



A guide for choosing a Modern Advertising Solution

Optimizing your advertising experience to increase revenue, mitigate risk, and ensure cost efficiency in your organization



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Coverage

Partnerships and integrations

Partnerships

Your Advertising Platform should have comprehensive, up-to-date social network coverage. Relationships with channel partners improve collaboration, address business requirements or concerns, and provide early access to new offerings. Ask your vendor about its relationship management program with the networks most important to you—and ask your social network account teams about it too.

Does your product support ad publishing for...?	Sprinklr	Other
Facebook	✓	
Instagram	✓	
Twitter	✓	
LinkedIn	✓	
Snapchat	✓	
Verizon Media (Oath, Yahoo Gemini & Tumblr)	✓	
Pinterest	✓	
LINE	✓	

Integrations

Your Advertising Platform should work seamlessly with the tools that your business uses, ensuring that teams and departments are able to share information and collaborate without siloes. Ensure you have the right connectivity to optimize your advertising processes.

Does your product offer reporting integrations with...?	Sprinklr	Other
AdWords	✓	
Facebook	✓	
Instagram	✓	
Twitter	✓	
LinkedIn	✓	
Snapchat	✓	
Verizon Media (Oath, Yahoo Gemini & Tumblr)	✓	
Pinterest	✓	
LINE	✓	



Does your platform have measurement integrations with...? **reporting only*

Sprinklr

Other

	Sprinklr	Other
DoubleClick	✓	
Adobe Omniture	✓	
Google Analytics	✓	
Adjust*	✓	
MOAT*	✓	
Kochava*	✓	
Salesforce*	✓	
AppsFlyer*	✓	
Dataflow*	✓	



Actionability

Collaborate, target, budget, create, publish, and manage

Collaborate

Your internal teams need to work closely with one another as well as any external agency partners. Your Advertising Platform should have collaboration tools to seamlessly work across teams with minimal back and forth over email.

Does your product provide collaboration tools...?	Sprinklr	Other
Define user groups (admins, agency approvers, ad ops, etc)	✓	
Allow you to centralize your advertising assets in a single repository	✓	
Multiple users can collaborate internally (within a single brand or within an agency)	✓	
Multiple users can collaborate externally (between a brand and an agency)	✓	
Enforce approval during campaign creation	✓	
Enforce creative approval	✓	

Target

Your Advertising Platform should allow you to deliver the most relevant advertising to your potential customers. Data shows that people are resistant to ads that don't resonate, so make sure to choose a vendor that lets you create target segments for the most effective advertising.

Does your product...?	Sprinklr	Other
Support activation of first party audiences across all social channels	✓	
Connect to CRM data	✓	
Sync leads and their attributes in real time	✓	

Does your product onboard...?	Sprinklr	Other
Offline data in two clicks for audience creation	✓	
Data using external Webhooks in real time	✓	
One time set up for recurring data using FTP or Amazon S3	✓	

Does your product create...?	Sprinklr	Other
Strategic segments by combining multiple user behaviors and attributes	✓	
Dynamic segments with rolling period	✓	
Twitter follower audience of your brand and competitors	✓	



Twitter engagement audience of your brand and competitors	✓	
Twitter social audience based on historical data of the past 5 years	✓	
Twitter social audiences based on user's intent derived by nested and/or logic	✓	
Persona-based segments in Twitter from their User Bio and AI enriched attributes of professions, organizations, and interests	✓	
LinkedIn Study Audiences	✓	

Does your product...?**Sprinklr****Other**

Provide two-layer security of customer data with hashing of PII and encryption (symmetric (AES) and asymmetric (PGP))	✓	
Support GDPR compliance	✓	
Update custom audiences based on unsubscribes or opt-outs	✓	

Budget

Your advertising budgets should not be wasted on ineffective ads or audience segments. Your Advertising Platform should provide full control of your budgets across social channels and maximize the efficiency of your advertising dollars.

Does your product...?**Sprinklr****Other**

Dynamically optimize the budget in response to machine learning insights	✓	
Allow custom optimization goals specific to your organization	✓	
Establish budget allocations by channel	✓	
Establish budget allocations by time-frame	✓	
Provide governance around campaigns to draw from budget allocation to be approved	✓	
Provide pacing dashboards for spend transparency	✓	
Adjust ad strategy based on dark post comments (avoid low relevance scores)	✓	

Create

Creating ads should be a seamless experience without the repetition of manual tasks. Choose a solution that allows you to store ad creatives, create multiple ads in one workflow, and automate the naming of your campaigns.

