



Sprinklr Insights: Your Marketing Force Multiplier

Drive insight-driven growth with real-time AI intelligence





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87%

of consumers will pay more for products from brands they trust.^[1]
So, what can businesses do to earn their customers' trust?

The answer lies in using an AI-enabled unified platform like Sprinklr to transform unstructured conversational data into actionable intelligence, break data silos and optimize multi-channel performance.

1. [Salsify's "2025 Consumer Research" report](#)

Introduction

It all started with a TikTok video.

A woman stood next to the charred remains of her car, walking viewers through the damage after a devastating fire. Almost everything had been reduced to ash — except one thing: her Stanley tumbler, sitting in the cupholder, fully intact. Then came

the big reveal: “...and it still has ice in it.”

The video racked up over 95 million views. But here’s where the story turns from a quirky internet moment into one of the better examples of moment marketing.

Stanley — the century-old brand that once catered largely to outdoorsmen and blue-collar workers — didn’t let the buzz die down without joining in on the moment. Terence Reilly, the company’s global president, posted a [video](#) of his own — thanking the customer, promising to send her more mugs and, in a move that made headlines, offering to replace her car. That magnanimous gesture became a viral moment on top of a viral moment. The result? A massive surge in brand affinity, unprecedented social media engagement and an almost overnight increase in sales.

In fact, on New Year’s Eve, Target quietly dropped a line of exclusive Valentine’s Day Stanley tumblers, priced at \$45. What followed was anything but quiet. Shoppers sprinted down aisles, stores sold out within minutes and soon the cups were popping up on resale sites for thousands of dollars.



Here's another little anecdote.

Not very long ago, a leading pharmacy chain's social media intelligence team noticed an unusual trend: [videos of young creators obsessing over a peelable mango gummy](#) from one of its in-house brands. Peeling the candy became a mini ritual, and its ASMR-friendly texture made it endlessly shareable.

Rather than jumping in with a sales pitch, the brand entered the conversation organically — leaning into the humor, the surprise and the fandom. It responded with quick, relevant content that felt like it came from inside the moment, not on top of it. (Think remix videos, creator collaborations and in-store clips that matched the tone and tempo of the original trend.)

And then the Gummy Mango peelable candy flew off its candy aisles. Most stores couldn't keep up with the demand! The company leaned in further, accelerating production and rolling out new gummy flavors to meet the demand. It was a tiny product — but the lesson it offered was huge: when brands listen well, act fast and engage authentically, even the most unexpected insights can turn into massive wins.

What do the stories above have in common?

Both are great examples of how listening to online conversations and identifying emerging signals can influence a brand's marketing strategy.

Keep reading to learn how you can turn real-time social signals into smarter strategies, swifter decisions and quantifiable business impact with Sprinklr's AI-powered **Unified Customer Experience Management (Unified-CXM) platform**.



What's the opportunity for brands that transform conversational data into high-impact marketing?

The short answer:



A competitive edge that's hard to replicate.

Today's most memorable campaigns and breakthrough product moments aren't built on guesswork — they're driven by real-time insights from the conversations your customers are already having.

When your team harnesses that data effectively, you improve brand sentiment, strengthen loyalty, enhance social engagement and unlock a host of other high-impact outcomes.

Positive brand sentiment



Brand loyalty



Product endorsement



Social media engagement



Sales



Why basing your strategy on conversational data isn't as easy as it sounds

Today's customers are talking constantly — across social channels, forums, review sites and private messaging platforms. Many brands, however, struggle to turn those rich, unfiltered conversations into actionable marketing strategies due to the following reasons.

Incomplete data

1



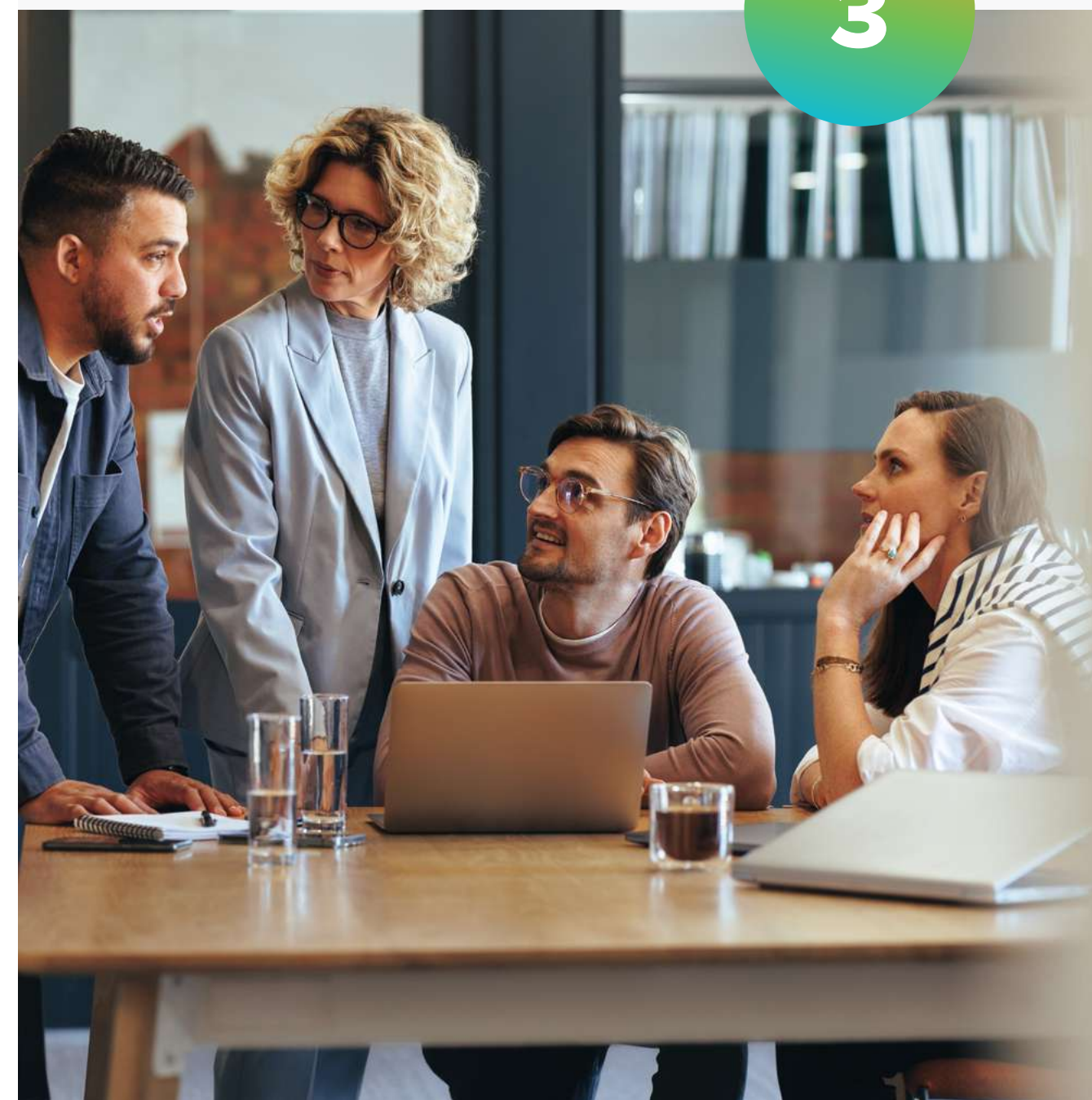
Static or outdated data

2



Siloed data / Lack of visibility

3



Brand risk concerns

4



Lack of agility

5



1

Incomplete data

Carly Ehrenberger, senior principal solutions consultant at Sprinklr, reveals that one of the biggest challenges businesses face is that they're only working with a slice of the full picture. Yes, many brands still rely heavily on traditional methods like surveys, which often miss large portions of their audience. Email surveys, for example, typically have response rates of just 15–20%. That means you're only hearing from a fraction of your actual customers — and non-customers or adjacent audiences? They're a complete blind spot.

When conversational data isn't included, the brand's understanding of its audience is inherently limited and potentially skewed.



Static or outdated data

2

Outdated data doesn't just fail to inform — it actively misguides. Imagine your brand spending over \$50K on a market research study that takes months to complete. By the time the findings are delivered, several new trends may have emerged and competitors may have entered the market — rendering much of the study obsolete.

In a world where trends shift overnight, brands need access to real-time insights from live customer conversations — not data that's been sitting on a deck for months.



3

Siloed data and lack of visibility

Marketing teams are frequently siloed — not just from each other but from critical parts of the business such as product, customer service and operations. This fragmentation makes it hard to connect the dots or build on previous successes.

Ehrenberger explains that marketing can only do so much if the customer experience — whether in-store, with the product or in a support interaction — is broken. But most marketers don't have access to contact center data or service feedback, and that's a huge missed opportunity. Without a unified view, brands are essentially operating with one hand tied behind their back.

Brand risk concerns

Brands are understandably cautious about joining conversations without a full understanding of the customer sentiment or cultural context. But that hesitation can backfire. Silence can be interpreted as disconnection. And when brands stay out of the cultural or conversational zeitgeist, they miss moments to build trust, relevance and emotional resonance with their audiences.

4



5

Lack of agility

Today's landscape demands real-time responsiveness. But many marketing teams still operate on legacy timelines, weighed down by approval processes and outdated workflows.

One brand using Sprinklr was able to jump on the Barbie movie trend by launching content for a pink-colored laptop in just three days. Pre-Sprinklr, that would've taken weeks. The difference? Systems and data that empower quick decision-making without sacrificing brand safety.

