



## Sprout Social Uses Message Tagging to Enhance Our Product




We believe that open communication creates progress. We also believe it's imperative to remain agile and evolve our product to meet the needs and demands of our customers and the marketplace. Social is where these ideals intersect and it provides a rare opportunity to not only speak with customers but listen and discover their needs.

We don't take customer feedback on social lightly—and you shouldn't either. At Sprout, 25% of inbound messages and all messages that contain a product feature request are organized and tracked through message tagging. We then filter these messages using our Tag Report and present findings to the appropriate teams.

As an example, we used the Tag Report to analyze the message volume around requests for LinkedIn analytics and compared those asks with other product feedback we were receiving. Data demonstrated that LinkedIn analytics were a priority for our customers and reaffirmed our decision to prioritize the LinkedIn Pages Report for development.

Tagged Messages

Stats by Tag

| Tag  | Avg. Sent per Day | Total Sent | Avg. Received per Day | Total Received | Current Growth Rate |                                 |
|--|-------------------|------------|-----------------------|----------------|---------------------|---------------------------------|
|  #HashtagHolidays | 76                | 1,251      | 68                    | 894            | 4.8%                | <a href="#">View Messages</a> ▼ |
|  Product Feedback | 45                | 321        | 67                    | 2,010          | 2.8%                | <a href="#">View Messages</a> ▼ |
|  LinkedIn Report  | 70                | 784        | 89                    | 2,670          | 1.4%                | <a href="#">View Messages</a> ▼ |

“Customer feedback plays a huge role in our product roadmap. We continually call on our social team and the Tag Report to gather data, help distill requests and identify patterns we see from our community.”



Jack Sadanowicz  
Director of Product  
**Sprout Social**



In addition to tracking inbound messages from customers, our social team also tags any outbound message that contains information on a product update or new feature. This enables us to run a report and deliver learnings to our product team based on message volume and customer sentiment.

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