



A Better Social World

**Creating Connection: What consumers
want from brands in a divided society**

Sprout Social Team



Gerard Murnaghan
VP, GM EMEA



Joshua Sigler
Solutions & Partnerships Lead,
EMEA



About Sprout Social

- Sprout Social makes social media software used by more than 25,000 brands and agencies around the world
- Headquartered in Chicago, IL, USA
- Founded in 2010
- More than \$100 million in funding
- 2018 Best Places to Work by Glassdoor
- 2019 Top Rated Social Media Management tool by TrustRadius
- 2019 Best Products for Marketers by G2Crowd

Our customers

CASIO

VICE

 **EVERNOTE**

ticketmaster[®]

LOEWS
HOTELS


MARQUETTE
UNIVERSITY

Tito's  *Handmade*
VODKA

west elm

WAHL

metroPCS.

GRUBHUB

 **BROOKS**


SUBARU

 **edible**
arrangements


zendesk

 Edelman


DENVER
NUGGETS

OLG


SUNDANCE
FILM FESTIVAL

Adventist Health 

The Ireland operation will enable us to more effectively serve and grow business in that region as well as act as the cornerstone of future international operations.

Justyn Howard

CEO, SPROUT SOCIAL



Dublin - EMEA HQ

- Office was founded in March of 2018
- More than 45 employees on St. Stephen's Green with plans to scale our team
- More than 4,500 customers currently in EMEA

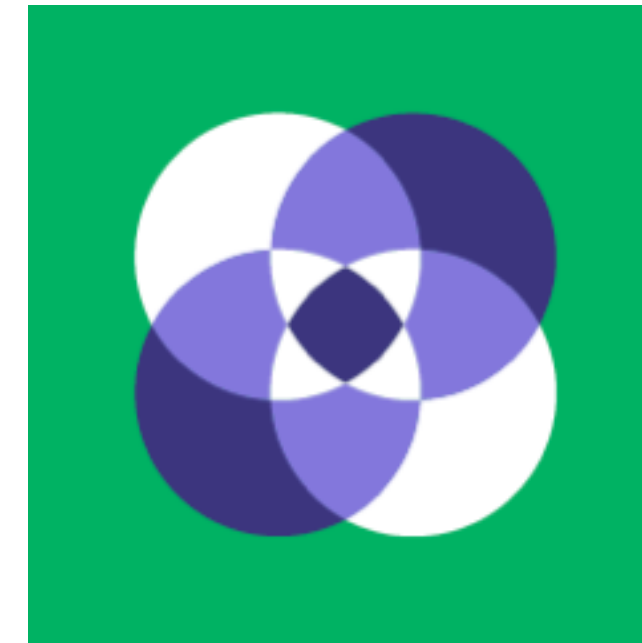
Our values



Care Deeply



Embrace Accountability



Champion Diversity, Equity
and Inclusion



Promote Open, Authentic
Communication



Seek Simplicity



Solve Hard Problems



Celebrate Change

Marketing is experiencing

a paradigm

shift



We're at the dawn of a new era



2000s
Interruption



2010-2017
Conversation



2019-Forward
Connection



Our industry is changing

Our world is changing

As concern about kids' mental health and social media use grows, authorities take action

Panicked Hawaiians swarmed social media during nuke attack false alarm

5 Threats To Your Security When Using Social Media

Social Media poses biggest data breach threat

Social media fake news fans tension between India and Pakistan

Letter: It may already be too late for social media privacy protections

'No image can be taken on face value': Fake photos flood social media after a terrorist attack in India

SOCIAL MEDIA VS. PRIVACY — CAN YOU MAINTAIN PRIVACY ON SOCIAL MEDIA?

The How, Why and What Next of Facebook's Latest Data Breach

How is Fake News Spread? Bots, People like You, Trolls, and Microtargeting

Instagram The Worst As Social Media Slammed As 'A Gateway For Child Abuse'

Lady Gaga: Social media is the toilet of the internet

Is it Possible to Become Addicted to Social Media?

