow you to centralize your advertising assets in a single repository	✓	
Multiple users can collaborate internally (within a single brand or within an agency)	✓	
Multiple users can collaborate externally (between a brand and an agency)	✓	
Enforce approval during campaign creation	✓	
Enforce creative approval	✓	

Target

Your Advertising Platform should allow you to deliver the most relevant advertising to your potential customers. Data shows that people are resistant to ads that don't resonate, so make sure to choose a vendor that lets you create target segments for the most effective advertising.

Does your product...?	Sprinklr	Other
Support activation of first party audiences across all social channels	✓	
Connect to CRM data	✓	
Sync leads and their attributes in real time	✓	

Does your product onboard...?	Sprinklr	Other
Offline data in two clicks for audience creation	✓	
Data using external Webhooks in real time	✓	
One time set up for recurring data using FTP or Amazon S3	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Does your product create...?	Sprinklr	Other
Strategic segments by combining multiple user behaviors and attributes	✓	
Dynamic segments with rolling period	✓	
Twitter follower audience of your brand and competitors	✓	
Twitter engagement audience of your brand and competitors	✓	
Twitter social audience based on historical data of the past 5 years	✓	
Twitter social audiences based on user's intent derived by nested and/or logic	✓	
Persona-based segments in Twitter from their User Bio and AI enriched attributes of professions, organizations, and interests	✓	
LinkedIn Study Audiences	✓	

Does your product...?	Sprinklr	Other
Provide two-layer security of customer data with hashing of PIIs and encryption (symmetric (AES) and asymmetric (PGP)	✓	
Support GDPR compliance	✓	
Update custom audiences based on unsubscribes or opt-outs	✓	

Budget

Your advertising budgets should not be wasted on ineffective ads or audience segments. Your Advertising Platform should provide full control of your budgets across social channels and maximize the efficiency of your advertising dollars.

Does your product...?	Sprinklr	Other
Dynamically optimize the budget in response to machine learning insights	✓	
Allow custom optimization goals specific to your organization	✓	
Establish budget allocations by channel	✓	
Establish budget allocations by time-frame	✓	
Provide governance around campaigns to draw from budget allocation to be approved	✓	
Provide pacing dashboards for spend transparency	✓	
Adjust ad strategy based on dark post comments (avoid low relevance scores)	✓	

Create

Creating ads should be a seamless experience without the repetition of manual tasks. Choose a solution that allows you to store ad creatives, create multiple ads in one workflow, and automate the naming of your campaigns.

Does your platform...?	Sprinklr	Other
Offer a content library to house different ad creative and formats	✓	
Offer automated naming conventions based on targeting or user input fields	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Require naming conventions to create campaigns	✓	
Enable creation of campaigns across multiple social networks	✓	
Allow users to use an ad unit across multiple different campaigns	✓	
Allow users to create multiple different ad units per campaign in one workflow	✓	
Manage ad creative workflow or the ad creative process	✓	
Support the ability to dynamically create variants from multiple creative elements	✓	
Support the ability to create Dynamic Image Templates	✓	

Publish

Your brand needs publishing tools that help you ensure content is reaching the right audience and driving results. Publishing tools should give you the flexibility to publish ads as dark posts or automate the process of boosting organic content based on performance.

Does your product...?	Sprinklr	Other
Publish ads that do not appear on a brand's organic account (dark posts)	✓	
Automatically boost content based on organic KPIs, trafficking DCM, and web analytics	✓	
Allow you to create ads in bulk	✓	
Support Placement Asset Customization in bulk imports	✓	
Support Dynamic Creative in bulk imports	✓	
Support Language Customization in bulk imports	✓	

Manage

Campaign management requires detailed control of your ads, which can be a manual process. Your Advertising Platform should reduce the time spent managing campaigns by automating time-intensive tasks such as changing bids or pausing ads.

Does your product allow you to...?	Sprinklr	Other
Pause ads in the event of a crisis	✓	
View cross-account and cross-channel data in a single view	✓	
Start or stop automatically according to pre-set business rules	✓	
Start or stop automatically according to pre-set performance metrics	✓	
Start or stop automatically according to changes in sentiment or volume of mentions	✓	
Automatically update Creative properties through macros	✓	
View your campaigns across all channels, brands, and accounts	✓	
Take action to recall, reschedule, and/or edit campaigns in a single calendar	✓	
Mix and match filters to view specific campaigns	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Offer automatic bidding on any KPI	✓	
Dynamically optimize bids in response to machine learning insights	✓	
Dynamically optimize budgets in response to machine learning insights	✓	
Offer creative rotation	✓	

Insights

Optimization, Reporting

Optimization

Advertising campaign success depends on setting the right business objectives and then optimizing your ads based on performance. Your solution should have the ability to optimize your advertising budgets using advanced AI to make optimization decisions.

Does your product...?	Sprinklr	Other
Use advanced, proprietary AI to automatically drive optimize decisions	✓	
Have the ability to show anticipated performance increases from using automated optimizations	✓	
Have the option to leverage user-defined rules to define precise optimization conditions and actions	✓	
Have the ability to optimize based on ad comment sentiment	✓	
Have the ability to optimize on custom metrics	✓	
Have the ability to optimize on 3rd party metrics (Google Analytics, Adobe Analytics, DCM, etc.)	✓	
Have the ability to optimise on listening data on a keyword or topic (sentiment, volume of mentions)	✓	
Have the ability to automatically optimize cross-campaign within a channel	✓	
Have the ability to automatically optimize between audiences/ad sets	✓	
Dynamically allocate budgets for the most efficient and effective performance	✓	
Allow advertisers to automatically adjust bids based on custom KPI performance metrics	✓	
Automatically refresh creative to drive the best performance for a selected KPI	✓	
Give advertisers the ability to take optimization actions directly in a performance report	✓	
Give advertisers the ability to create KPI specific management views to perform reporting and optimizations within a singular, unified view	✓	
Provide data on asset performance	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Reporting

With the right tools for measuring the performance of your advertising campaigns, your brand can make data-driven decisions and optimize in real time. Your Advertising Platform should have the right data to easily keep teams informed.

