Curalate Vs. Sprinklr for Contest creation and Evaluation | Recommendation
June 12th, 2015

Purpose: Have a platform that will be able to pull user generated content from different forums of social media and use that content to create a contest.

Research:

Curalate – is very image oriented and is based mostly on UGC pulled from Instagram and Pinterest and tag those images. Curalate has extensive data analysis that will help us evaluate our contest. Curulate has a promote tool which allows for creating and running contests. It also allows for tagging and creation of landing pages.

Sprinklr – Works on all social platforms except snapchat. Sprinklr is known for pulling text but can also pull images from all those sites. It has problems giving reliable data so we would gather the analytics from the native sites. Sprinklr allows contest creation and evaluation from their Social app. It will also allow tagging. This will allow the creation of a landing page.

Recommendation: We recommend that you use the Curalate platform. Although Sprinklr allows for immense interconnectedness between all forms of social media, Curulate dives more into the analytics with precise values that will save us time rather then having to go to the native sites for analysis. Curalate also deals more with images which is perfect because many of our competitions and contests involve instagram images. Another important pro of Curalate is its usefulness when it comes to Pinterest. Since the release of the "Buy It" button Pinterest has become a major player in the social media world.

Next Steps:
- Client Feedback/approval: 6/15
- Agency to Activate: 6/22