Researchers used fake social media accounts to influence NATO troops during military exercise

Fake News and Cyber Propaganda: The Use and Abuse of Social Media

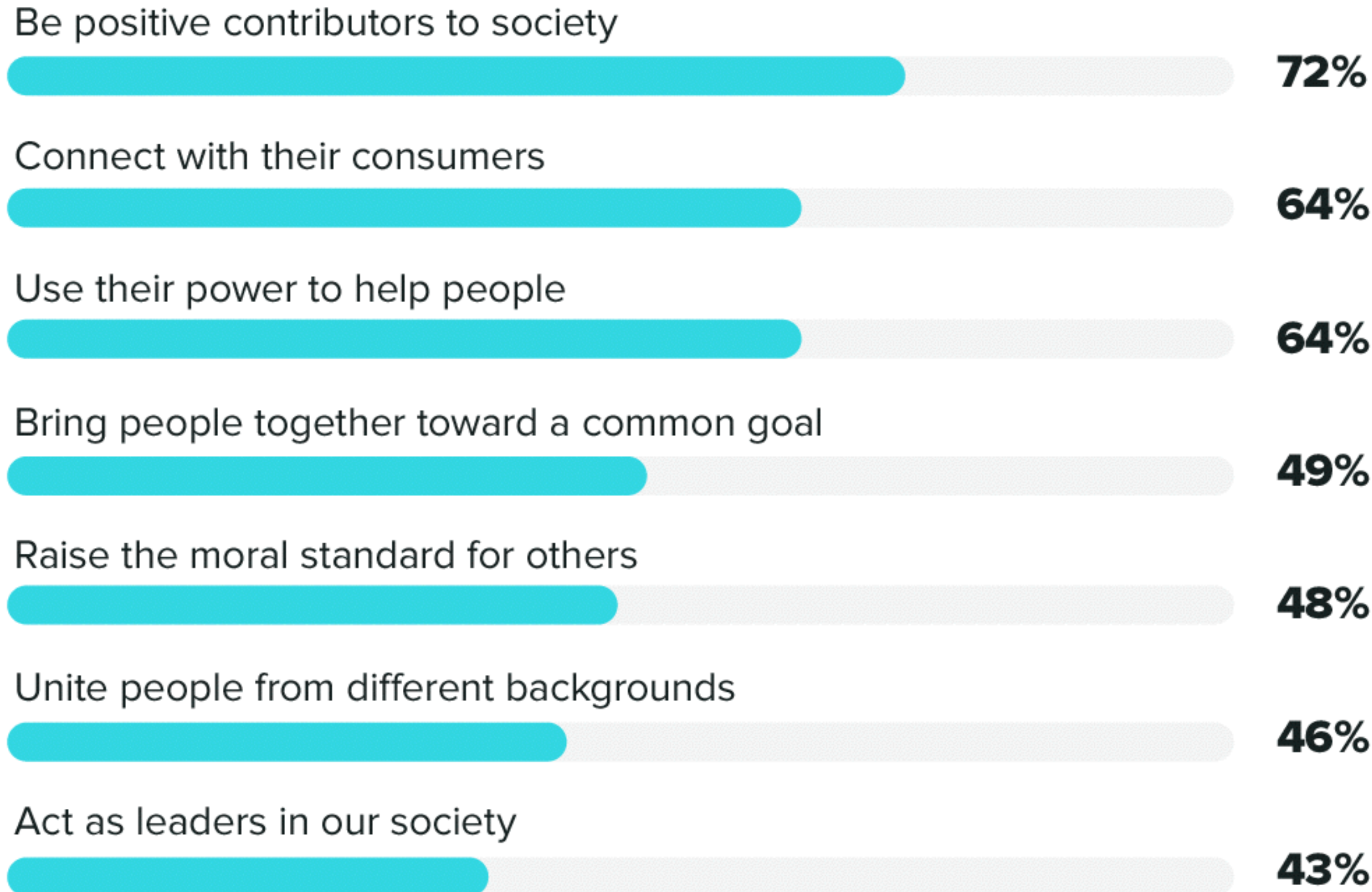
I Deleted All My Social Media Accounts Last Year. Here's How My Life Has Changed.