Does your products' reporting offer...?	Sprinklr	Other
Standard dashboards	✓	
Customizable dashboards	✓	
Scheduling export to non-platform users	✓	
Format exports (Excel, PDF, PNG, PPT)	✓	
Automated exports based on predetermined cadence	✓	
Dashboards that combine paid, owned and earned data	✓	

Does your product allow...?	Sprinklr	Other
Audience data uploading from outside systems, platforms, and tools	✓	
View cross-channel data and third-party analytics	✓	
Upload data from non-API integrated sources	✓	

Can reports be viewed with...?	Sprinklr	Other
Excel	✓	
Columns	✓	
Bar chart	✓	
Pie chart	✓	
Stacked columns	✓	
Stacked bars	✓	
Line graph	✓	
Spline graph	✓	
Area graph	✓	
Area spline graph	✓	
Bubble graph	✓	
Dual axis graph	✓	
Combination (bar and line graph)	✓	
Table	✓	
Counter	✓	
Funnel	✓	
Summary table	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Post card	✓	
Text	✓	
Title	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Modern Research

Turn data into real-time insights, decisions, and actions to create superior customer experiences

Coverage

Breadth, depth, history, speed, and strength of channel coverage

Breadth

In today's world, customers are in control and preference matters. Data shows that people use multiple social platforms, and brands need to listen across a broad spectrum in order to make sure they don't miss a "customer call." So, make sure you choose a vendor with the broadest access so you don't miss any of those important conversations.

Does your product listen to...?	Sprinklr	Other
Mainstream social networks (FB, Instagram, Twitter, Youtube, etc.) owned/earned	9	
International social networks (Sina Weibo, VK, etc.) owned/earned	10	
Specialty social networks (Nextdoor, Foursquare, etc.)	7	
Review sites (Yelp ,Amazon, Google Reviews, Trip Advisor, Apple Store, Google Play Store, etc.)	19	
Other media (news, blogs, forums, etc.)	4+	
Global blog & forum coverage	350MM+	
Unstructured business data (chat, call transcripts, email, surveys, etc.)	7+	
Structured business data (web analytics, CRM, marketing automation, etc.)	5+	
Countries covered	180+	
Languages detected	120+	
Language sentiment covered	22	
Sentiment accuracy	80%+	
Content types covered (text, images, audio, video, emoji)	5	
TV, Print & Radio	1500+	

Depth

Most social channels offer varying degrees of access to partners, going from tolerating scraping to contracting full API-based firehose access. The deeper the access, the richer the insights into audience experience, audience behavior, and audience activity. Make sure your listening vendor has the highest level of sanctioned access available from the social platforms.

Does your have the highest preferred access to...? *official partner	Sprinklr	Other
Twitter* (full firehose)	✓	
Twitter* re-syndication	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Facebook*	✓	
Instagram*	✓	
LinkedIn*	✓	
Pinterest*	✓	
Tumblr*	✓	
Reddit*	✓	
Yelp*	✓	
Sina Weibo*	✓	
VK* (firehose)	✓	
Wordpress*	✓	
Google Reviews	✓	
Amazon Reviews	✓	
Trip Advisor	✓	
Apple Store	✓	
Google Play	✓	
YouTube	✓	
Daily Motion	✓	

History

Most listening vendors can only go back 90 days, which is great for staying on top of current events, but a significant disadvantage when trying to derive long-term insights from the audience. Choose a vendor who can go back in time and store all of the audience engagement data available through the channel API.

Can you access historical information on...?	Sprinklr	Other
Twitter* (full firehose)	✓	
Facebook	✓	
YouTube	✓	
News	✓	
Blogs	✓	
Forums	✓	
Reddit [premium firehouse]	✓	
Wordpress	✓	
Yelp	✓	
Print	✓	
TV & Radio	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Speed

Social channels are evolving in accelerated time frames. In a time of crisis, seconds matter. Brands require immediate access to relevant channels in order to listen, engage, and reach their audience.

How quickly can you...?	Sprinklr	Other
View channel messages	< 1 minute real-time	
Request historical backfill	< 10 mins/million	
Add a new channel partner	6 weeks	
Update channel API access	6 weeks	
Integrate first-party channels	6 weeks	

Strength

Brands rely on their Listening Platform to have the most comprehensive and compliant coverage of social networks. This makes it critical for the platform to have access to APIs and to be alerted to important changes—including new beta offerings as well as deprecated features. Having a formalized relationship with a social network improves collaboration to highlight customer business requirements, address issues such as privacy concerns, or gain early access to new offerings. Ask your vendor about its relationship management program with the networks most important to you—and ask your social network account teams about it too.

What formal partnerships do you have with...?	Sprinklr	Other
Facebook	Facebook Marketing Partner Community Management Partner Campaign Management Partner Creative Platform and Messaging Partner	
Instagram	Facebook Marketing Partner	
Twitter	Official Partner (Data & Advertising)	
LinkedIn	LinkedIn Marketing Solutions Partner	
Pinterest	Pinterest Advertising and Content Marketing Partner	
Reddit	Partner	
Tumblr	Preferred Partner	
Snapchat	Licensed Advertising and Audience Partner	
Sina Weibo	Partner	
VK	Partner	
LINE	Business Solutions Partner	
Viber	Partner	
Yelp	Knowledge Partner	

© 2020 Sprinklr, Inc. All rights reserved.

