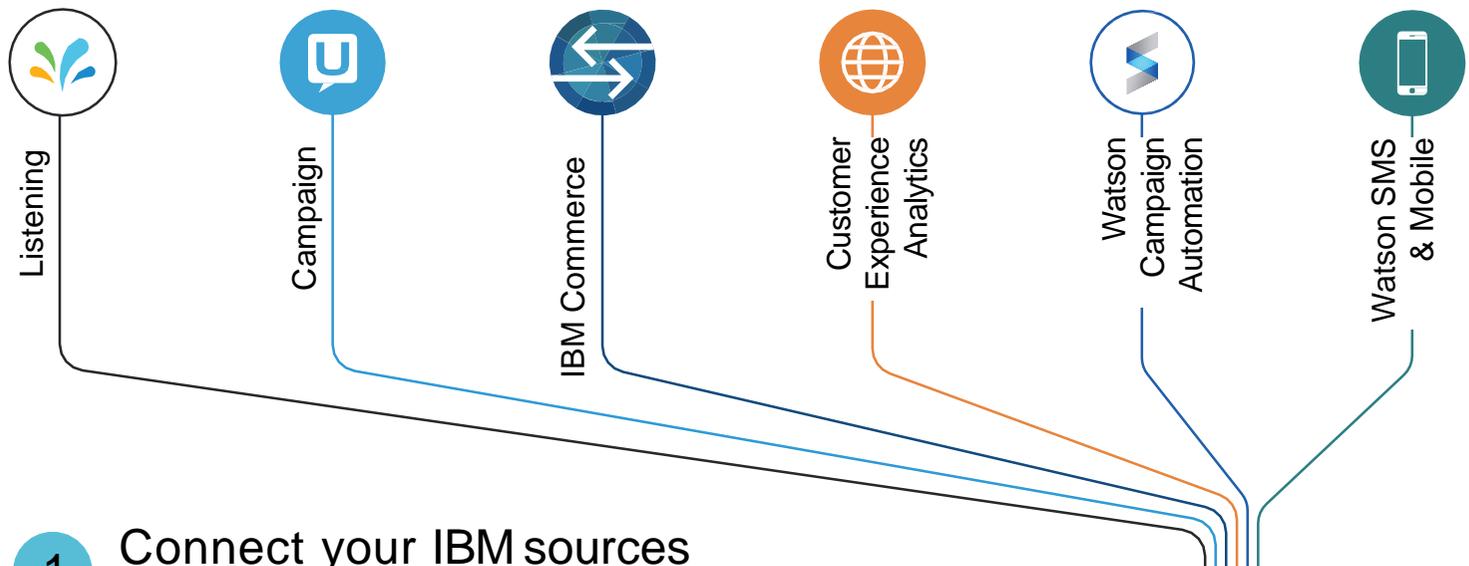




Sprinklr's 1-click connector unlocks your IBM Marketing Cloud customer data

Sprinklr connects to IBM data sources including Commerce, Campaign and Watson Marketing Automation and automatically creates audience segments on advertising platforms including Facebook, Instagram, Twitter and Google. These segments are then updated dynamically, in near real time, to ensure customers are reached with messages relevant to them based on recent behavior, speeding up time to execution from months to days.



- 1 Connect your IBM sources**
 With every added touch point, the Audience Engine finds more people and creates smarter audience segments.

- 2 Generate custom audiences**
 The Audience Engine dynamically analyzes customer behavior automatically to build smart audience segments.

- 3 Activate custom audiences**
 Apply generated custom audiences within the Sprinklr platform to audience specific campaigns.

- 4 Reach your goals**
 Target customers across various ad channels with personalized and relevant messages.

