

Sprinklr

Case Study: Analyst and Competitive Intelligence System Creation

Website: [Sprinklr.com](https://sprinklr.com)

Location: NYC

Industry: Marketing Technology

Function: Customer Experience Management

CHALLENGE

Challenge: Sprinklr, a category-creating marketing technology startup, was accelerating to go public and needed to establish robust systems for analyst relations and competitive intelligence.

I joined when the company was at \$100M in annual revenue and as it scaled to over \$400M in ARR and a successful IPO, it was essential to:

- Build credibility with industry analysts and secure favorable positions in key industry reports.
- Develop a comprehensive competitive intelligence framework to support sales, product, and strategic decision-making.
- Create data-driven processes to inform marketing strategies and executive decision-making.



EarthCatalyst.co

Marshall Kirkpatrick, Principal Consultant

marshall@earthcatalyst.co

Grow Your Impact.

SOLUTION

Sprinklr brought me in by acquiring the startup I founded, and as a VP there, I led the following:

1. Analyst Relations Program:

- We developed a systematic and strategic approach to analyst briefings, inquiries, and research report participation.
- We built a program of high-frequency learning from analysts and their research, in order to build relationships with them, but also because the learning was incredibly valuable for the company's strategy and operations

2. Competitive Intelligence System:

- I lead a team focused on gathering & analyzing data on competitors. We built a very effective process for regular competitive updates and win/loss analysis.
- I oversaw implementation of tools for tracking market trends and customer feedback.

3. Data Analysis and Reporting Infrastructure:

- I led a team of data analysts to support departments company-wide with actionable insights, including regular reporting cadences for executive dashboards and market intelligence.
- I led a team that collaborated with major platforms like LinkedIn and Twitter for co-branded industry reports.

4. Cross-functional Knowledge Sharing:

- I led regular training sessions on research methods, business writing, and customer experience best practices. (I am a Forrester Research certified CX Pro.)
- Led a Marketing Alignment Team to ensure cohesion across the growing marketing organization and created the company's first public-facing Sustainability documentation



EarthCatalyst.co

Marshall Kirkpatrick, Principal Consultant

marshall@earthcatalyst.co

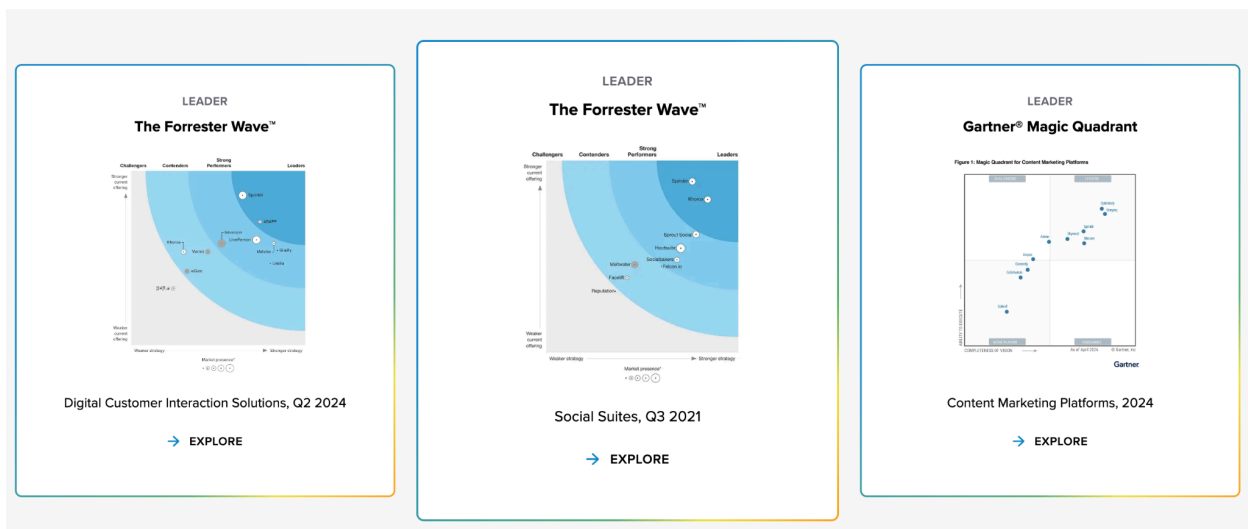
Grow Your Impact.

OUTCOMES

The implementation of these systems and processes led to significant results:

1. Analyst Relations:

- Secured 8 leadership placements in Forrester Waves and Gartner Magic Quadrants, which have remained home-page points of pride ever since.
- Increased analyst inquiries (where the company's staff got advice from the analysts) from zero to over 100 per year. These up-leveled the work of everyone who participated.



2. Competitive Intelligence:

- Our system directly contributed to \$53M in closely-tracked competitive take-aways (unseating an incumbent solution) in one year.
- We maintained a comprehensive library of 65 competitive documents used extensively by sales and support teams.



EarthCatalyst.co

Marshall Kirkpatrick, Principal Consultant

marshall@earthcatalyst.co

Grow Your Impact.

- We published a weekly market intelligence newsletter that was read closely throughout the 2,000 person startup.

3. **Data-Driven Decision Making:**

- Produced six major annual reports in partnership with LinkedIn, Twitter, and Forbes, highlighting who and what was driving the most success among corporate Chief Marketing Officers
- Created and maintained CMO dashboards for Sprinklr leadership and prospective enterprise customers.

SUMMARY

At Sprinklr, we built a perpetual learning machine that drove business results. The creation and implementation of robust systems for analyst relations and competitive intelligence played a crucial role in Sprinklr's growth from a \$100M company in 2016 to a publicly traded entity with over \$400M in annual revenue in 2021.

These systems not only provided valuable market insights but also contributed directly to sales wins, improved customer engagement, and enhanced industry credibility. The success of this initiative demonstrates the power of data-driven, systematic approaches to market intelligence and stakeholder relations in driving significant business growth.

Now I'm excited to do this work in green tech and sustainability: helping you set up systems for analyst relations and competitive intelligence as you drive toward IPO and greater impact.



EarthCatalyst.co

Marshall Kirkpatrick, Principal Consultant

marshall@earthcatalyst.co

Grow Your Impact.