Nextdoor	Partner	
SlideShare	LinkedIn Marketing Solutions Partner (parent company)	
Foursquare	Partner	

Insights

Cleaning, enriching, contextualizing data to generate insights

Cleansing

The reality that we all face is that there's a lot of noise across social data. To discover the important signals, you need to choose a vendor who can cleanse the data automatically to weed out profanity, spam and other noise.

Does your vendor use AI processing to properly clean...?	Sprinklr	Other
Text-based profanity	✓	
Visual profanity	✓	
Spam	✓	
Ads	✓	

Enriching

Social data contains a rich mix of unstructured audience opinions, locations, preferences, and dreams, and when combined with unstructured and structured first-party data it can unlock billions of dollars in value. But, making sense of all this data is a big challenge. Choose a vendor that uses AI, Machine Learning, and Natural Language Processing to automate and learn how to enrich your data to derive actionable insights.

Does your solution enrich data to tag for...?	Sprinklr	Other
Language	✓	
Sentiment	✓	
Bio location	✓	
Message location	✓	
Age range	✓	
Profession	✓	
General & niche interests	✓	
Country of residence	✓	
Marital status	✓	
Parental status	✓	
Visual logos	✓	
Visual sentiment	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Visual gender	✓	
Visual age range	✓	
Visual objects	✓	
Visual scenes	✓	
Optical Character Recognition (OCR)	✓	
Text-in-image capture	✓	
Visual primary colors used in images	✓	
Visual activities	✓	

Contextualizing

Once the data is enriched, it can then be better interpreted for deeper meaning. Brands need to quickly understand the customer's conversations to best determine what step to take next and how to prioritize. Once again, this can't be done manually or hard-coded. It requires the same AI, Machine Learning and Natural Language Processing capabilities for automation and improvement.

Does your solution derive...?	Sprinklr	Other
Emotion	✓	
Brand preference	✓	
Purchase intent	✓	
Questions/Queries	✓	
Complaints	✓	
Appreciation	✓	
Industry	✓	
Custom categories via Machine Learning	✓	
Contextual sentiment scoring across entire statement (i.e. Restaurant was nice but the food was so-so)	✓	
Competitive insights: best performing content, industry ranking, service SLAs, estimated paid spend	✓	
Outbound content themes, tones, key objectives, and customer journey stage	✓	
Version controlled topic query templates	✓	
Topic query exclusion blacklists: keyword, profile, domain, and workspace list options	✓	

Visualization

Graph, drill-down, filter, export, and display to share the insights broadly

© 2020 Sprinklr, Inc. All rights reserved.

Graph

With such a large volume of data, organizations require sophisticated analysis visualizations to quickly surface important insights. The same visualizations may also be shown in reports, command centers or public displays, so they need to be visually appealing and dynamic.

Does your solution provide...?	Sprinklr	Other
Over 37 flexible, insightful, and dynamic widgets	✓	
Preconfigured and customizable reports	✓	
Real-time analysis of data	✓	
Automatic refresh of widgets	✓	
Custom metrics and target goals	✓	
Compare multiple metric trends across different time ranges	✓	
Customizable ranges and intervals for axes	✓	
Version control (locking, sharing, and cloning of dashboards)	✓	
Extensive, flexible, and customizable reports and dashboard filters	✓	
Scheduled delivery of reports via email to platform and non-platform users	✓	
NLP powered interface for asking questions and getting insights	✓	
Push notifications for alerts	✓	

Drill Down

To turn data into insights and knowledge, it needs to be able to be investigated. Drilling down on anomalies, spikes and important points uncovers hidden information.

Does your solution provide...?	Sprinklr	Other
Drilldown by Who/Audience: Influencers, Advocates, Detractors, Top mentioned, etc.	✓	
Drilldown Where/Location: Country, State, City, known landmarks, custom business locations, etc.	✓	
Drill down by What/Topics: Conversations, things, actions, hashtags, emoticons, phrases, entity type, custom defined themes, custom properties/tags, etc.	✓	
Drill down by What/Enriched categories: Language, sentiment, emotion, colors, gender, age range, marital status, profession, ratings/reviews, custom review categories, etc.	✓	
Drill down by When/Time: Year, quarter, month, week, day, custom time range, time interval mentioned, etc.	✓	
Dynamic and unlimited data drilldown	✓	
Restricted drill down based on governance rules	✓	
Custom Drill down or “lenses” to explore reports for insights	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Filter

One thing's for certain: people want to see data in their own way. Flexible filtering and shareable boards enable users to create, save, and share their point of view.

Does your solution provide...?	Sprinklr	Other
Multi-select, inclusion/exclusion filters	✓	
Filters that match ALL the previously defined drilldown categories	✓	
Filters by custom properties	✓	
Standard and custom timeframe filters	✓	
Ability to save filters, widgets, drilldowns as custom reports/ boards	✓	

Export

Whether it's for quick analysis on the desktop, further processing via core applications, or including insights in a presentation users wish to send data to 3rd party applications.

Does your solution provide...?	Sprinklr	Other
Multiple export formats: XLS (single, multi sheet), CSV, PDF (portrait, landscape), PPT, PNG	✓	
Annotations on exports	✓	
Scheduled exports with contextualized emails, including to non-registered users of the platform	✓	
Shareable dashboard URLs for external audiences	✓	
Pre-built integrations (MS PowerBI, Domo, Origami Logic, Beckon, etc.)	✓	
API Integrations for additional 3rd party applications	✓	
Dashboard report delivery scheduling	✓	
Full Twitter re-syndication of messages & metrics approval	✓	
Command center displays	✓	
Branded reports with custom fonts & colors	✓	

Display

Without opening up data publicly, insights can be closed off—and potentially missed. Whether in a customer experience center or in a lobby, displayed data fosters conversation, fuels collaboration, and drives action.