How to ensure you're optimizing your use of data

The two big marketing moments we looked at earlier have one thing in common: the companies leveraged conversational data to inform both their strategies and campaigns. To do the same, you'll need to:



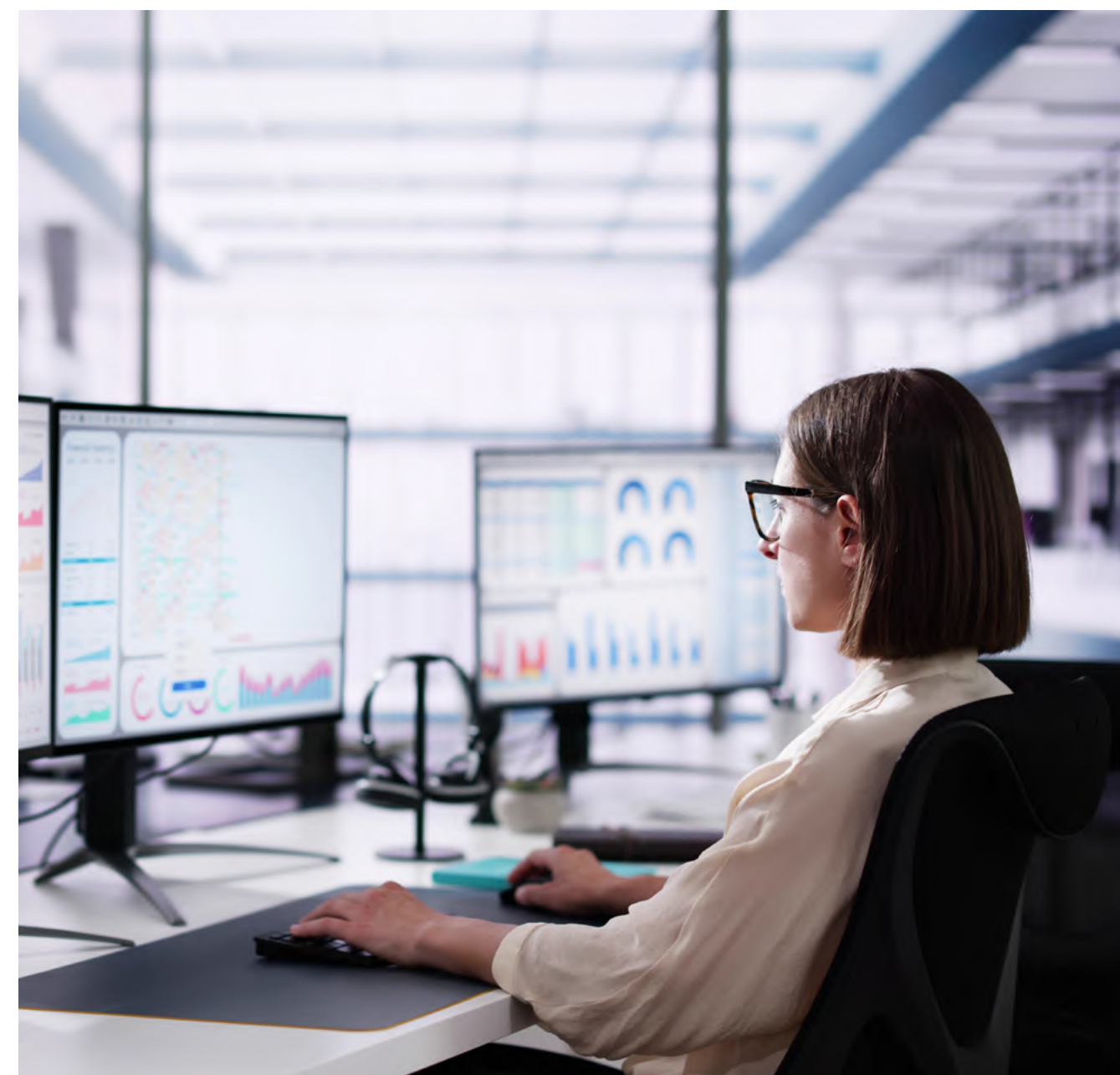
Listen broadly and proactively

STEP 1



Start with a question in mind

STEP 2



Always-on alerts and mission control dashboards

STEP 3



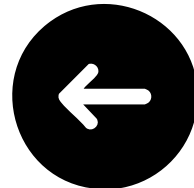
Unified taxonomy

STEP 4



Have workflows in place

STEP 5



STEP 1

Listen broadly and proactively

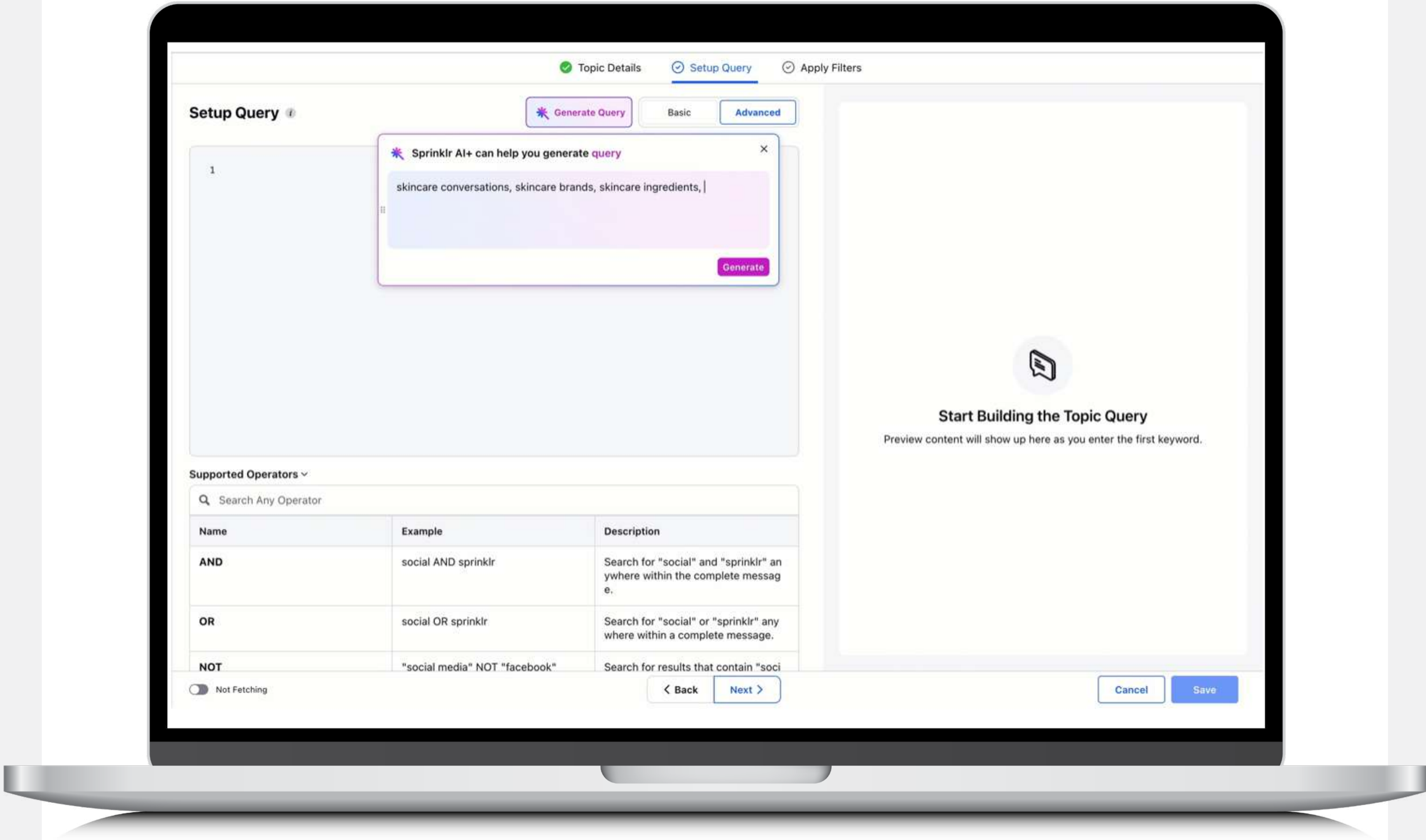
Many brands approach social listening with a narrow focus — tracking only brand mentions, competitor names or campaign hashtags. But real strategic insight often lives outside of those familiar boundaries. One skincare brand discovered this firsthand.



What the brand did differently

Instead of just monitoring brand mentions or that of direct competitors, it set up a **broad listening topic** that included general skincare conversations: ingredients, routines, concerns and emerging trends.

It expected to hear a lot about popular topics like **facemasks and retinol**. But what it found instead was that **sunscreen** was the most talked-about skincare product by far.

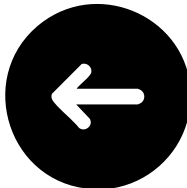


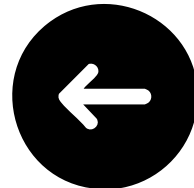
What the brand uncovered

The team had categorized sunscreen strictly under “suncare”—a beach or vacation product meant for sun protection. But the data told a different story. Customers were talking about sunscreen as an everyday skincare essential — a product for anti-aging, skin health and preventative care.

That insight helped the brand reposition not just its messaging but its product strategy as well, closing a critical gap between how it perceived its product versus how its audience actually used it.

By “opening up the aperture of what you’re listening to,” you surface broader consumer signals that brand-only tracking would miss. These macro-level trends can spark smarter campaigns, product innovation or even emotionally resonant campaigns that ride the wave of public sentiment. On the other hand, the consequences of ignoring unsolicited and unstructured feedback can be costly — both in terms of customer satisfaction and brand reputation.





STEP 2

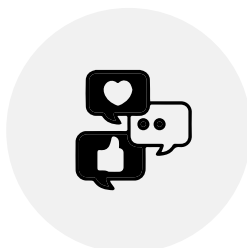
Start with a question in mind

Social data is vast — and without a clear question, it’s easy to get lost in the noise.

Feedback on social and digital is indirect (unsolicited) and unstructured



BRAND



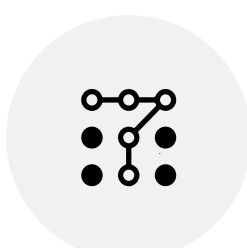
Social has exploded

Consumers connect, shop, raise complaints and resolve issues on social and digital channels



