



Winning with Sprinklr Advertising

**Sprinklr Modern Advertising Increases Efficiency by 2X
in Comparison with a Native Platform Social Media Ads Manager**

CHALLENGE

Recently, a digital marketing agency working with one of Sprinklr's customers suggested that building a campaign in a native platform ads manager is significantly faster than doing so using Sprinklr Modern Advertising. We set out to debunk that claim and show that planning, executing, analyzing, and optimizing through Sprinklr could be just as successful.

SOLUTION

With the help of the Sprinklr team, the customer ran an A/B test (Sprinklr vs. social platform ads manager) across the entire life cycle of an ad (planning, executing, analyzing, and optimizing). The team worked side-by-side with the agency to replicate the campaign they had built in natively, and built the exact same campaign in the Sprinklr platform. We measured the time it took to perform all tasks using both methods.

RESULTS



Campaign Creation:

While it took over 34 minutes for the agency to build the campaign in the native ads manager, it took just 22 minutes and 57 seconds for us to build it in Sprinklr. For those scoring at home, that's **32.8% faster using Sprinklr**.



Campaign Management:

It took 9 minutes and 46 seconds to calculate campaign spend pacing in the native ads manager, compared to 1 minute and 22 seconds in Sprinklr. That's **86% time saved** and a **7x increase in efficiency** when using Sprinklr's Pacing Groups feature.



Optimization:

Tasks such as cloning and adding a new ad set to a campaign took **27% less time** in Sprinklr than in the native ads manager.



Reporting:

It took **76% less time** to create the final reporting dashboard using Sprinklr's automated, real-time reporting dashboards, as opposed to manually exporting data and building spreadsheet-based reports.

MAKING THE DIFFERENCE

By utilizing the power of Sprinklr Modern Advertising, the customer was able to make significant gains and reduction in time to market.

For one, Sprinklr naming conventions automated the process of campaign naming and enabled standardized, predefined workflows that saved **53% more time** compared to using the native ads manager.

What's more, Sprinklr offers the ability to clone and change advertising objectives – something that native platforms don't allow. Ultimately, Sprinklr's real-time, automated reporting dashboards proved to be **76% more efficient and over 4x faster**, which amounted to significant time savings that continue to compound once the dashboard is created.