Does your solution provide...?	Sprinklr	Other
Visual command centers for operational teams to monitor conversations	✓	
Public-facing displays for retail locations to drive awareness and engagement	✓	

© 2020 Sprinklr, Inc. All rights reserved.

JumboTron™ and live events to encourage user generated content and engagement	✓	
Dynamic, real time data feeds for display/command center insights	✓	
Ease-of-use and custom branded design for displays	✓	
Mobile display controls for quick configuration & scene changes	✓	
Centralized controls for global displays and command centers	✓	
Website integrations for product galleries and UGC commerce	✓	

Actionability

Segment, categorize, synthesize, route, and respond to insights in real-time

Segment

Audience insights are the foundation for the context of messaging. The ability to seamlessly segment engagement into audience types is critical for any listening platform.

Does your solution provide...?	Sprinklr	Other
Ability to segment based on who, what, where, when, and custom demographics categories	✓	
Dynamic audience profiling with automation	✓	
Ability to manually or automatically tag audiences into segment classifications based on search criteria	✓	
Ability to use custom defined segments for further analysis, filtering, and drilldown	✓	
Ability to use segments for owned communications or advertising for targeting purposes	✓	
Ability to provision functionality based on segment categories, e.g. alert for top customer complaints or prevent UGC requests from celebrities	✓	

Categorize

The next step is to be able to associate insights at the individual profile level. In this regard, you need to be partnering with a vendor with a comprehensive privacy and governance approach.

Does your solution allow you to...?	Sprinklr	Other
Create and manage a customer experience profile	✓	
Anonymize data at multiple levels for PII compliance (exports only, emails only, no drilldowns, full mask of profile, etc.)	✓	
Annotate, label, and customize profile properties to note relevant insights with audiences	✓	
Authorized syndication of data from Twitter to associate information with customer support cases	✓	
Manage requests to remove audience content upon request and track/audit the process, in compliance with privacy regulations	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Add product, competitor, or location management as a categorization topic	✓	

Synthesize

Social data is rich with insights that can help your organization better understand how to improve customer experiences. A robust listening solution should summarize these insights for your brand in an optimized dashboard.

Does your solution provide...?	Sprinklr	Other
Location insights with summarized and detailed scoring to improve NPS across regions or individual locations	✓	
Product insights to help prioritize new offerings or issues to resolve	✓	
Anomaly detection with smart alerts for potential PR crises or prioritize customer service responses	✓	
Visual insights to monitor for UGC opportunities or track visual mentions or misuse of your brand	✓	
Competitive insights to benchmark your marketing efforts, customer service SLA's, and advertising spend across your industry	✓	

Route

Ensuring the right messages go to the right people with the right skills at the right time is key to personal, seamless, premium customer experience management. Users should be able to act on key insights to route messages in real-time.

Does your solution provide...?	Sprinklr	Other
Automatic anomaly detection and alerts to immediately notify the appropriate response teams	✓	
Live routing to public affairs teams for crisis management	✓	
Live sharing with global customer service teams to manage queries or complaints	✓	
Direct recommendations to marketing teams for UGC requests	✓	
Improved marketing results by sharing embedded voice-of- the-customer insights for campaigns	✓	
Drive advertising performance by provisioning custom audiences and lookalikes for improved targeting	✓	
Routing to command centers or public displays for insights and audience engagement	✓	
Integration with e-commerce sites for UGC product galleries	✓	
Direct integrations with third-party CRM systems for alternate engagement workflows and audience profile updates	✓	
Full Audience profile and case history to track customer experience	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Respond

In the new experience economy, care and marketing need to work hand-in-hand—and listening provides the basis for this. Responding directly off of data points to support, surprise and delight customers gives brands a competitive advantage.

Does your solution provide...?	Sprinklr	Other
Direct responding (with governance) by public affairs teams for crisis management	✓	
Direct responding (with governance) by global customer service teams to directly manage queries or complaints	✓	
Direct requests (with governance) by marketing teams to customer for UGC	✓	
Embedded insights for marketers within campaign briefs including voice-of-the-customer insights research and dynamic analysis/drilldown (vs. static)	✓	
Ability to pull listening audiences directly into advertising platform for improved targeting	✓	
Routing to command centers or public displays for insights and audience engagement	✓	
Live response from third-party CRM systems (with governance) via direct integration back to Sprinklr	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Modern Care

Set the foundation to deliver the best in class care experiences your customers have come to expect

Route

Case Management, Automation, AI Moderation, and Assignment Engine

Case Management

Access a record of communication to and from the customer, and help your teams keep up with the volume of daily messages, meet SLA requirements, and resolve issues for your customers. By bundling related inbound and outbound messages into Cases teams are equipped with background information on customer issues and questions. Make sure you have a solution that can provide the best possible service to your customers.

Does your product allow you to create...?	Sprinklr	Other
Cases on messages from social channels	✓	
Cases on messages from messaging channels	✓	
Cases on messages from customer communities	✓	
Cases on email messages	✓	
Cases on web chat messages	✓	
A single case for public messages	✓	
A single case for private messages	✓	
A single case for public and private messages	✓	
A single case for messages from multiple channels	✓	
Cases on all conversations or conditionally on conversations matching specific conditions	✓	

Does your product allow you to ...?	Sprinklr	Other
Manually associate a message to an existing case	✓	
Automatically associate a message to an existing case	✓	
Share cases across teams and workspaces	✓	
Export case details	✓	
Track activity on the case in an audit trail	✓	
Forward a case as an email to an individual outside the platform	✓	
Automatically add tags on the case	✓	
Manually add tags on the case	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Add comments on cases	✓	
Tag your team members on cases	✓	
Search for a case in the platform	✓	
Archive a case	✓	
Change case status automatically	✓	
Change case status manually	✓	
Create custom case status	✓	
Delete a case	✓	

Automation

Brands need the ability to standardize processes and increase workflow efficiency by automating repetitive tasks to save time and eliminate human error. By leveraging AI and creating a system of automatic processes that help execute actions across different areas teams can quickly address customer issues and deliver great experiences.