Unprecedented volume of data

5B+ social media users generate petabytes of data every day



Public and unstructured

80% business-critical data today is unsolicited and unstructured

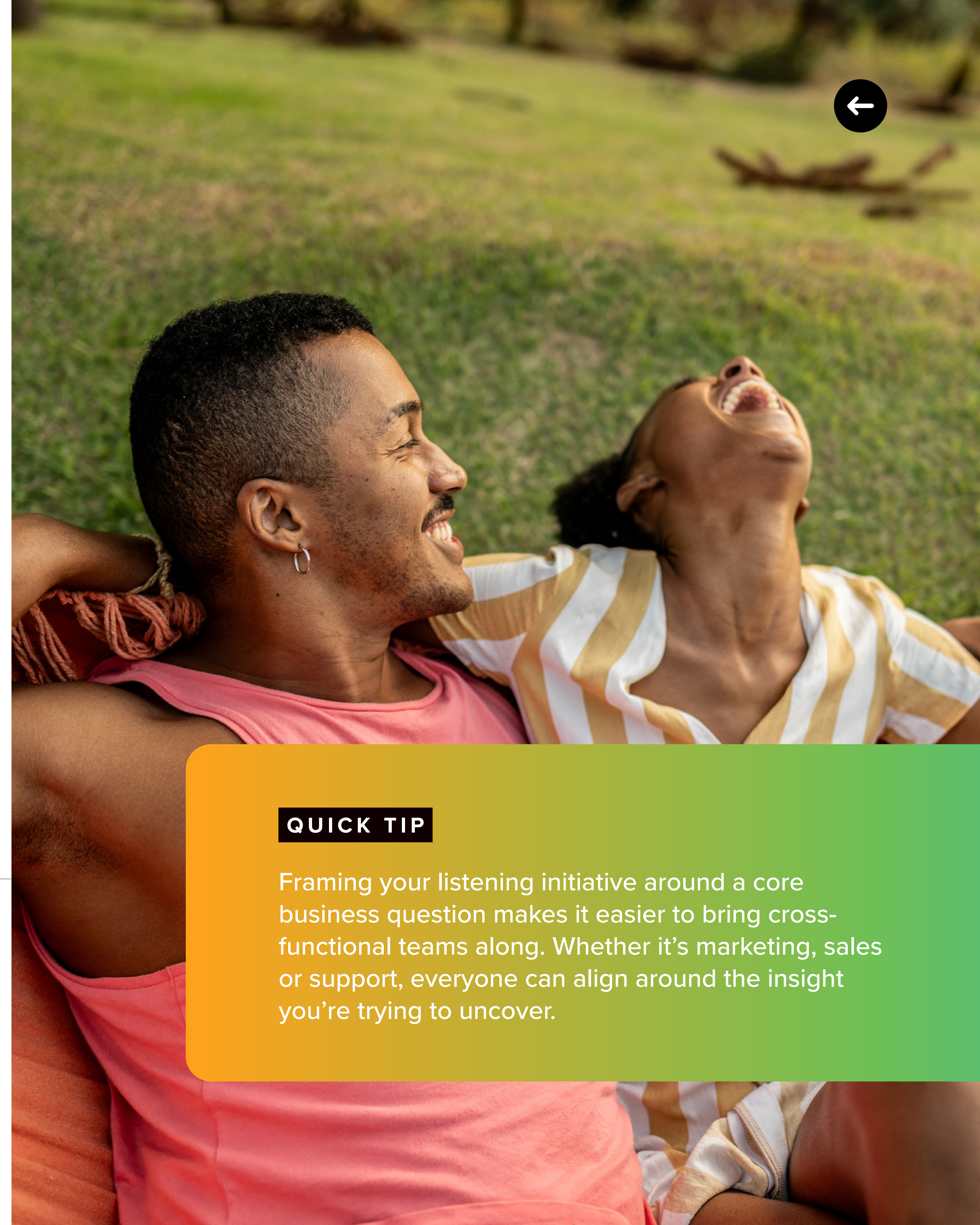
Brands that generate the most actionable insights from conversational data don't just "turn on" listening and hope something useful surfaces. They begin with intentionality.

Why is this product underperforming in Gen Z markets?

How are people talking about hydration in relation to wellness trends?

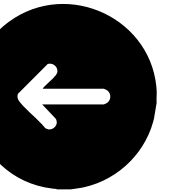
What emerging ingredients are skincare customers excited about right now?

Starting with a focused question helps filter signal from noise and drives more relevant findings. It turns listening into a strategic function — not just a monitoring tool.



QUICK TIP

Framing your listening initiative around a core business question makes it easier to bring cross-functional teams along. Whether it's marketing, sales or support, everyone can align around the insight you're trying to uncover.



STEP 3

Always-on alerts and mission control dashboards

Trends don't wait for your next weekly report. And neither should you.

Having real-time alerts in place — powered by smart AI filters — ensures your team knows when something unexpected starts to spike, whether it's:

A sudden shift in sentiment



A viral post involving your brand or category



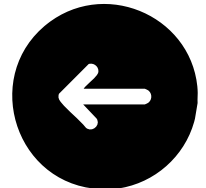
A competitor campaign gaining traction



An influencer driving outsized engagement



Always-on alerts act as your early-warning system. They give your team the chance to respond in the moment — whether to join a trending conversation, protect your brand or simply understand what are the latest trends that warrant your attention.



STEP 4

Have a unified taxonomy

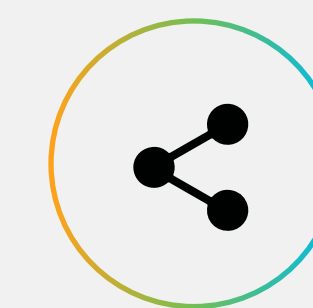
One of the most underrated roadblocks in social listening: everyone categorizes things differently.

When insights teams, brand marketers and regional leads all have their own naming conventions or tagging systems, it creates friction. Worse, it prevents the organization from building on past insights or identifying repeatable patterns across markets or campaigns.

A unified taxonomy ensures that data — regardless of where it comes from or who it's for — can be:



**Rolled up into
enterprise-wide
reporting**



**Shared
easily**



**Compared
consistently**



STEP 5

Ensure workflows are in place for agility

Insights are only valuable if you can act on them fast.

That means having the right people, platforms and processes in place to move from discovery to execution without friction. The most agile brands don't just "listen" — they're set up to pivot.

When a trend spikes overnight, an alert is triggered simultaneously



Legal and Brand teams approve within hours



The social team flags it and drafts a response



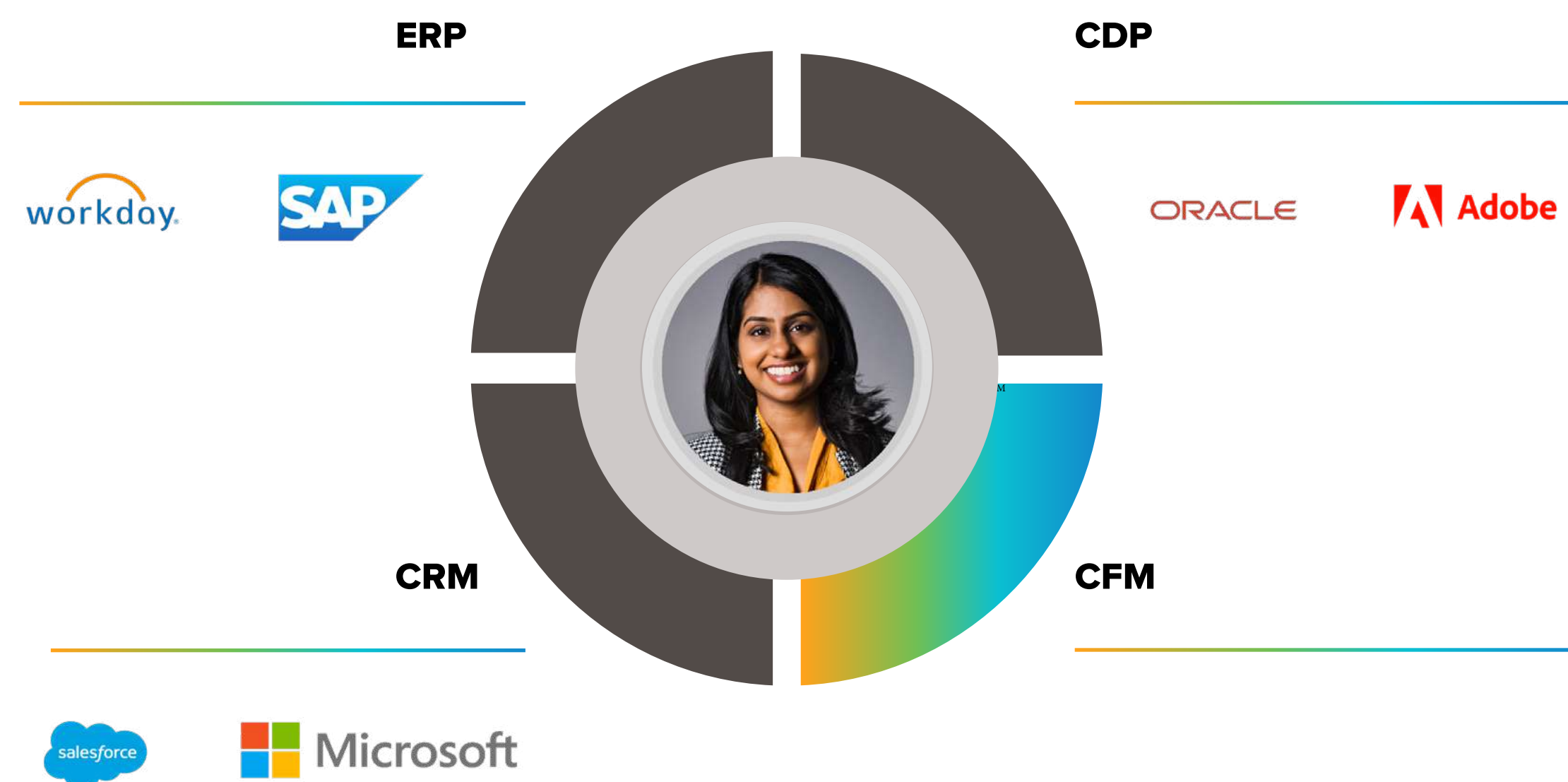
A reactive post goes live by midday — and it lands



It looks simple, but without clear workflows and shared tools, most brands would take days — if not weeks — to get from insight to action. But by then the moment's already passed. The teams that win cultural moments aren't just creative — they're operationally ready.