91%

**believe social can
connect people**

Expectations are evolving

What today's consumers want from brands



78%

want brands to be the ones
to connect them on social



76%

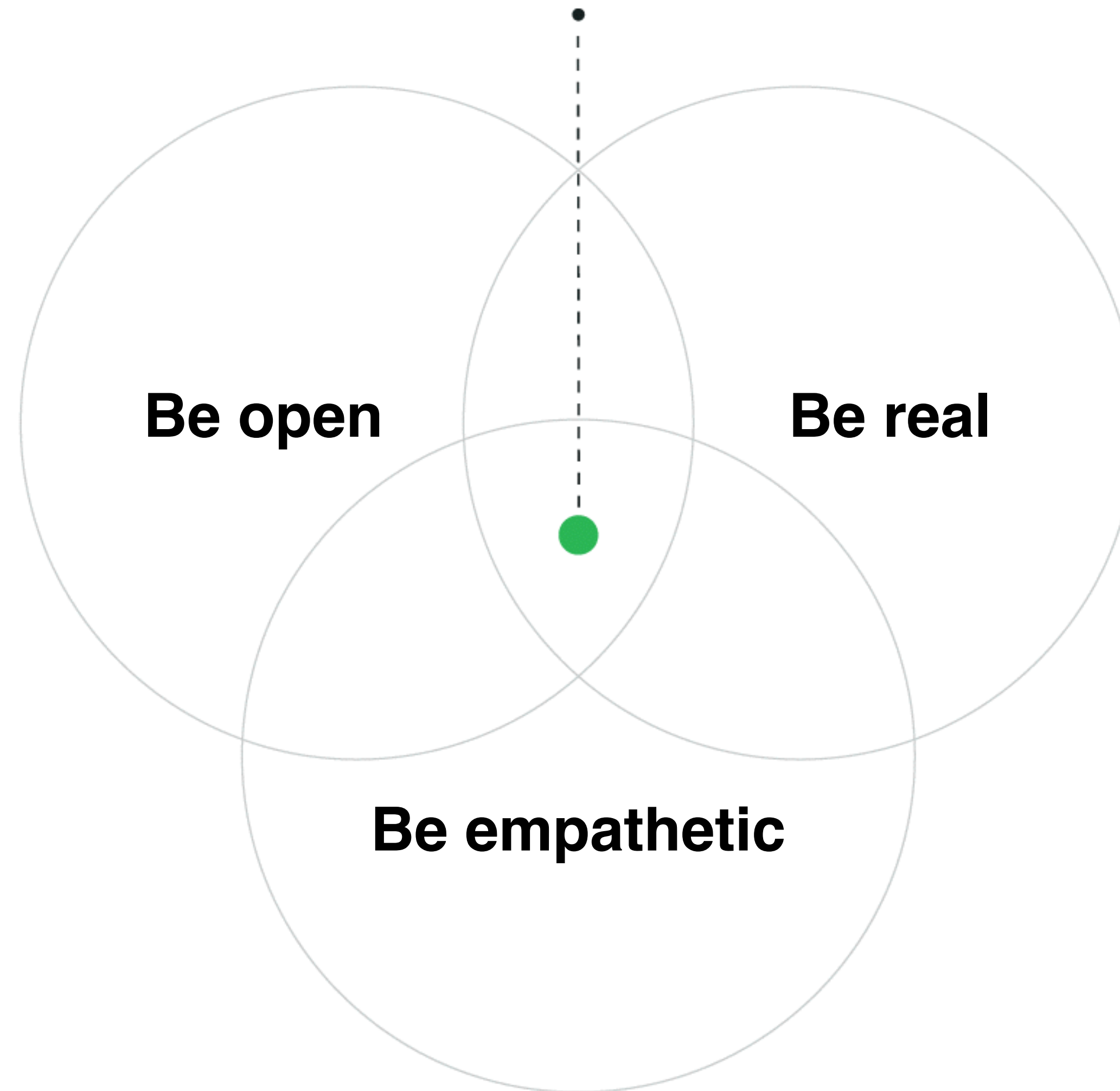
**would purchase from a
brand they feel connected to**



