

Sprout Social's Tagger Platform - Demo & Q&A

Market Cap: \$3B

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sproutsocial

Management - Sprout Social



Colleen Geiselhart

VP, Solutions Engineering at Sprout Social

Conference Call Host

Nicholas Zangler, CFA

Research Analyst

Advertising Technology/e-commerce

(312) 292-5753

nicholas.zangler@stephens.com

About Sprout Social

With over 32,000 customers, Sprout Social's social media management platform is the market's leading workflow solution, capable of providing brand customers with a holistic view of their social media presence across various apps.

About Tagger

In August 2023, SPT acquired Tagger Media for \$140 mil. Tagger is a leading influencer marketing and social intelligence platform enabling brands and agencies to discover influencers, connect with and hire influencers, plan and manage influencer-led marketing campaigns, measure campaign ROI and analyze competitor strategies. We estimate Tagger generates ~\$7 mil. annually, with SPT targeting \$100 mil. in ARR in F28.

Conference call date and time subject to change. To join the call or to obtain more information, please contact your Stephens sales representative.

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