

THOUGHT LEADERSHIP: CONVERTING INSIGHTS INTO ACTIONS

## **Building A Real-Time Marketing Engine with** Social Intelligence



# The shift in power



5.24 billion people

2 hours 21 minutes

the world's population.

consume social media daily. That's 63.9% of

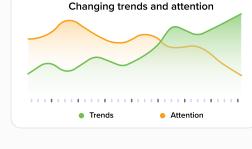
on the platforms on an everyday basis.

is the time these average global users spend

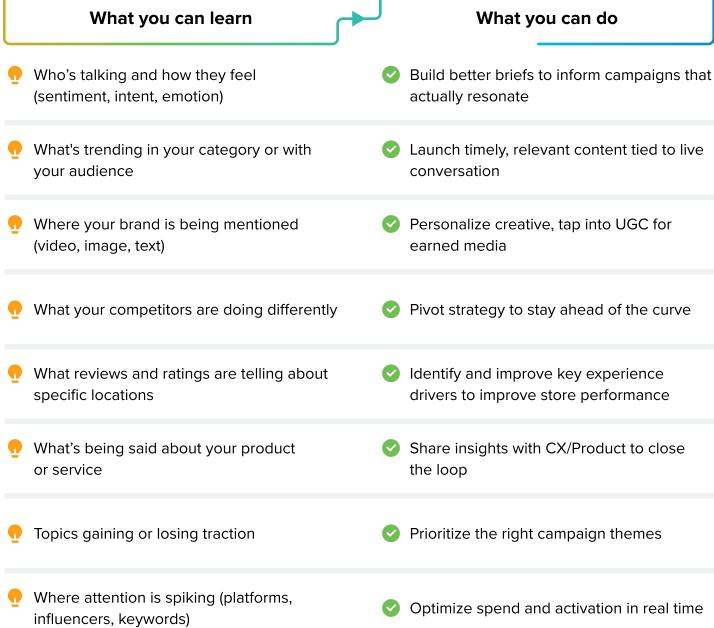
at unprecedented speed—trends rise and fall in hours, not weeks. - McKinsey, 2025 Content alone isn't enough. Brands need real time systems

Audiences set the pace. Communities mobilize around ideas

that monitor, learn, and act as conversations shift.



Learn what truly matters and act on it



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

From signals to strategy to screen



Tap into signals that

go beyond mere

mentions across

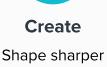
traditional and

new age channels

## Spot emerging patterns, trends

and shifts in sentiment as they occur

Analyze



briefs and create

personalized content

from real-time insights

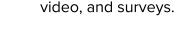


any constraints

## Capture the signals

A conversation around a topic begins to pick up across social, forums, and review sites. Sprinklr listens across 30+ channels,

A real time marketing engine powered by Sprinklr







**Create with context** 

**Optimize** in real time

performance signals.

minutes, not hours.

Surface what matters

Shape the strategy The campaign manager reviews sentiment, audience insights, and

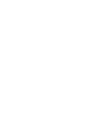
validate it through in-platform survey signals.

Creative teams tailor messaging, tone, and format to the trend and audience cluster. They use trending hashtags, audios, content formats, and themes in conjunction to craft posts with maximum

**Publish and activate** 

content themes. Using these inputs, they build a smarter brief and

Al-powered detection flags the emerging trend using logo, object, sentiment, and scene recognition. Theme surfacing and smart alerts reduce noise and highlight what's worth acting on, in



reach.

The campaign goes live across social and paid channels through Sprinklr's unified activation tools. Publishing, monitoring, and reporting are fully integrated, saving time and reducing silos.



Posts with high engagement and positive sentiment are auto boosted to maximize reach. Ads showing signs of creative fatigue or negative feedback are auto paused and flagged for review. Teams adjust creative, targeting, or spend based on live

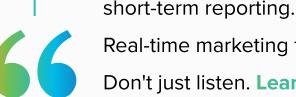


## strategy, and improve results.

Close the loop and improve

When insight leads, impact follows

Every audience reaction feeds new insights back into the system. Over time, Sprinklr's analytics stack helps predict trends, sharpen



Real-time marketing flips the script.

Most brands still use social data for

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.