



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.

