



Attract. Engage. Repeat.

Sprout Engagement



How does an average engagement time of two minutes and a 25% conversion rate sound to you? If it sounds too good to be true, you haven't worked with Sprout.

Sprout helps brands develop and deploy engagement ads and campaigns across diverse social networks. With the Sprout Engagement Module, brands can create and track rich conversations using an intuitive and fun platform that allows end users to co-create content using a combination of UGC and brand assets. The personalized results can be virally spread across disparate social networks as widgets, or, full-blown applications, if used in conjunction with the Sprout social integration module.



"When developing the concept for the campaign, we wanted to allow Ludacris fans to not only experience the music and videos, but also to share their own content with their friends. We were excited by the Sprout functionality, which allows fans to customize their own player or multimedia widget."

Christian Jorg, Senior Vice President
New Media and Commerce
Island Def Jam Music Group

With the engagement module you can:

Empower brand advocates

The Sprout platform provides an intuitive, fun consumer experience that allows consumers to generate and share personalized content around branded messages.

Measure your success

Access the richest campaign analytics in the industry, including widget tracking, Google Analytics Tracking for Adobe Flash, as well as engagement data on virtually any end-user activity or social gesture.

Go viral

Built-in viral features makes it easy for consumers to share personalized content with friends across all the leading social networks and virtually any Web site.

Create fun experiences

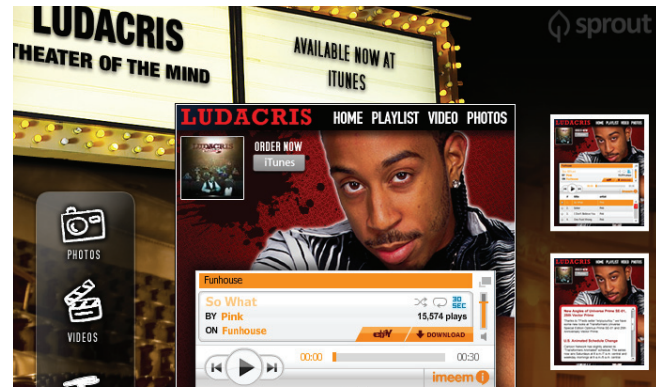
A 'remix' feature allows consumers to build upon the customization that their friends have already done.

Create real-time advertising campaigns

Because the Sprout platform enables brands to go from idea to execution in just days, it's possible to develop campaigns around in-the-news topics or trends.

Do more

Why limit yourself to banners and widgets when, for the same money you would spend on traffic, you can create an engagement campaign that captures your audience for an average of two minutes?



Who uses Sprout?

