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# A guide to choosing a Modern Marketing Solution

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



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# Plan

Ideation, 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results and in a fast-moving space, manually collecting insights from surveys and reports are fragmented and quickly outdated.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	✓	
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	✓	
View and Filter tasks within your calendar	✓	
Ability to sort by groups	✓	

## 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	✓	
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	✓	
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.

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.

### 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	✓	
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	✓	
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Does your product publish to...?	Sprinklr	Other
Facebook	✓	
Instagram	✓	
Twitter	✓	
Linkedin	✓	
YouTube	✓	
Sina Weibo	✓	
Line	✓	
Email	✓	
Viber	✓	
Social Advocacy Website	✓	
Kakao Talk	✓	
Flickr	✓	
Gmail	✓	
Lithium Community	✓	
Pinterest	✓	
Subreddit	✓	
Slideshare	✓	
Tumblr	✓	
VK	✓	
We Chat	✓	
Wordpress	✓	

## 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	✓	

**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	✓	
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	✓	

## Integrations

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

### Does your product integrate with...?

#### Sprinklr

#### Other

Social channels for publishing	✓	
Messaging channels for publishing	✓	
Email bulk publishing via Sendgrid	✓	
Flashstock, Getty Images, Shutterstock	✓	
MediaValet DAM	✓	
Google Analytics	✓	
Adobe Analytics	✓	
Wordpress CMS Web Publishing	✓	
First-party audience—Salesforce	✓	
Forms—FormAssembly	✓	
Marketing automation—Marketo, Eloqua, ExactTarget for first-party audience	✓	
Online payment systems—Stripe for first-party audience	✓	
Custom mobile apps publishing	✓	
Google Translation	✓	
Grammarly	✓	



# 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	✓	
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	✓	



# Governance

## Control, Automation, and Compliance

### Control

Maintaining a secure, well-administered environment with complete control over access and configuration is required. Teams big and small need the ability to maintain governance and permissions across a platform that represents your brand's image across channels. Choose a solution built on the foundation of governance through account, user, and system governance, system administrators can provide team members with the permissions they need while maintaining security and optimizing efficiency.

Does your product offer...?	Sprinklr	Other
Support for single sign-on and OAuth	✓	
Granular roles and permissions for users and user groups	✓	
Grant permissions to publish for each account	✓	
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	✓	
Unlimited number of custom fields for assets, content, campaigns, and sub-campaigns	✓	
Visibility control on custom fields based on values of other custom fields	✓	
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	✓	

### 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	✓	

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