Does your product allow you to automatically detect...?	Sprinklr	Other
Sentiment of messages and cases	✓	
Priority of messages and cases based on keywords	✓	
Priority of messages and cases based on influencer score	✓	
Priority of messages and cases based on followers	✓	
Priority of messages and cases based on intents detected by AI	✓	
Priority of messages and cases based on custom AI classification models	✓	
Priority of messages based on custom rules	✓	

Does your product allow you to automatically...?	Sprinklr	Other
Add customers to different profile lists based on messages for creating audience segments	✓	
Tag profile as spam and not spam	✓	
Send messages to inform customers about business hours	✓	
Un-assigns messages and cases when agents log out	✓	
Flag agent replies for banned keywords and send for approval	✓	
Tag cases and messages based on agent replies	✓	
Escalate cases and messages based on predefined conditions based on priority and time delays	✓	
Make calls to external APIs	✓	
Take actions on external CRM systems	✓	
Schedule macros and actions	✓	
Detect message language	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Hide messages based on conditions	✓	
Block profiles based on predefined conditions	✓	
Change the status of a message	✓	
Change the status of cases	✓	
Configure different SLA alerts on different cases based on priority	✓	
Send out SMS, Email and Push notification to other users on the platform	✓	
Set volumetric alerts to detect anomalies	✓	
Extract information from messages using Regular Expressions and tag the corresponding case.	✓	
Archive messages based on predefined conditions	✓	
Stop or recall sent messages based on predefined filters	✓	
Change status of the user once they logout	✓	

AI Moderation

The ability to automatically triage incoming messaging from customers can be the direct line to a happy customer. By automatically filtering out non-engageable messages and classifying remaining messages into predefined categories - reduces the time taken by your team to manually review all incoming messages and get to the root of customer issues. Ensure you have a vendor that helps your teams focus on what matters - quickly and efficiently resolving customer inquiries.

Does your product allow you to use AI to automatically...?	Sprinklr	Other
Detect messages which need a response	✓	
Classify detected messages as engageable and non-engageable	✓	
Classify messages in different categories like care or marketing related messages	✓	

Assignment Engine

Assigning messages to agents based on their availability at any given moment can only improve team productivity further. By distributing workloads more efficiently by using predefined parameters relevant to your business processes—customer experience is placed as top priority.

Does your product automatically assign cases...?	Sprinklr	Other
Based on real-time agent availability	✓	
Based on priority order	✓	
Based on an agent's skillset	✓	
Based on the language of the message	✓	
Based on custom case taggings	✓	
Preferentially to the agent who last interacted with the customer	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Manually to specific teams	✓	
Manually to specific agents	✓	
Based on active conversation time	✓	

Does your product...?	Sprinklr	Other
Automatically maintain balanced and fair workload based on agent's capacity	✓	
Define backup agents to redistribute excessive load in case of an unexpected peak in incoming cases	✓	
View current assignment load on different teams in real time	✓	
Access assignment logs to check assignment activity for audit purposes	✓	
Change how many cases an agent can handle simultaneously	✓	

Resolve

Agent Console, Chatbot, Web Chat, Community, and Smart Response

Agent Console

In order for customer care agents to be as efficient as possible they need access to information in a single spot. With a comprehensive dashboard that surfaces current and past issues they have been assigned, allows teams to manage huge inbound volume while streamlining message processing workflows. It's imperative that your vendor be able to surface information to agents in a single, unified location.

Does your product offer...?	Sprinklr	Other
A single-view of conversation history with a customer	✓	
A customizable view, based on user roles and permissions	✓	
A single view of cases from social channels, messaging channels, web chat, and email	✓	
Alerts for cases that have a risk of SLA breach	✓	
Spell check	✓	
Grammar check	✓	

Does your product allow you to...?	Sprinklr	Other
Switch between public and private messages with one click	✓	
Like a customer's message from within the conversation	✓	
Retweet a customer's message from within the conversation	✓	
Translate a customer's message	✓	
Search for and use pre-approved canned responses	✓	
Set reminders on cases to follow up	✓	
Use macros to automate a sequence of actions	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Configure most used actions to be accessible on a single click via quick macros	✓	
Subscribe to a case to receive future updates on that case	✓	
Notified on being assigned a case or receiving a message from the supervisor	✓	
Export conversation history in a text file	✓	
Search for a case or conversation based on keywords, sender, case number and due date.	✓	
Sort the message and cases in the view	✓	
Send responses through mobile application	✓	

Does your product allow you to...?	Sprinklr	Other
Change the status of a case	✓	
Change tags and sentiments of messages	✓	
Change tags and sentiments of cases	✓	
Add notes in customer profile	✓	
Add notes to cases	✓	
Assign a case to other agents or teams	✓	
Use agent signature in replies	✓	

Does your product allow you to view...?	Sprinklr	Other
Previous cases from the same customer	✓	
External CRM data in the customer's profile	✓	
Profile and case tags while replying to a customer	✓	
External CRM data in the customer's profile	✓	
Profile and case tags while replying to the customer	✓	
Sent status of messages on supported messaging channels	✓	
Delivered status of messages on supported messaging channels	✓	
Read status of messages on supported messaging channels	✓	
An activity trail on customer profile and case	✓	
Predicted CSAT score based on message content	✓	

Chatbot

Optimize customer care processes without sacrificing quality. Chatbots automate customer service conversations by providing personalized conversational experiences to the user. They can automate repetitive conversations, decreasing average response time and increasing customer satisfaction.