Does your platform...?**Sprinklr****Other**

Offer a content library to house different ad creative and formats	✓	
Offer automated naming conventions based on targeting or user input fields	✓	
Require naming conventions to create campaigns	✓	
Enable creation of campaigns across multiple social networks	✓	



Allow users to use an ad unit across multiple different campaigns	✓	
Allow users to create multiple different ad units per campaign in one workflow	✓	
Manage ad creative workflow or the ad creative process	✓	
Support the ability to dynamically create variants from multiple creative elements	✓	

Publish

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 publish ads as dark posts or automate the process of boosting organic content based on performance.

Does your product...?

Sprinklr

Other

Publish ads that do not appear on a brand's organic account (dark posts)	✓	
Automatically boost content based on organic KPIs	✓	

Manage

Campaign management requires detailed control of your ads, which can be a manual process. Your Advertising Platform should reduce the time spent managing campaigns by automating time-intensive tasks such as changing bids or pausing ads.

Does your product allow you to...?

Sprinklr

Other

Pause ads in the event of a crisis	✓	
Start or stop automatically according to pre-set business rules	✓	
Start or stop automatically according to pre-set performance metrics	✓	
Automatically update Creative properties through macros	✓	
View your campaigns across all channels, brands, and accounts	✓	
Take action to recall, reschedule, and/or edit campaigns in a single calendar	✓	
Mix and match filters to view specific campaigns	✓	
Offer automatic bidding on any KPI	✓	
Dynamically optimize bids in response to machine learning insights	✓	
Dynamically optimize budgets in response to machine learning insights	✓	
Offer creative rotation	✓	



Insights

Optimization and reporting

Optimization

Advertising campaign success depends on setting the right business objectives and then optimizing your ads based on performance. Your solution should have the ability to optimize your advertising budgets using advanced AI to make optimization decisions.

Does your product...?	Sprinklr	Other
Use advanced, proprietary AI to automatically drive optimize decisions	✓	
Have the ability to show anticipated performance increases from using automated optimizations	✓	
Have the option to leverage user-defined rules to define precise optimization conditions and actions	✓	
Have the ability to optimize based on ad comment sentiment	✓	
Optimize on custom metrics	✓	
Optimize on 3rd party metrics (Google Analytics, Adobe Analytics, DCM, etc.)	✓	
Have the ability to automatically optimize cross-campaign within a channel	✓	
Have the ability to automatically optimize between audiences/ad sets	✓	
Dynamically allocate budgets for the most efficient and effective performance	✓	
Allow advertisers to automatically adjust bids based on custom KPI performance metrics	✓	
Automatically refresh creative to drive the best performance for a selected KPI	✓	
Give advertisers the ability to take optimization actions directly in a performance report	✓	
Give advertisers the ability to create KPI specific management views to perform reporting and optimizations within a singular, unified view	✓	
Provide data on asset performance	✓	

Reporting

With the right tools for measuring the performance of your advertising campaigns, your brand can make data-driven decisions and optimize in real time. Your Advertising Platform should have the right data to easily keep teams informed.

Does your products' reporting offer...?	Sprinklr	Other
Standard dashboards	✓	
Customizable dashboards	✓	



Scheduling export to non-platform users	✓	
Format exports (Excel, PDF, PNG, PPT)	✓	
Automated exports based on predetermined cadence	✓	
Dashboards that combine paid, owned and earned data	✓	

Does your product allow...?**Sprinklr****Other**

Audience data uploading from outside systems, platforms, and tools	✓	
Upload data from non-API integrated sources	✓	

Can reports be viewed with...?**Sprinklr****Other**

Excel	✓	
Columns	✓	
Bar chart	✓	
Pie chart	✓	
Stacked columns	✓	
Stacked bars	✓	
Line graph	✓	
Spline graph	✓	
Area graph	✓	
Area spline graph	✓	
Bubble graph	✓	
Dual axis graph	✓	
Combination (bar and line graph)	✓	
Table	✓	
Counter	✓	
Funnel	✓	
Summary table	✓	
Post card	✓	
Text	✓	
Title	✓	



Governance

Control and storage

Control

Teams big and small need the ability to maintain governance and permissions across a platform that represents a brand's image through social channels. You need to ensure proper control of your brand and advertising accounts, while giving teams access to the accounts, features, and content that they need to be effective.

Does your product...?	Sprinklr	Other
Allow you to manage the visibility teams have on specific Creative material	✓	
Establish user-level permissions	✓	
Enforce approval during campaign creation	✓	
Enforce creative approval	✓	
Roles & permissions at user level	✓	
Roles & permissions at user group level	✓	
Roles & permissions at global level	✓	