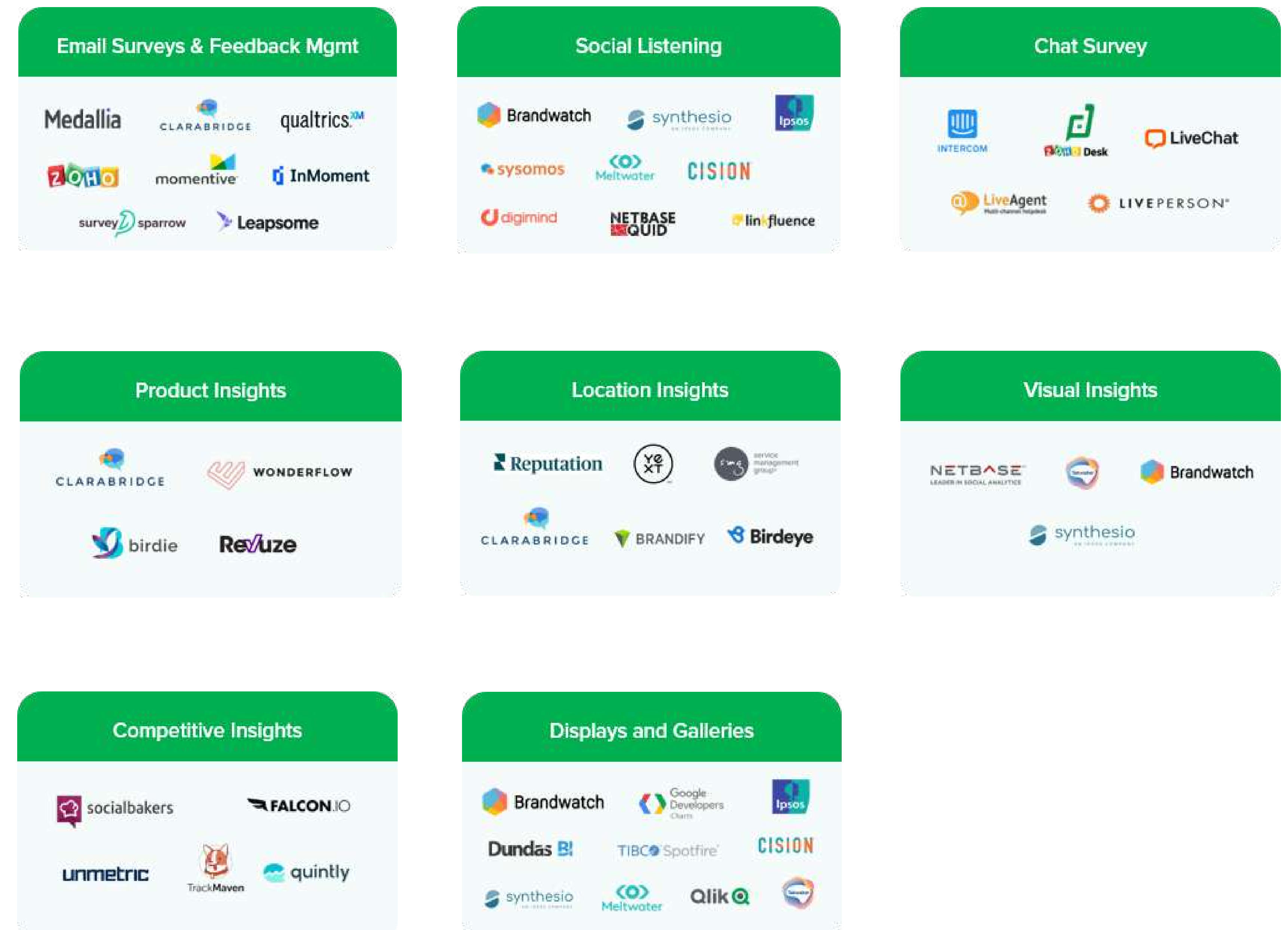
Unifying voice of the customer (VoC) and turning it into actionable insights for the entire organization is a challenge that's holding back most businesses.

Point solutions could be blocking your path to better insights



There's no shortage of conversational data — but turning that raw input into something truly actionable requires more than just listening. As we saw in the real-world examples earlier, the ability to move quickly, spot patterns and act decisively hinges on how well you can extract insights from unstructured data at scale.

The reality, however, is that most enterprises have fallen into point solution chaos and fractured the customer experience — spending millions treating each symptom but missing the cure.





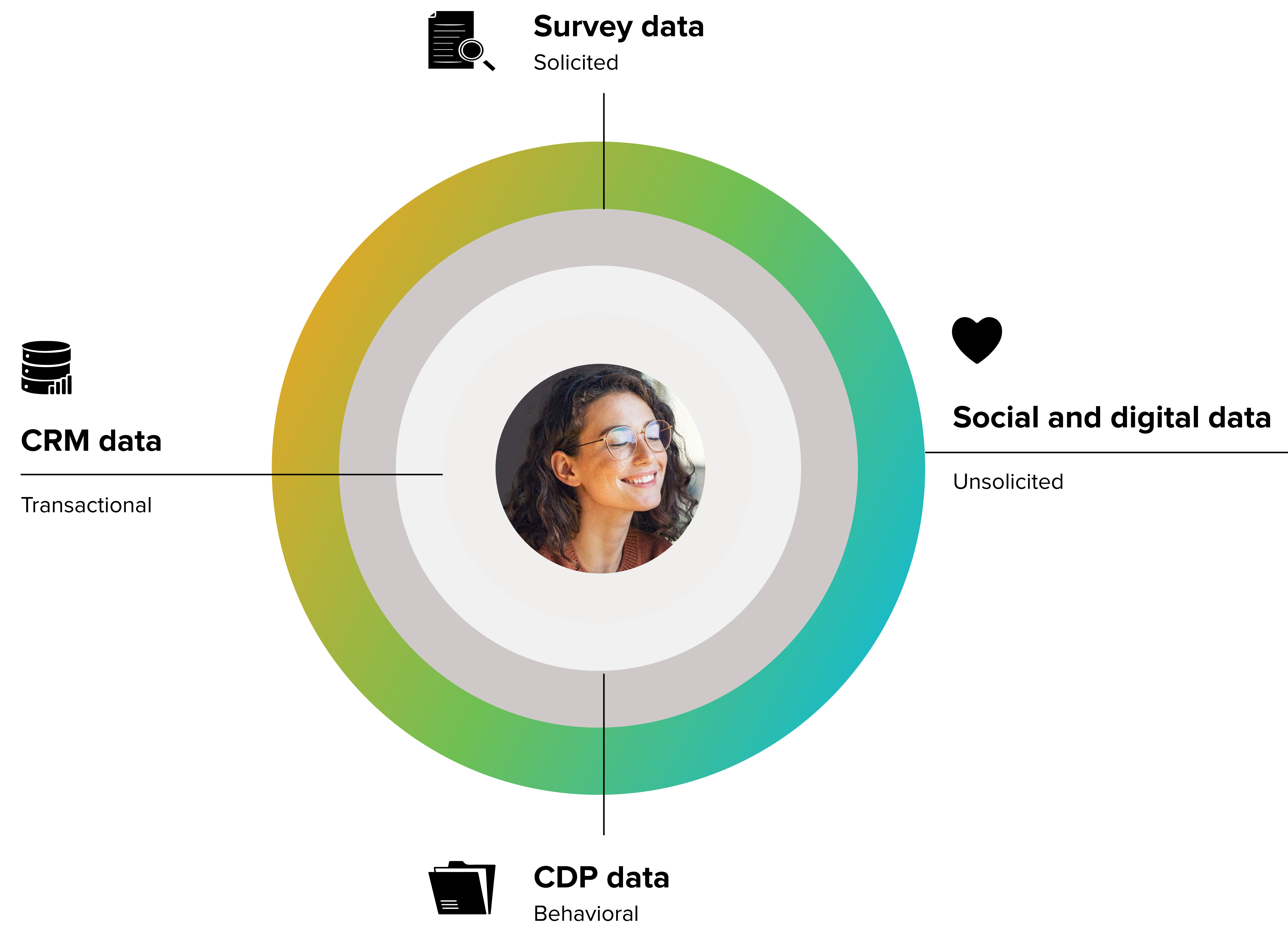
For enterprises, managing experiences — knowing and serving each customer as a unique individual and connecting the dots as they move across dozens of channels and between customer-facing teams — at every touchpoint, every time is more important than ever.

It's also a big challenge. One they aren't equipped to meet. Over the years, enterprises have spent fortunes trying. They knew these shifts would require new capabilities in every customer-facing function; and while they had traditional enterprise platforms for CRM, web and email, they would also need newer technologies to adapt.

As with every major market shift, a new wave of point solutions cropped up to tackle small parts of the overall CX problem. Marketing bought a point solution for content, another to manage influencers and yet another for advertising. Support bought a point solution for live chat, a different one for chatbots and another for communities. Research bought listening. Sales bought advocacy and so on.

But when technologies aren't built to work together, neither can the people using them. The result? Siloed teams. Siloed tools. Siloed data. And what you end up with is a fragmented picture of the customer experience — forcing teams to rely on gut instinct or anecdotal evidence instead of a unified, data-driven view of reality.

Brands must unify survey data and owned data with feedback from social and digital channels



- Comprehensive view of the customer
- Robust and cross-validated insights
- Real-time reporting
- Better decision-making, fewer missed opportunities and misaligned strategies
- Identification of emerging trends and unknown unknowns

Here’s where a unified platform like Sprinklr gives you a considerable edge with its AI-first approach to VoC management.

Sprinklr Insights — the fastest way to get AI-powered insights to your front-office teams

Great marketing starts with great listening — but that means listening to everyone, not just the loudest voices or the tagged mentions. Whether it's a viral tweet, an untagged Reddit thread or a product review on a third-party site, Sprinklr Insights ensures no critical signal is missed.

This unified approach to social and digital listening gives your brand a holistic view of what your customers — and competitors — are saying. With AI-led analysis layered on top, teams can quickly surface trends, detect sentiment shifts and understand what's driving engagement, advocacy or frustration.

The result? A single source of truth that helps marketing, support, sales and insights teams align around what truly matters to customers — and respond faster, smarter and with more impact.