Does your product allow you to...?	Sprinklr	Other
Leverage Natural Language Processing (NLP) and Intent detection to create bots	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Use channel specific templates like quick replies, carousels in the bot	✓	
Use a bot for agent handover	✓	
Use an agent for bot handover	✓	
Create bots for multiple languages	✓	
Create and run bots on multiple channels	✓	
Integrate with third party bots using Facebook Handover protocol	✓	
Integrate with third party bots without using Facebook Handover protocol	✓	

Web Chat

Enhance your brand's online customer service experience. Add a chat plugin on your website so customers can communicate with you directly without leaving your site. Powered by bots to answer simple queries by your customers. You can add this fast and lightweight live chat to any website by embedding a small code, and customize it to suit your brand and business needs.

Does your product allow you to...?	Sprinklr	Other
Customize the chat widget to match your brand visual guidelines	✓	
Capture name, email and phone number of your customers from webchat	✓	
Authenticate customers on web chat using SSO	✓	
Allow your customers to start multiple conversations in web chat at once	✓	
Use bots to reply to FAQ's	✓	
Create and send custom templates (carousels, quick replies) for customer responses	✓	
Move customers from social to web chat through secure customer authentication links	✓	
Transmit PCI-secure information via web chat forms	✓	

Community

Extend your care solution with a brand community. Give customers the ability to self-serve their customer care issues, share ideas, and crowd-source solutions with other customers. Quickly set up an online forum and customize it to facilitate self care and peer care, with the ability to address any unanswered questions to ensure customer satisfaction.

Does your product allow you to...?	Sprinklr	Other
Customize homepage and sub-pages within a community to match brand guidelines	✓	
Organize community content across topics and categories	✓	
Customize content and conversation types	✓	
Customize specific permissions to different users within the community	✓	
Set up a custom gamification strategy	✓	
Manually give users badges and ranks based on actions taken	✓	
Automatically give users badges and ranks based on actions taken	✓	

© 2020 Sprinklr, Inc. All rights reserved.

SSO authentication for customers at login	✓	
Perform actions on posts and messages directly from Agent Console	✓	
Generate reports on community activity	✓	

Smart Response

Smart Responses are generated by AI based on the ongoing conversation. These responses are then suggested to the agent, from where they can choose a reply. This reduces the response time and ensures more accurate responses.

Does your product allow you to...?	Sprinklr	Other
Use AI to generate and suggest responses for ongoing conversation in real time	✓	
Train Machine Learning model to learn from responses of selected best performing agents	✓	
Retrain the Machine Learning model to learn from external data	✓	
Suggest responses which are contextual and not pre-written to avoid repetitive responses	✓	
Select a suggested smart response based on predicted confidence level.	✓	
Generate reports on usage and performance of Smart Response model	✓	

Measure

Supervisor Console, Audit Capabilities, Surveys and Reporting & Measurement

Supervisor Console

Supervisor console gives managers and supervisors a consolidated view of agent's activity and performance in real time for effective workforce management.

Does your product allow you to...?	Sprinklr	Other
View the current/past availability status and login details of agents across time zones	✓	
View activity trail of an agent	✓	
Send direct message to an agent	✓	
Change the availability status of an agent or multiple agents in bulk	✓	
Color tagging the current availability status of agents	✓	
Export the data of activity trail of the agents	✓	
Configure quick filter view	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Audit Capabilities

Regular audit activity helps in keeping the customer care process in compliance and identify the key problem areas like common issues faced by the customers. It also includes assessing the performance of agents and analyzing business process bottlenecks to ensure seamless workflows and consistent customer experiences.

Does your product allow you to...?	Sprinklr	Other
Send agent's response to predefined approval queues	✓	
Analyze and audit agent's performance through checklist forms	✓	
Analyze the survey response to identifying the root cause of problems faced by the user	✓	
Track every manual or automated actions performed on different entities via audit trails	✓	

Surveys

Direct customer feedback is extremely valuable information. Surveys allow you to capture feedback from customers on several channels and create a consolidated report with said information. A solution that allows for a comprehensive view of customer feedback allows for improvements to processes that always put customers first.

Does your product allow you to create...?	Sprinklr	Other
Multiple language versions of the same survey to get a unified reporting across languages	✓	
Condition questions in the survey	✓	

Does your product allow you to send...?	Sprinklr	Other
Surveys automatically based on predefined triggers	✓	
Channel-agnostic survey links on private messages on multiple channels	✓	
Channel-agnostic authenticated survey links on public messages (if sending a private message is not possible)	✓	

Does your product allow you to ...?	Sprinklr	Other
Customize and personalize your survey message effectively with placeholders	✓	
Take actions like adding customers to specific audience profile list based on their survey response	✓	
View and analyze your customer's feedback data in a dedicated survey reporting dashboard using Survey-specific metrics and dimensions	✓	
Measure your NPS (Net Promoter Score) based on the survey responses filled out by your customers	✓	
Restrict surveys from being sent to customers who have opted out	✓	
Restrict surveys from being sent to customers who have responded to that survey in the last 'x' days	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Reporting & Measurement

The solution of choice should offer reporting capabilities that highlight not only high-level agent performance and SLA insights, but also the ability to drill down into specific metrics for a deeper understanding. Furthermore, reporting widgets and dashboards should be flexible to accommodate you and the goals you're targeting while also providing a seamless process for surfacing insights to other team members and leadership.

