

How do you make your digital footprint feel like a thumbprint?

Sports Apparel Company



Company Information

Retail

\$34.35B+

(USD) 2017 revenue

74,000+

employees

Challenges

This company was faced with the challenge of planning, producing, publishing, and measuring campaigns across social mobile app, email and web channels globally. A combination of siloed teams and technology held them back from achieving this goal.

Solution

Sprinklr Content Marketing provided a single, integrated, collaborative platform for targeting, planning, assembling, and staging campaigns across social apps, email, and website.

Features: Planner, work

Business Value

\$1 million saved in martech consolidation and production efficiencies while significantly reducing brand risk and improving messaging quality.