Here's an easy three-step approach to bring all your CX efforts together using Sprinklr:

STEP 1

Gain feedback on everything that matters, not just what you ask for

STEP 2

Gain feedback when things are happening, not when you ask

STEP 3

Gain feedback for everyone who touches the customer, not just your insights team

STEP 1

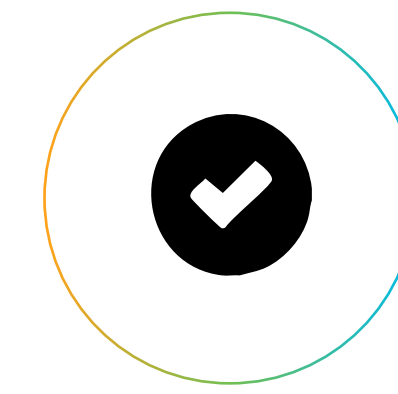
Gain feedback on everything that matters, not just what you ask for

Solicited and unsolicited, structured and unstructured



Listen to more than what they tell you

Access untapped feedback across social, media, web and traditional sources



Listen to what matters

Leverage AI-powered enrichments and spam filtering to filter out the noise

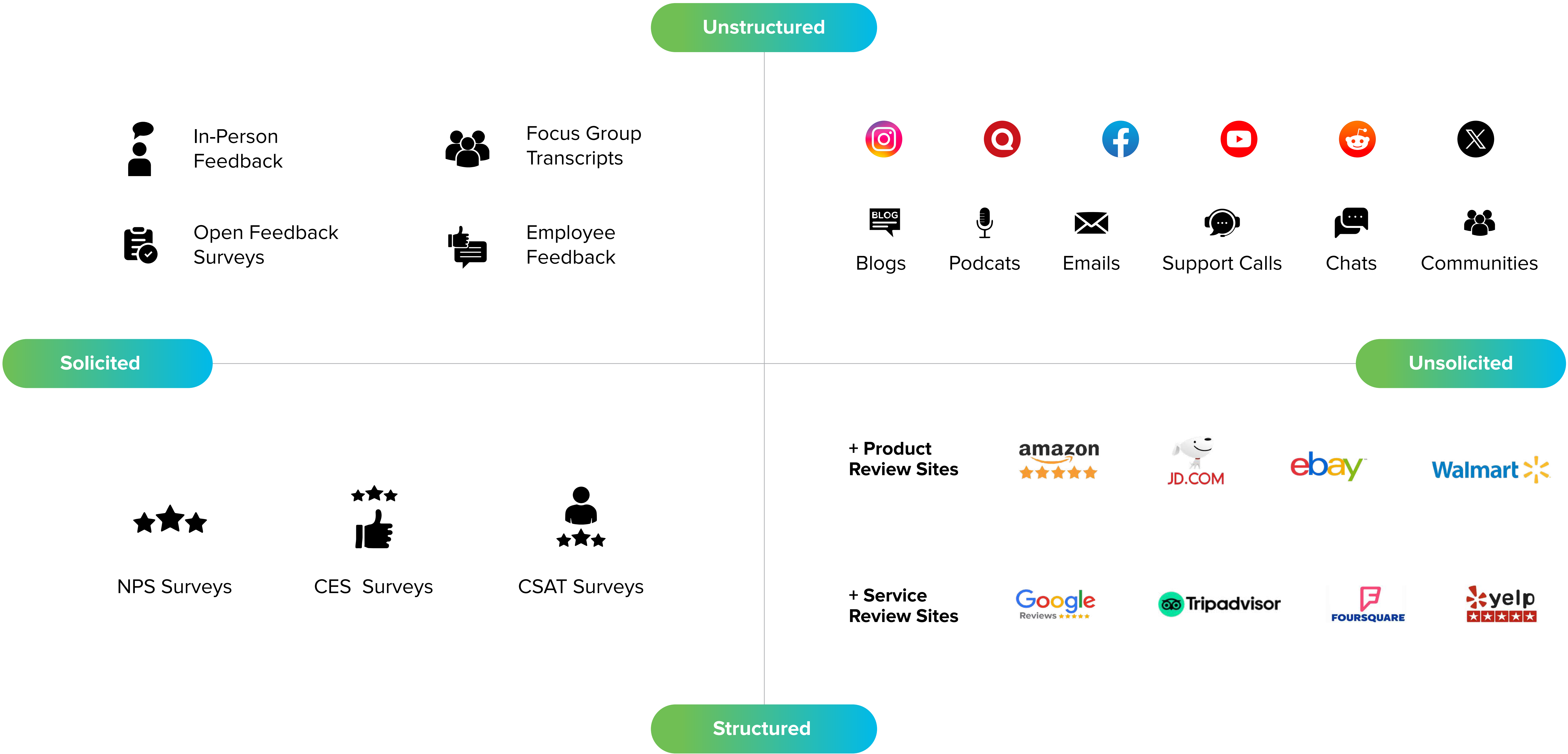


Understand the voice of your customer

Enrich analysis with AI-powered surveys and internal data to capture the true voice of your customer

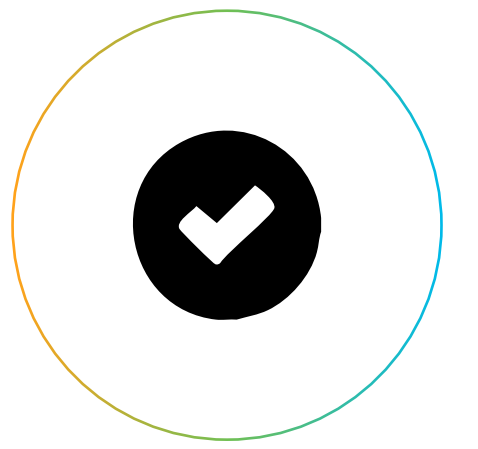
1.1 | Listen to more than what they tell you

Access untapped feedback across social, media, web and traditional sources



1.2 | Listen to what matters

Cut the noise with AI-powered enrichments and spam filtering



AI-powered enrichments on all data types

Enrich customer feedback by detecting sentiment, consumer intents, emotions, visual associations

Remove irrelevant messages

AI-powered spam filtering of bot posts, ads and inappropriate content

1.3 | Understand the voice of your customer



Enrich analysis with AI-powered surveys and internal data

- ✓✓ Leverage generative AI and verticalized AI models to unlock fully automated insights
- ✓✓ Effortlessly validate survey results with data from social listening, product reviews and service conversations
- ✓✓ Distribute surveys across channels and get unified omnichannel reporting
- ✓✓ Combat low response rates and uncover deeper insights with AI-powered conversational surveys
- ✓✓ Streamline survey creation with AI-powered workflows

The screenshot shows a survey interface for "SUNGLOW BRAND AWARENESS SURVEY". The interface is in "Preview Mode" with a "Standard" theme and "Demographic" filters. The survey is in "Draft" status. The background features a floral design with pink flowers and green leaves. The survey text reads: "This survey aims to assess consumer recognition, recall, and perception of SunGlow products. We will also evaluate brand association with skin health, purchasing intent, and overall satisfaction. Your responses will help us improve our products and services." The first question is "On a scale of 0 to 10, how likely are you to recommend SunGlow products to a friend or colleague?". The response scale is a horizontal row of buttons from 0 to 10. The second question is "How did you first hear of SunGlow?". The response options are "Social Media" and "Inspector".

STEP 2

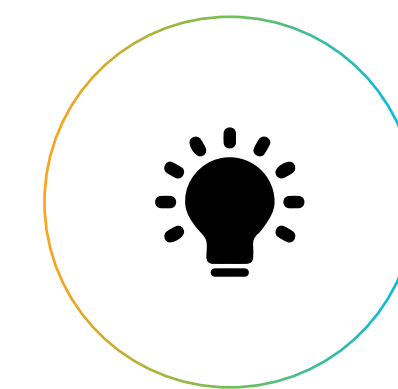
Gain feedback when things are happening, not when you ask

In real time, as it unfolds



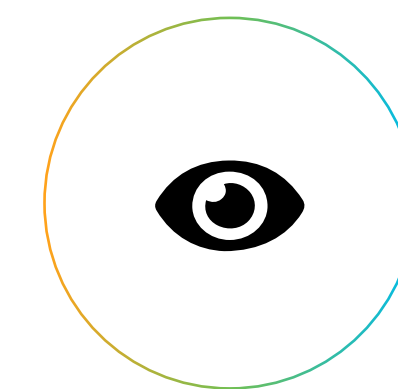
Detect issues before they become crises

Implement an enterprise-grade early warning system with Sprinklr AI to detect, monitor and mitigate crises



Discover unknowns and unlock new insights

Capture emerging trends around conversations and audiences in real time



Get insights from videos and images, not just text

Identify brand mentions in real time in videos and images, and get media stories from across sources

2.1 | Detect issues before they become crises

Detect, monitor and mitigate crises with real-time alerting

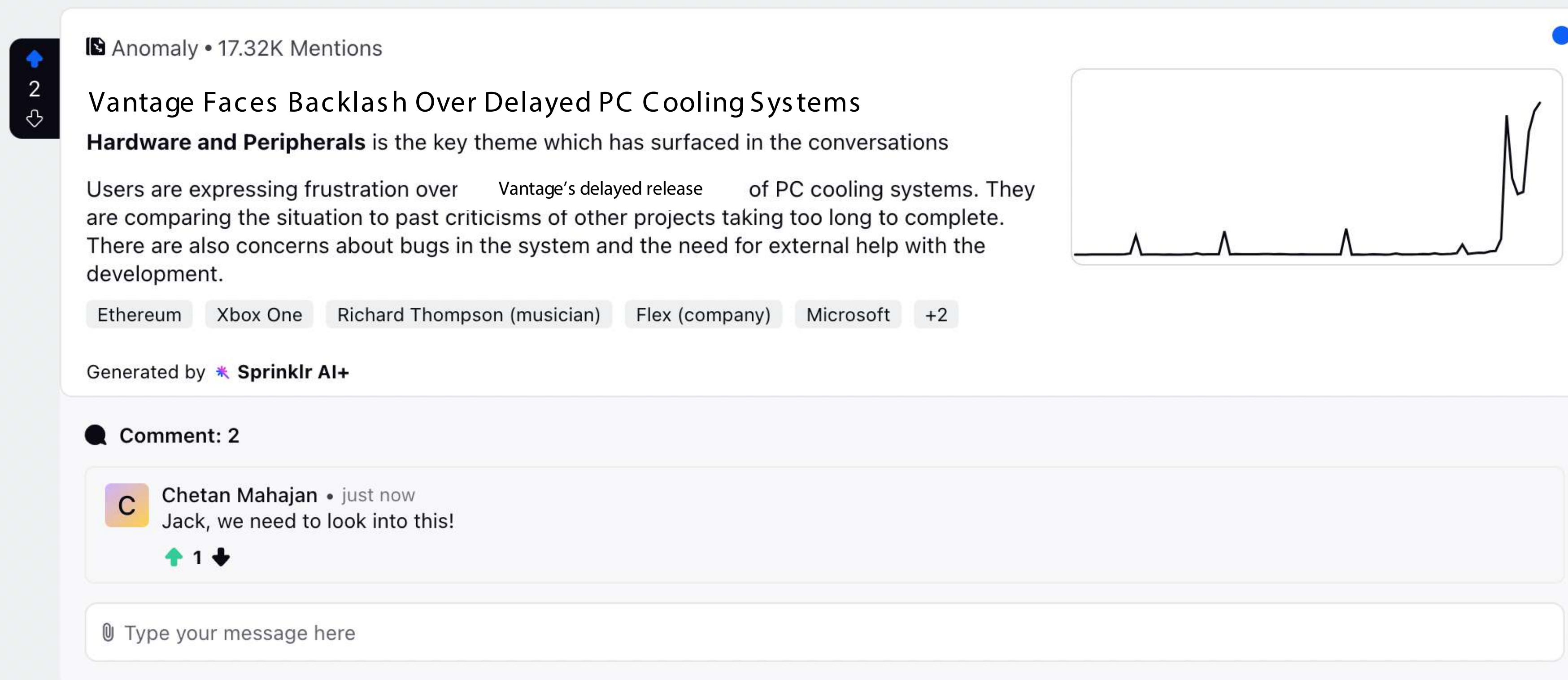


Sprinklr AI+ powered Anomaly cards

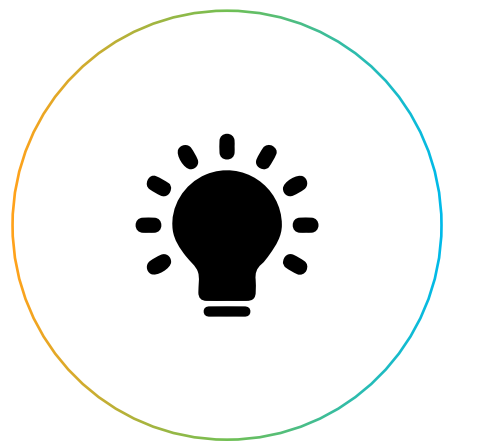
Automatically surface and summarize insights from unsolicited and unstructured customer feedback