Does your product allow you to create...?	Sprinklr	Other
A unified reporting for all your accounts across social, messaging, email, webchat, and ads	✓	
A unified report across all time zones	✓	
Reports for a specified date range	✓	
Sections within same report	✓	
Custom reports to match your business needs using custom metrics and dimensions	✓	
Dynamic charts, tables, and graphs to represent data	✓	
Case reports to measure case and message level SLA metrics	✓	
Agent performance reports	✓	
Agent wise CSAT report	✓	

Does your product allow you to...?	Sprinklr	Other
Drill down on created graphs, tables and charts for different dimensions, agents, accounts	✓	
Apply dashboard level filters using dimensions	✓	
Apply widget level filter using dimensions	✓	
Automatically schedule export of reports in pdf, text, csv, excel	✓	
Manually trigger export of reports in pdf, text, csv, excel	✓	
Ingest external data and combine with platform data to create unified reports	✓	
Expose platform report and data via APIs	✓	
View all reports from mobile application	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Modern Engagement

Effectively listen, engage, and measure audience engagement to deliver a seamless customer experience across 25 social channels

Actionability

Publishing, engagement, reporting, asset management

Publish

Your brand needs publishing tools that help you ensure content is reaching the right audience and driving results. Publishing tools should give you the flexibility to tailor content to a specific audience, channel, or account while providing easy-to-use options that let you publish at scale.

Does your product allow you to...?	Sprinklr	Other
Publish content to 25 channels, 10 messaging apps, and multiple social accounts simultaneously	✓	
Create unique copy for multiple channels at once	✓	
Associate a unique asset by message & channel type through a single publisher	✓	
Create a new post from anywhere in the platform	✓	
Draft, publish, schedule and report on dark post (aka unpublished posts)	✓	
Automatically surface and recommend engaging hashtags to include in posts	✓	
Manage publishing process (draft, scheduled, published, waiting for approval, approved, etc.) via kanban dashboard	✓	
Configure and control user publishing actions to include all or variations of "edit", "create draft", "view", or "edit sent post"	✓	
Integrate with Facebook Live Video to publish live content	✓	
Link shoppable Instagram store sites	✓	
Publish photos and videos together on Instagram	✓	

Does your product allow you to draft messages with...?	Sprinklr	Other
URL-shorteners that can be quickly added to messages while drafting posts	✓	
Content to be scheduled or published later	✓	
The ability to preview live post by channel before publishing or scheduling	✓	
Active links to hashtags, pages, and at-mentions within the message posts	✓	
In-line grammar and spell check across 10+ languages to avoid errors	✓	

Does your product allow you to schedule...?	Sprinklr	Other
Content to publish across multiple time-zones	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Multiple messages (date and time) by channel in a single publisher	✓	
Recurring posts	✓	
Posts automatically if there was a problem publishing with the API	✓	
Live content with Facebook Live Video	✓	

Does your product allow you to...?	Sprinklr	Other
Manage a comprehensive view of all outbound content via a global calendar	✓	
Reschedule outbound content quickly (drag-and-drop) in the calendar view	✓	
Export, filter, and share a content calendar with individual users and/or groups	✓	

Engage

Engage with your audience at the right time, with the right content, on the right channel. Strong social strategies ensure customers feel heard and supported. It's important for brands like yours to have the ability to respond to customer's questions, comments, complaints and praise. Similarly, you should have a tool that provides process controls on how your team is enabled to engage with customers.

Does your product allow you to...?	Sprinklr	Other
Organize and respond to inbound message by channel type within a single view	✓	
Respond to inbound posts via monitoring dashboards - or a single view of all content by channel	✓	
Select the best respond type to inbound messages including: reply, comment, re-tweet, direct message, post, etc.	✓	
Configured custom dashboards to your preferred view	✓	
Export column contents to Excel spreadsheet	✓	
Generate a message template library for quick reply	✓	
Set reminders on inbound messages for follow tasks and actions on posts	✓	
Search within an engagement column by keyword, profile, or message tag	✓	
Select and take bulk-action on multiple messages across multiple columns	✓	
Take additional actions such as view profile information with a single click	✓	
Integrate with Giphy to access a GIF repository when interacting with customers	✓	
Control specific content via an age-gate to ensure viewer is of legal age	✓	

Does your product help you be more efficient by...?	Sprinklr	Other
Applying a macro to the message based on customized rules	✓	
Assigning messages to a user or team (via a queue)	✓	
Archiving the message to remove from queue, but maintain reporting insights	✓	
Utilizing quick actions to route messages to team members	✓	
Automating workflows by configuring business rules	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Utilizing the referral feature in Facebook Messenger to reply to customers in context	✓	

Does your product offer collaboration that...?	Sprinklr	Other
Provides a view of historical, in-line messages for appropriate, contextual response	✓	
Accommodates collaboration between internal teams in order to draft a best response	✓	
Tag messages by status (Dark Post, Hidden, Liked, Replied to, etc.)	✓	
Notifies users via a message alerts or tag to identify response status (needs response, response completed, response being created)	✓	

Does your product offer AI that...?	Sprinklr	Other
Automates the prioritization, categorization, and routing of inbound messages	✓	
Classifies messages based on priority (questions, complaints, brand affirmation, sales opportunities, etc.)	✓	
Detects fake accounts based on the account name, biography, and followers	✓	
Automatically detects and flags spam	✓	
Suggests contextual responses	✓	
Responds to inbound messages automatically such as acknowledging receipt	✓	
Algorithmically assigns an influencer score to social profiles and improve via machine learning	✓	

Reporting

The platform of choice should offer reporting capabilities that highlight not only the performance of a campaign, but also the ability to gain actionable insights. Furthermore, reporting widgets and dashboards should be flexible to accommodate you and the goals you're targeting while also providing a seamless process for surfacing insights to other team members and leadership.