**But what does connection
really mean?**



Real connection



Be Open

**Transparency can help brands
build real trust**



Be Real

**Authenticity illustrates that you're
more than a faceless brand**



Be Empathetic

Relevancy showcases you
understand they're more ~~than just~~
your customers



Social Connection Software



Publishing



Engagement



Analytics



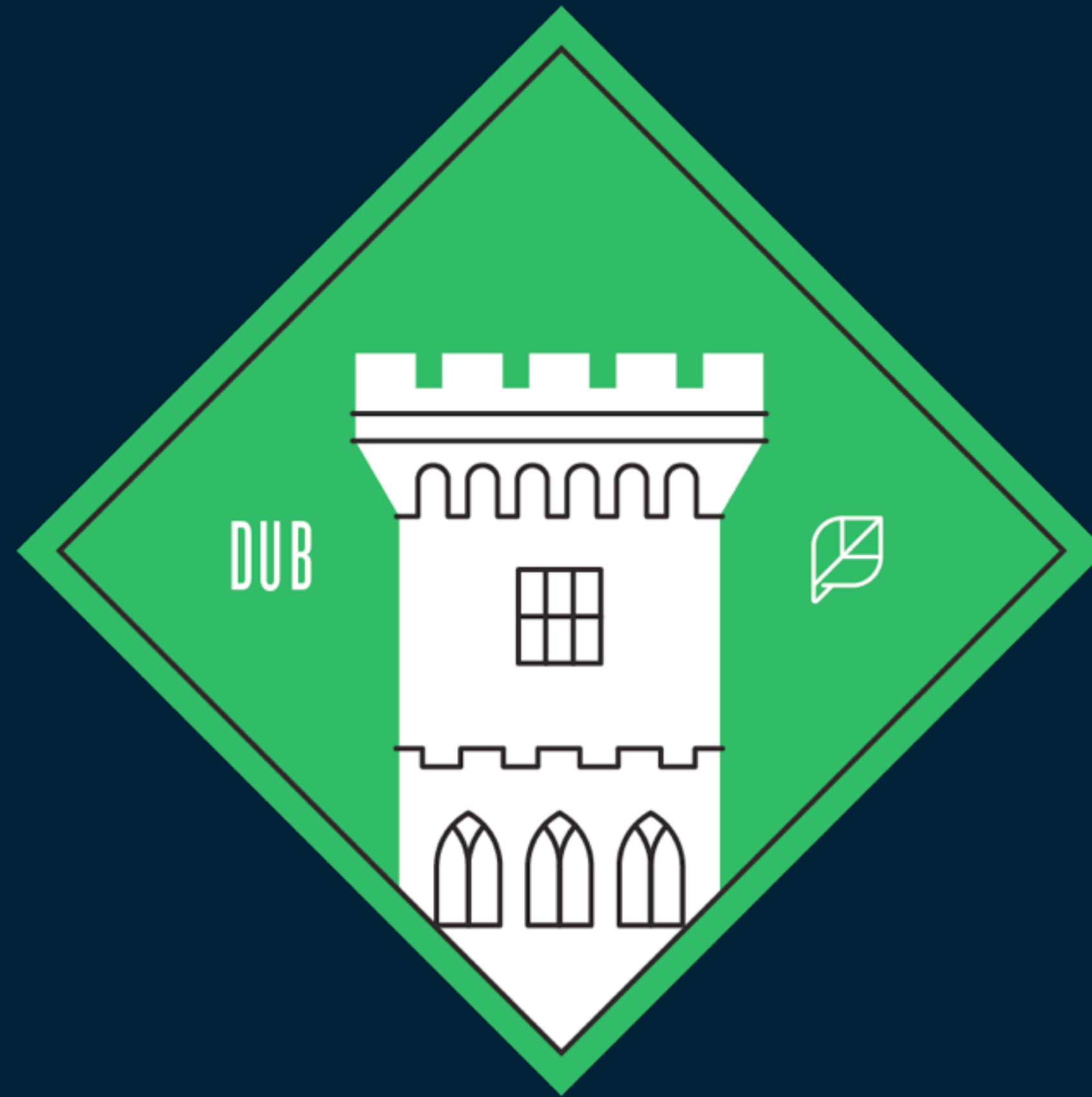
Listening



Collaboration



Automation



Thank you