Smart and Volumetric Alerts

Get alerts on metrics and sources that are important to you — configured with ease and delivered across all relevant channels



2.2 | Discover unknowns and unlock new insights



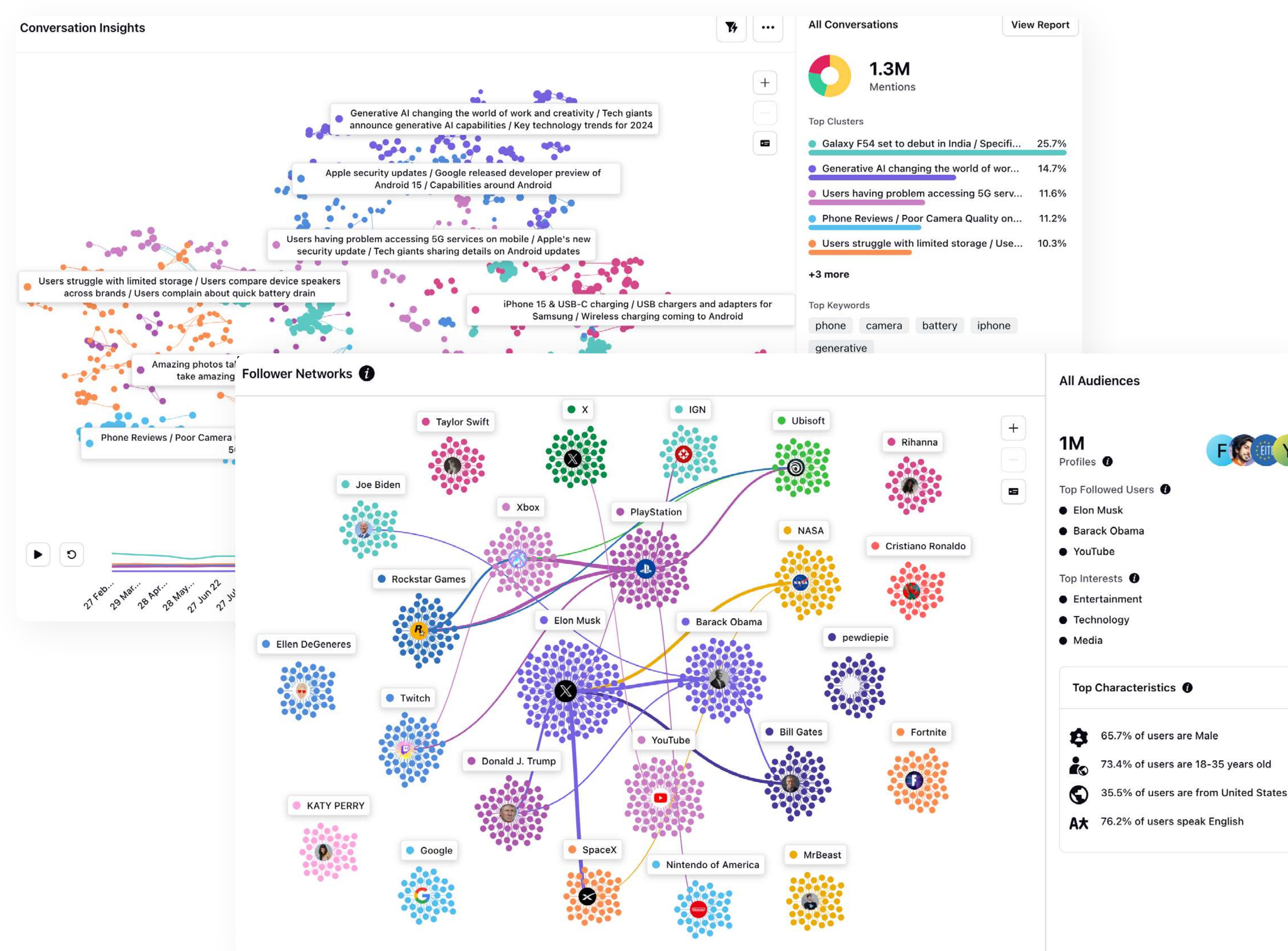
Detect emerging trends and conversation themes, and uncover audience insights

Conversation Insights

Surface conversation themes around your industry and tap into market insights to guide business decisions

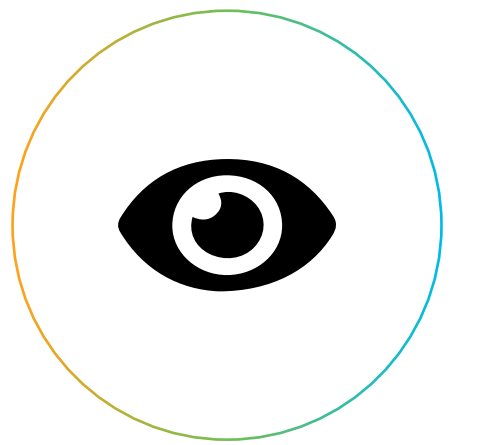
Audience Insights

Get insights on your target audience as well as understand what content resonated with them



2.3 | Get insights from videos and images

Detect your brand in videos and images, and get media stories across sources

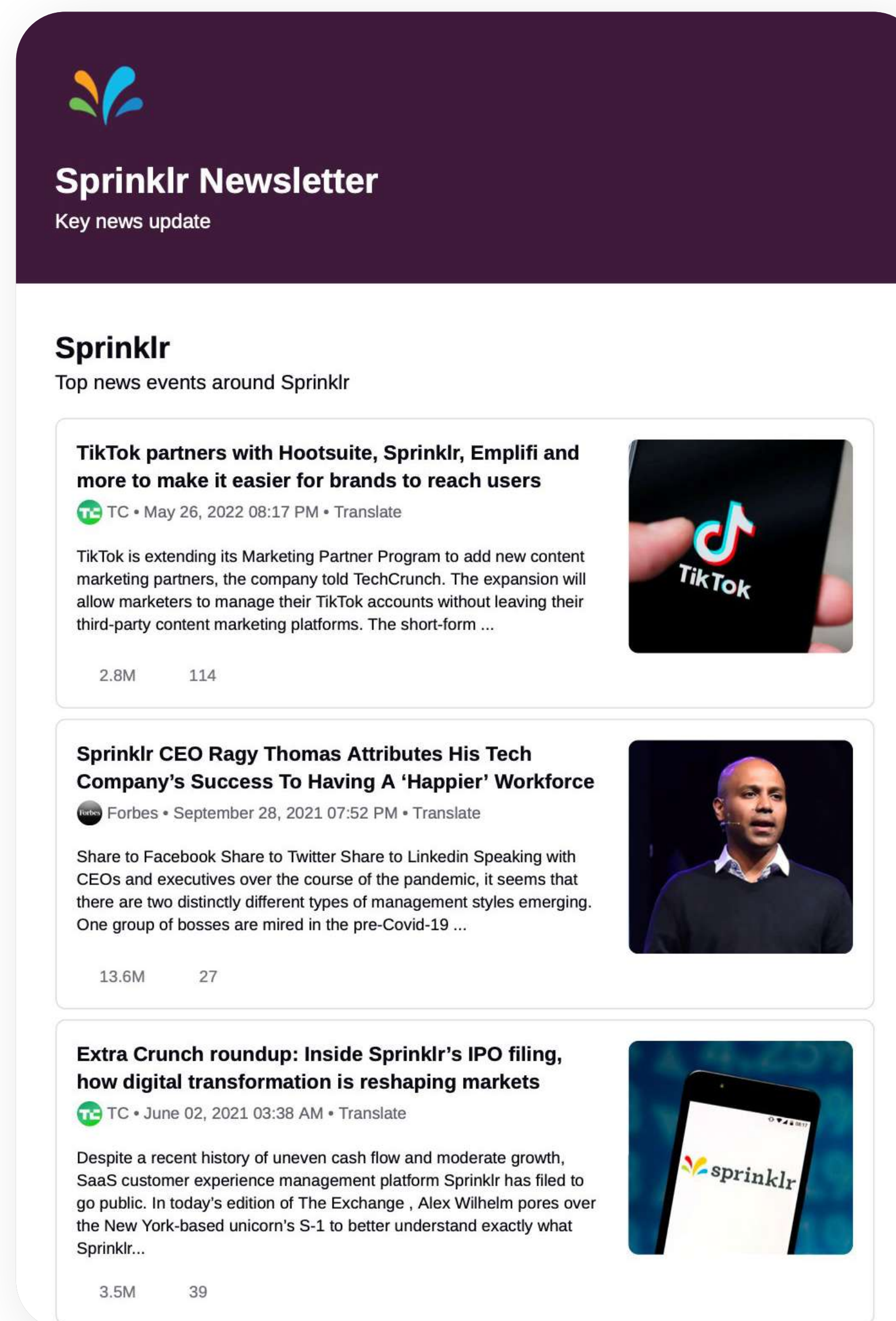


AI-powered
object
detection

Human
Sentiment
Detection



Logo Detection



Object and logo detection

Gain the ability to report and filter by logos, objects, activities and scenes present in photo mentions

