



Sprout helps brands develop and deploy engagement campaigns across diverse social networks. The Sprout platform solves a problem that has been plaguing new media marketers for years - How to quickly create brand experiences that are easily transportable across Facebook, MySpace and other social networks without having to find and hire expensive development resources. With Sprout, agencies and brands can create anything from rich content and widgets, to interactive campaigns that marry brand assets with user-generated-content, to full-blown social networking applications.

With Sprout Studio you can:

Accelerate your launch

Create and launch a branded social media campaign in hours, not days, using our familiar drag-and-drop interface.

Lower costs

Remove development costs by empowering your creative team to drive campaigns from start to finish.

Measure success

The Sprout engagement console provides access to content views and grabs. In addition, custom event tracking allows you to measure activity around key content, such as video plays or purchase links.

Enable virality

Hooks into the social graph make it easy for end-users to publish and share your content with friends across social networks.

Integrate

Should you need additional functionality, use the Sprout SDK to integrate with any web services API.

Relax

Cloud computing ensures infinite scalability and the ability to access your projects from any computer.



Sprout custom solutions and services

Using our core technology as a base, Sprout works with the leading brands and agencies to create custom engagement campaigns and fully-interactive social networking applications that increase virality and enable your audience to share brand experiences. If you're looking to meet specific reach objectives, Sprout's paid distribution service ensures your targets are met ...and most often, exceeded.

With the engagement module you can:

Enable rich conversations

The Sprout platform provides an intuitive, fun consumer experience that generates 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 to share personalized content with friends via activity feed updates. A 'remix' feature allows consumers to build upon the customization that their friends have already done.

Create real-time advertising campaigns

The Sprout platform enables customers to go from idea to execution in just days, so you can take advantage of in-the-news topics or trends.



With the social integration module you can:

Publish across the leading social networks

Create Facebook applications, Facebook Connect applications, Facebook Fan Pages and Open Social applications, based on your engagement campaign, without adding any additional time for campaign development.

Reach more people

Take advantage of platform benefits such as activity feeds, user content and the social graph.

Find key influencers

Quickly determine your brand advocates who influence their friends.

Who uses Sprout?