Does your product allow you to...?	Sprinklr	Other
Offer industry standard, out-of-the-box dashboards	✓	
Track KPIs (key performance indicators) using custom metrics	✓	
Tag outbound content to track campaign performance	✓	
View cumulative data on an hourly basis for insights into aggregate metrics throughout the day	✓	

Does your product provide advanced reporting capabilities for...?	Sprinklr	Other
Merging data from multiple sources and map data into a single report	✓	
Applying analytics to specific domains to track performance	✓	
Customizing dashboard views based on user context	✓	
Adding unlimited custom metrics	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Create smart content dashboards to identify what content type is used in brand posts	✓	
Period-Over-Period reporting to track and set benchmarks on performance	✓	

Does your product incorporate visual components like...?	Sprinklr	Other
Providing over 20+ dynamic data visualisations widgets (charts, graphs, etc.)	✓	
The ability to analyze visual messaging for deeper insights - ex: Emoji detection	✓	

Does your product allow reporting collaboration for...?	Sprinklr	Other
Scheduling and on-demand exports	✓	
Sharing dashboards with users/groups	✓	
Scheduling reports which can be shared with non-users as well	✓	
Set the previous period's date and time to create efficient reports comparing the data values from two different time periods	✓	
Scheduling exports based on time-selected trigger	✓	

Asset Management

Images, videos, gifs, and more are not all treated equally. User-generated content might have different rules for use, banner images or ads are created for a specific campaign, or some images are best for a specific region of the world. This type of asset management, team collaboration, and campaign development should be a base-line of product functionality for the tool of your choosing.

Does your product allow you to...?	Sprinklr	Other
Support 10+ asset types with all industry standard formats (JPEG, PNG, GIF, etc.)	✓	
Edit asset while creating a post for channel compliance and best performance	✓	
Create and delete sub-folders or mood boards dedicated to themes, campaigns, or teams	✓	
Tag content to track performance and stay organized	✓	
Search asset manager by keywords that surfaces relevant content	✓	
Bulk import assets through an Excel upload or simple drag-and-drop from your desktop	✓	
Upload and use custom fonts that can be used to overlay text/copy on images	✓	
Apply bulk actions and initiate workflows on multiple assets	✓	
Edit asset by applying filters, adding text and cropping to optimize for each social channel	✓	
Access in-depth asset performance analytics by channel	✓	
Export assets in PDF format	✓	

Does your product allow collaboration that...?	Sprinklr	Other
Creates shareable sub-folders with everyone, specific teams or individuals	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Produces a public URL of folders for external sharing and teamwork	✓	
Supports communication streams directly on assets with notes, tags, etc.	✓	
Suggests assets to be used with individuals and/or groups to enhance collaboration *(action can also be scheduled)*	✓	
Sets approval workflows for asset use and publishing	✓	
Including annotations for image and video assets	✓	
Create and share public boards internally and externally	✓	

Does your product provide governance capabilities to...?	Sprinklr	Other
Constrain asset availability per contractual agreement or determined use	✓	
Control visibility of confidential assets	✓	
Transfer ownership of assets and dashboards	✓	
Set content permissions (view, edit, delete, upload, etc.) to ensure brand guidelines are maintained	✓	
Set asset restrictions to prevent overuse or premature publishing	✓	

Does your product provide organization capabilities to...?	Sprinklr	Other
Associate asset versions (channel specific, translated for localization, dimensions, etc.) for organization and comprehensive performance metrics	✓	
Quickly filter asset library by multiple filters (date created, date modified, publish count, total engagement, etc.)	✓	
Create folders to further organize your asset library	✓	
Segment and organize assets in structured folders	✓	

Does your product provide reporting capabilities that...?	Sprinklr	Other
Enhance asset re-purposing by suggesting high performing assets	✓	
Create out-of-box dashboards to track asset adoption and performance	✓	

Visualization

Without opening up data publicly, insights can be closed off—and potentially missed. Whether in a customer experience center or in a lobby, displayed data fosters conversation, fuels collaboration and drives action.

Does your solution provide...?	Sprinklr	Other
Visual command centers for operational teams to monitor conversations	✓	
Public-facing displays for retail locations to drive awareness and engagement (digital out-of-home - DOOH)	✓	
JumboTron™ and live events to encourage user-generated content and engagement	✓	
Website integrations for product galleries and UGC commerce	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Image collage creation for landing/home page galleries	✓	
Out of the box templates for quick-start creation of presentations	✓	
WYSIWYG editors for images, assets, and layouts to create visually compelling screens & presentations	✓	
Custom branded design for displays supported	✓	
Shareable presentations (slide decks) on any device - even without a platform login	✓	
Dynamic, real-time data feeds for display/command center insights	✓	

Does your product provide control that...?	Sprinklr	Other
Provides centralized permissioning for global displays and command centers	✓	
Granular user permissions are available for collaboration across design builds	✓	
Quick configuration & scene changes can be managed from mobile devices	✓	

© 2020 Sprinklr, Inc. All rights reserved.

Storage

Whether for regulatory record retention purposes or for historical reporting, choose a solution that can meet your data retention requirements - so it's accessible when you need it.

Does your product provide...?	Sprinklr	Other
Data retention policy up to 84 months	✓	
A one-time 24 month data backfill during initial enablement. *Channel dependent	✓	
Cloud hosting option with AZURE	✓	
Cloud hosting option with AWS	✓	

Support

Best practices, how-to guides, reference articles and sometimes just a person to talk to is necessary for tools big and small. Ensure the tool you choose provides the necessary support for your team members to be successful.

Does your product provide...?	Sprinklr	Other
A dedicated Success manager assigned to your account for guidance, collaboration, and information sharing	✓	
24/7 troubleshooting support via email, phone, and social channels	✓	
Detailed help site accessible 24/7 with numerous articles and guides for using the platform	✓	

Interfaces

It's commonplace now for businesses to operate on a global scale. Team members travel and are on the go between meetings and projects. This globalization and "on-the-go" working conditions should only enable you to move faster. Ensure the platform you choose can go where you go.

Does your product support for...?	Sprinklr	Other
Desktop/Laptop	✓	
Platform localized in 11 native languages	✓	
Mobile - responsiveness	✓	
Mobile - mobile app (iOS & Android)	✓	
Tablets	✓	

© 2020 Sprinklr, Inc. All rights reserved.