

## The Sprinklr Social Business Index

### overview

Powered by the world's most comprehensive source of social media brand information, Sprinklr's Social Business Index (SBI) captures and analyzes the breadth of public interactions between brands and consumers across social media.

At a time when a company's social media capability is a reflection of its relationships with its customers, the SBI enables in-depth analysis of how brands are managing digital disruption.

The SBI is an ideal tool for measuring how large global brands stack up with one another, by exploring key attributes such as their audience, rate of engagement, and the level of customer care they provide.

### company measurements

The SBI is able to rank brands according to each of the following categories, which can also be compiled into an overall score based on these attributes and other data sets.

#### AUDIENCE

- See how many people are engaging with a company's posts, and understand the makeup of the audience itself.
- The measurements include the basics—like gender and age ratios—and go deeper with unique insights such as reach rate, which accounts for how many people a brand can realistically engage with.

#### ENGAGEMENT

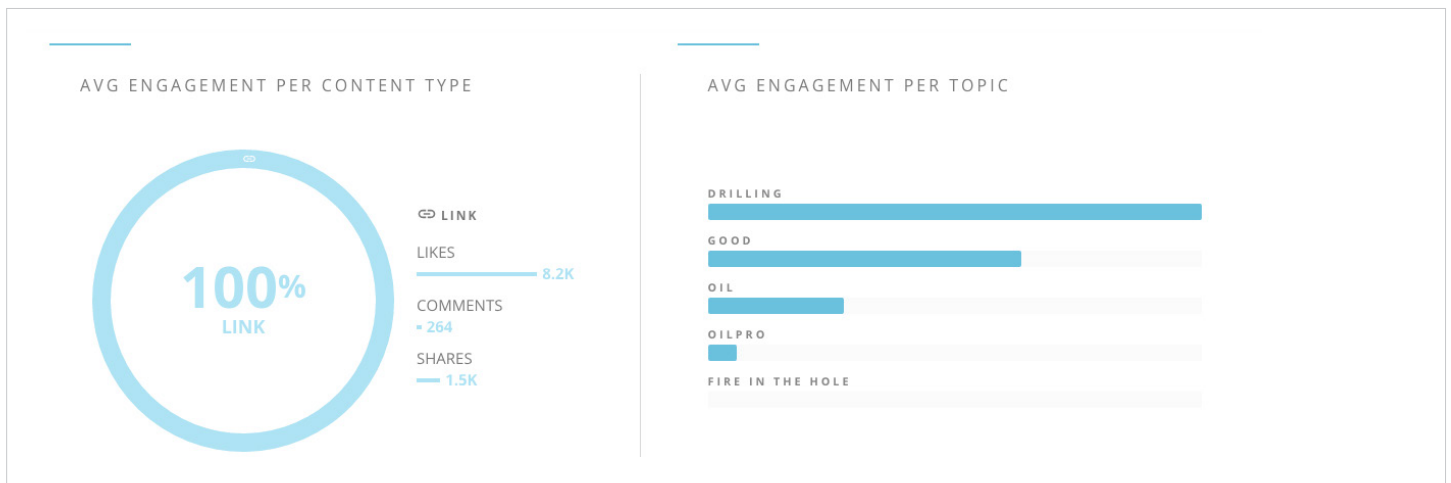
- SBI engagement metrics show how many consumers are responding to brand content—whether over the course of a day or a longer period.
- The measurements also include a comparison of how many likes and comments are driven by posts, photos, and videos relative to one another.
- The data is useful both for brands seeking to improve their engagement rates and industry observers keeping their eye on social trends.

#### SBI BY THE NUMBERS

- Tracks 35,000 different companies across several metrics using publicly available data.
- Compares social performance across 139,000+ social accounts drawn from over 20 social channels.
- Explores past performance trends with comprehensive social data dating back to 2012.

Combined with other rankings, such as market cap and brand value, the SBI is an innovative way to understand the experience a brand delivers to its customers based on what it's doing on social.

[businessindex.sprinklr.com](https://businessindex.sprinklr.com)



An in-depth look into how consumers engage with a brand on social.

## CUSTOMER CARE

- With consumers flocking to social for assistance from brands, the SBI provides valuable insight into how well companies handle customer care via social.
- The SBI measures how quickly brands respond to customer inquiries, and displays an overall response rate that adjusts for how many followers a company has.

## qualitative

### MOST DISCUSSED TOPICS

- The SBI also includes the most popular conversation topics surrounding the various companies.
- By seeing what topics are driving more conversation and engagement than others, companies can understand with greater clarity the sentiment surrounding their brand (or a competitor's brand), arming them with the insights necessary to provide the right products, at the right time, to the right audience.

### FLEXIBLE TIME RANGES

- The data in the SBI is easily sorted over 7, 15, and 30 day periods. Once specific parameters have been established, the SBI can measure data over custom periods of time.
- This flexibility allows for specific segmenting, which can form the basis of a monthly or quarterly report that tracks how brands are improving or regressing across a certain time period.

## industry rankings

The SBI ranks the social performance of companies by vertical, generating a valuable perspective into which companies are making the most of social media, and which ones have room for improvement.

CUSTOMER CARE SCORE		
1	THE 7TH CHAMBER	9.9
2	Splash Media	9.8
3	PickupTrucks.com	9.8
4	Angie's List	9.6
5	Groupon	9.6
6	LivingSocial	9.5
7	LMO Advertising	9.5
8	AMCI	9.4
9	Virool	9.4
10	NetShelter	9.3
<a href="#">VIEW COMPLETE RANKING</a>		

Clear industry rankings show which companies are performing the best.