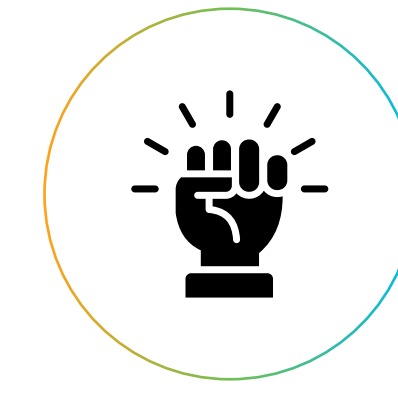
Reverse search by image

Search for instances of re-use of owned assets across social and online channels

STEP 3

Gain feedback for everyone who touches the customer, not just your insights team

Deeply actionable role-based insights



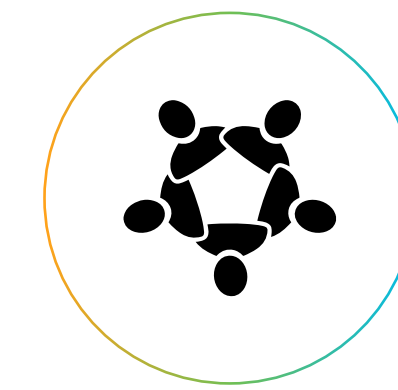
Empower your teams with actionable insights

Eliminate manual analysis — get direct insights and uncover root causes



Make your data talk

Talk to your data in natural language with Sprinklr Digital Twin, an AI assistant for everyone



Drive collaboration and democratize insights

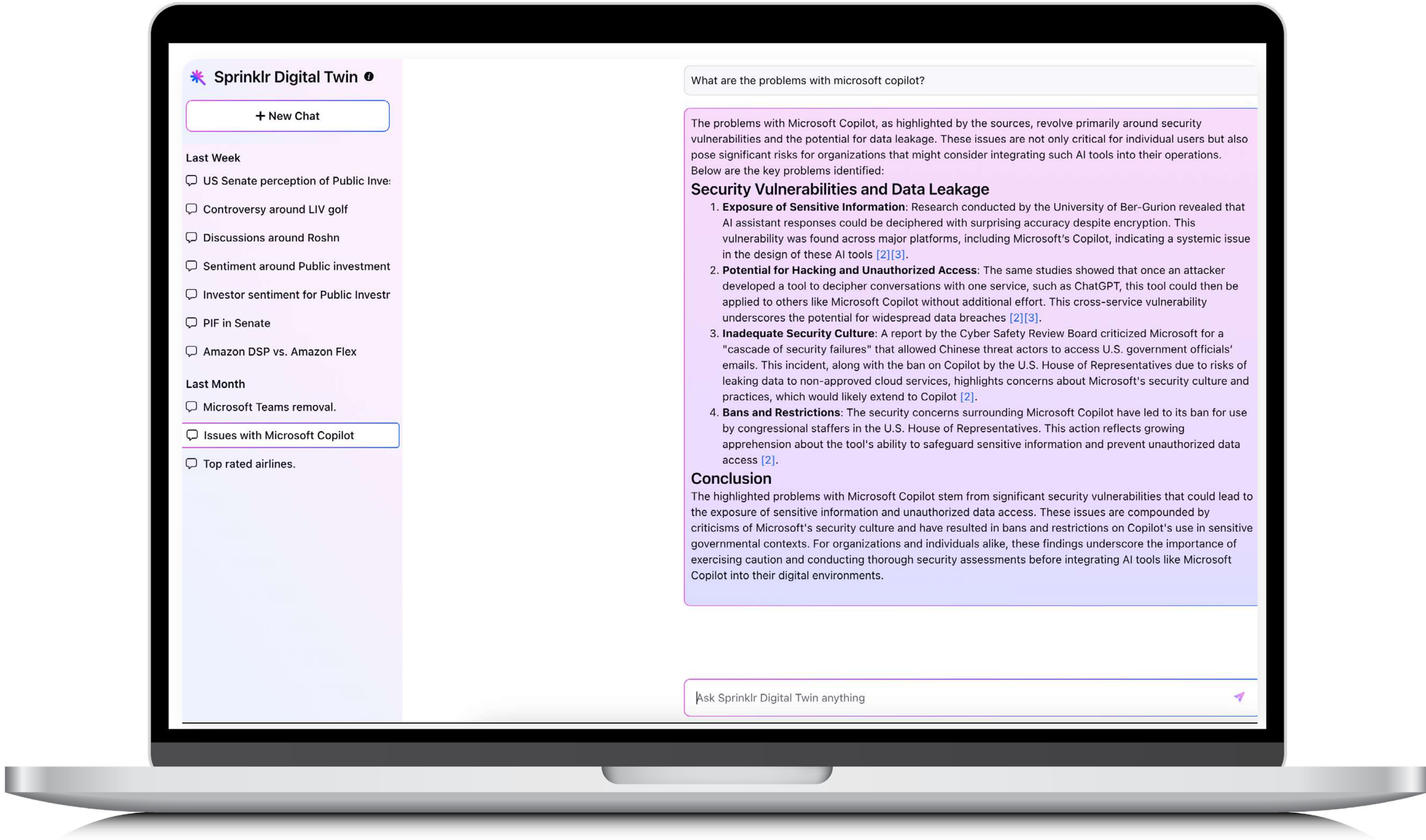
Unify teams with in-built collaboration and granular reporting

3.1 | Empower your teams with actionable insights using Generative AI



| LISTEN | | LEARN | | ACT | |
|---|--|--|---|--|--|
| Simplified setup process | | Descriptive analytics | Diagnostic analytics | Predictive analytics | Prescriptive analytics |
| Generative AI-assisted setup including surveys, keyword queries or data categorizers. | | Get insights by understanding past events, trends, patterns and relationships. | Uncover why something happened. Determine the root causes of events and trends. | Leverage historical data to forecast potential future outcomes and identify emerging trends. | Recommend actions and identify the best approach to achieve a specific goal. |

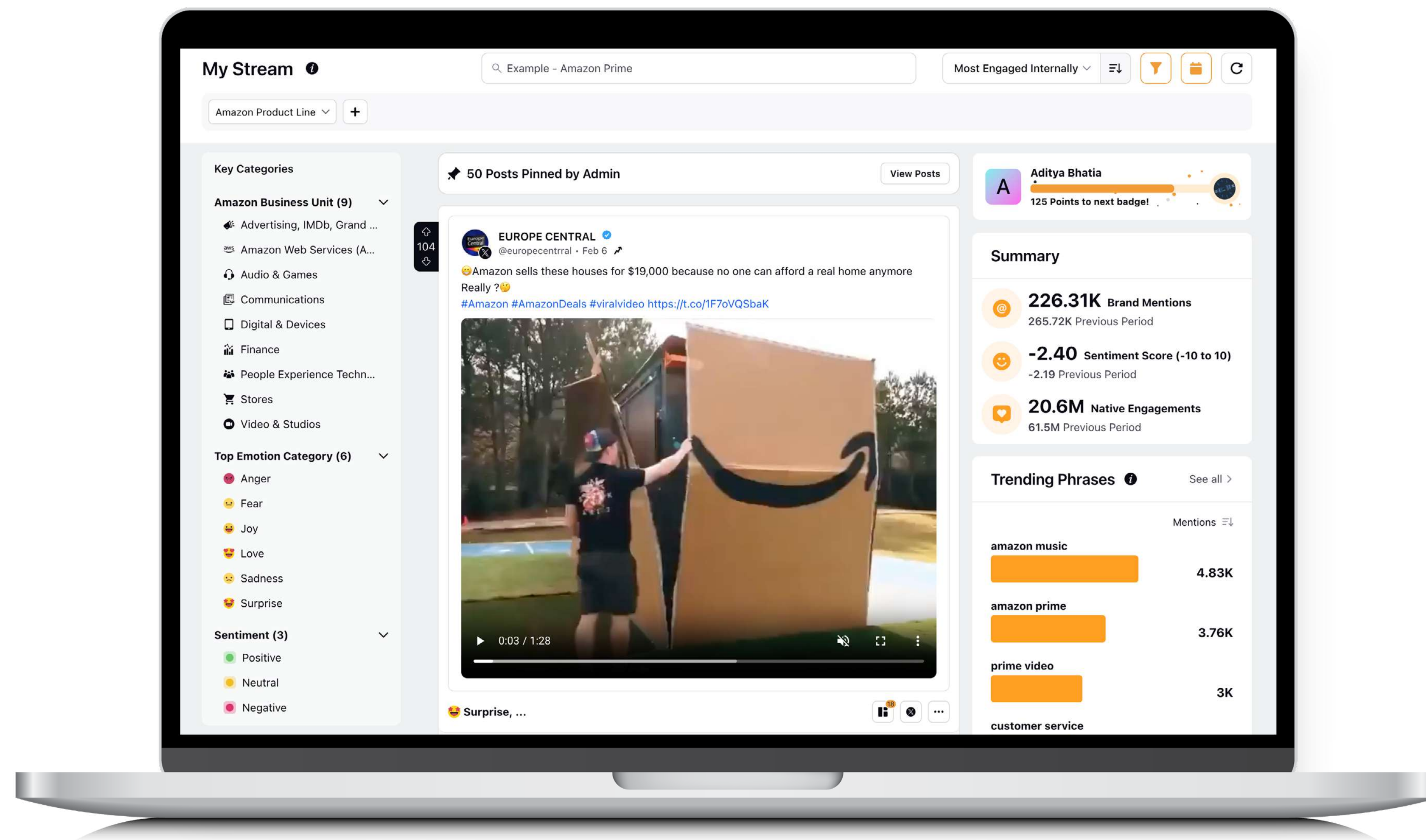
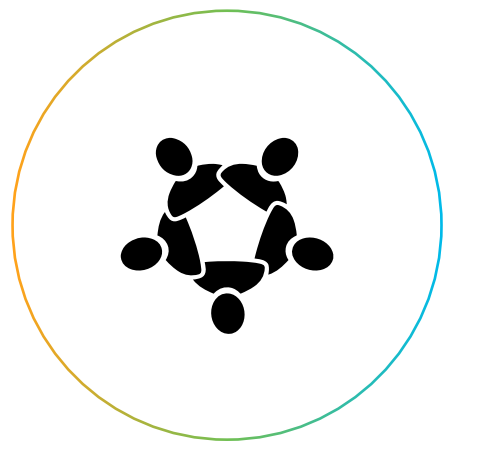
3.2 | Make your data talk with an AI research assistant



Sprinklr Digital Twin

AI-powered chat-based interface to surface powerful insights easily for everyone and not just the insights team

3.3 | Drive collaboration and ensure insights reach relevant stakeholders



Voice of customer app

Collaborate with users across different teams in a personalized and gamified platform

Visualizations for all screens

Presentations for displaying key insights across teams with customized design

Displays for building command centers and sharing insights on large screens

Extensive external distribution

Ensure key insights reach all types and levels of stakeholders via exports, external links, newsletters and scheduled reports

Sprinklr is built for modern marketing teams

Sprinklr Insights transforms scattered feedback — from over 30-plus channels, 200K-plus media sources and more than 1.5-plus billion web pages — into insights you can use to orchestrate smarter, faster and more relevant campaigns. What might otherwise require a sprawling data analysis practice becomes a streamlined, integrated approach to understanding your customers, competitors and marketing trends with outstanding precision.

