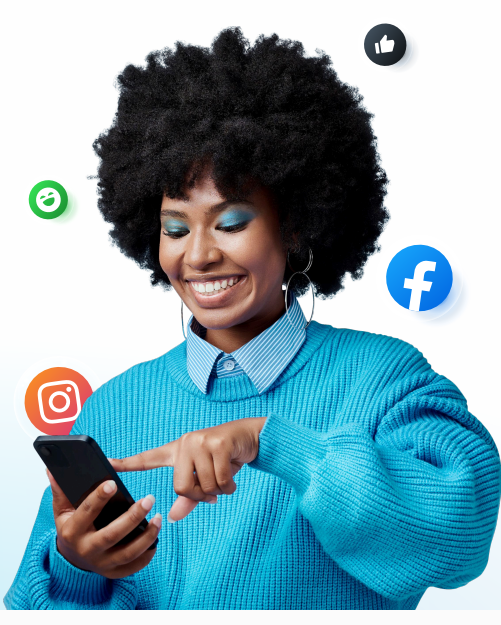


Building A Real-Time Marketing Engine with Social Intelligence



The shift in power

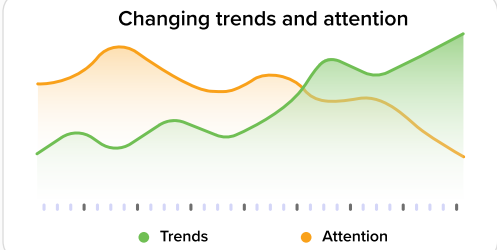
5.24 billion people

consume social media daily. That's 63.9% of the world's population.

2 hours 21 minutes

is the time these average global users spend on the platforms on an everyday basis.

Audiences set the pace. Communities mobilize around ideas at unprecedented speed—trends rise and fall in hours, not weeks. - [McKinsey, 2025](#)



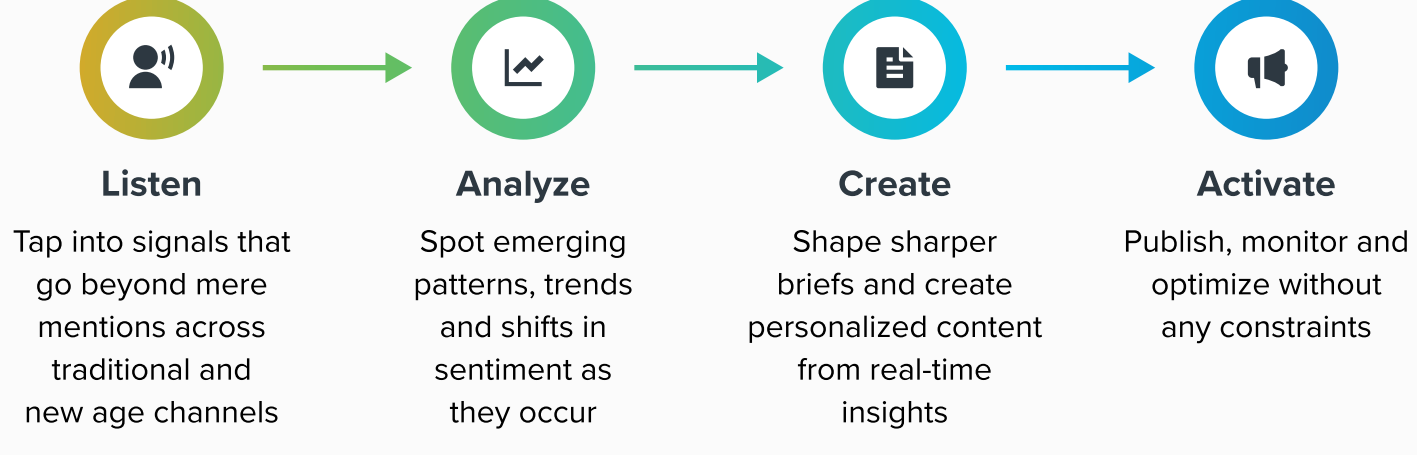
Content alone isn't enough. Brands need real time systems that monitor, learn, and act as conversations shift.

Learn what truly matters and act on it

| What you can learn | What you can do |
|---|--|
| Who's talking and how they feel (sentiment, intent, emotion) | Build better briefs to inform campaigns that actually resonate |
| What's trending in your category or with your audience | Launch timely, relevant content tied to live conversation |
| Where your brand is being mentioned (video, image, text) | Personalize creative, tap into UGC for earned media |
| What your competitors are doing differently | Pivot strategy to stay ahead of the curve |
| What reviews and ratings are telling about specific locations | Identify and improve key experience drivers to improve store performance |
| What's being said about your product or service | Share insights with CX/Product to close the loop |
| Topics gaining or losing traction | Prioritize the right campaign themes |
| Where attention is spiking (platforms, influencers, keywords) | Optimize spend and activation in real time |

From signals to strategy to screen

It's not just about reacting fast, it's about combining **intelligence + action**.



A real time marketing engine powered by Sprinklr



When insight leads, impact follows

Most brands still use social data for short-term reporting.

Real-time marketing flips the script.

Don't just listen. **Learn. React. Create. Win.**

With Sprinklr, you're not just part of the conversation, you're shaping it.

Ready to turn signals into strategy?

Explore how Sprinklr powers real-time marketing.

[Sign up for a demo](#)