✔ Understand customers' pain points and sentiments

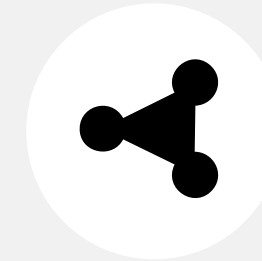
✔ Track your brand mentions, sentiments and emerging trends

✔ Observe your competitors' KPIs and how they evolve over time

✔ Save time and resources by automating social media reporting and insights generation

30+

Channels



200K+

Media sources



1.5 Bn+

Web pages



Gather in-depth consumer, competitor and market intelligence with Sprinklr Insights

SURVEYS

Collect customer feedback effortlessly with Sprinklr's AI-first Surveys. Say no to complex setup, low response rates and siloed insights.



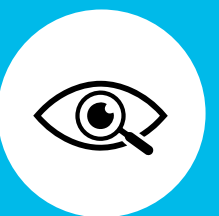
SOCIAL LISTENING

Get real-time industry, customer and competitor insights from millions of data sources.



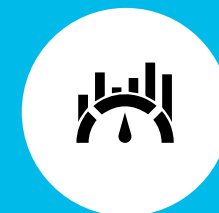
VISUAL INSIGHTS

Go beyond text with Sprinklr's AI-powered image detection capabilities and unlock insights based on visual data.



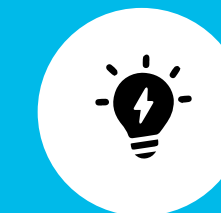
COMPETITOR BENCHMARKING

Benchmark social performance against competition and manage influencers at scale.



PRODUCT INSIGHTS

Capture customer feedback on products, generate actionable insights and benchmark against competition using verticalized AI models.

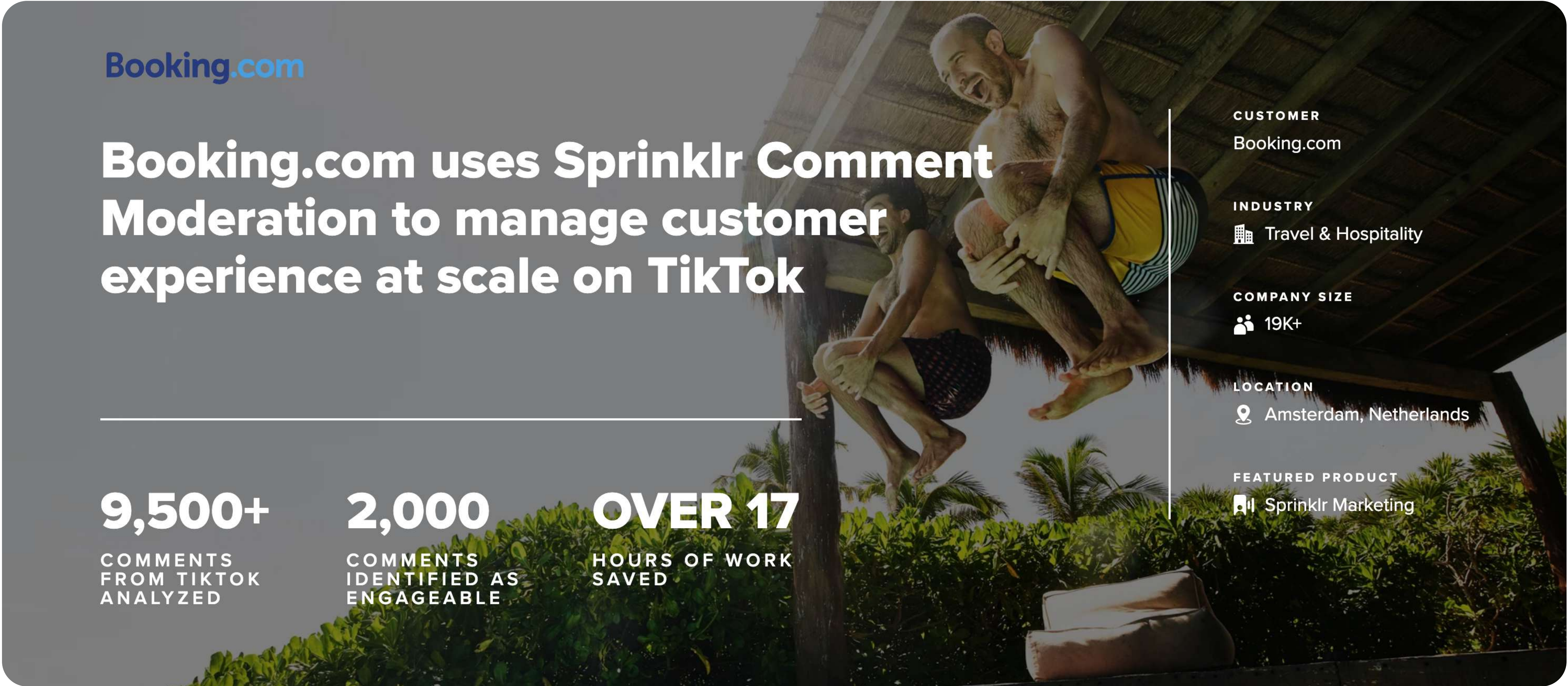


LOCATION INSIGHTS

Understand customer feedback on store performance, manage online reputation and proactively resolve issues.



Customer success story



Booking.com

Booking.com uses Sprinklr Comment Moderation to manage customer experience at scale on TikTok

9,500+

COMMENTS FROM TIKTOK ANALYZED

2,000

COMMENTS IDENTIFIED AS ENGAGEABLE

OVER 17

HOURS OF WORK SAVED

CUSTOMER
Booking.com

INDUSTRY
Travel & Hospitality

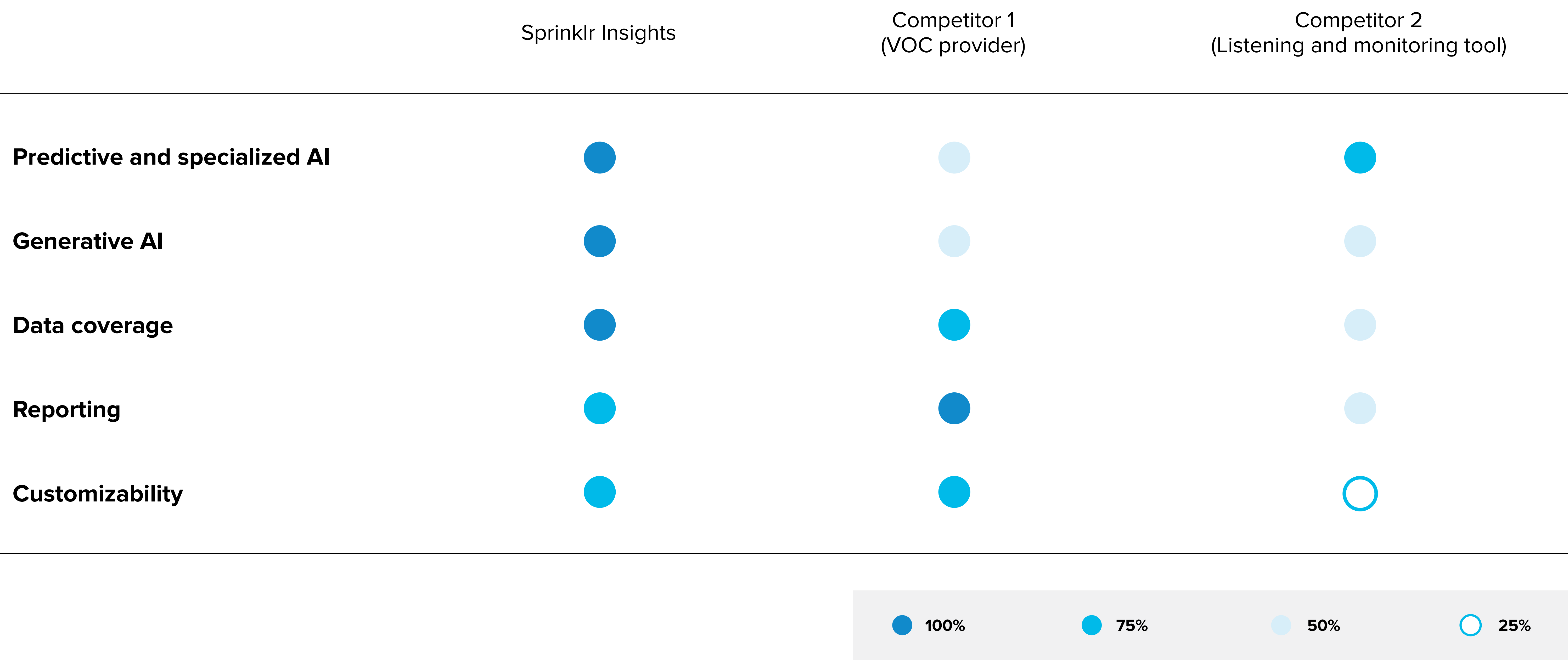
COMPANY SIZE
19K+

LOCATION
Amsterdam, Netherlands

FEATURED PRODUCT
Sprinklr Marketing

READ MORE

How Sprinklr stacks up against the competition



Unlock insights that matter with Sprinklr AI and generative AI



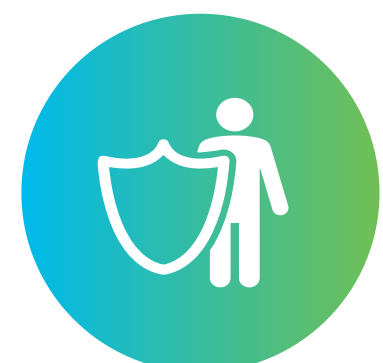
Voice of the customer

Gain insights about your customers, capture feedback on your products and services, and manage your online reputation.



Brand monitoring

Track brand mentions and KPIs. Detect trends, monitor sentiment and benchmark against competition.



Crisis management

Detect threats to brand reputation, get notified in real time, and route insights and alerts to relevant teams.



Competitor insights

Benchmark PR and brand KPIs, perform like-for-like comparisons against competitors' products and identify gaps in your offering.

Want to truly understand what your customers care about?

[Talk to our experts](#)

