**Salesforce Einstein Prediction Service**

By Darrin Pohlman

As a technology specialist and consultative advisor, I have had the opportunity to help multiple sales organizations leverage technology, data, and processes to drive consistency, improve financial performance, and create desirable client outcomes. Salesforce has led the market in CRM capabilities for many years supporting sales and marketing organizations, but the introduction of Einstein Prediction Service was the spark that truly helped organizations leap forward in anticipating client needs and suggesting next best action based on historical interactions with similar clients. Salesforce Einstein provides multiple use cases or solutions for a sales and marketing organization to prioritize their attention.

Sales organizations are now utilizing multiple features of the Einstein Prediction Service to grow sales and retain revenue. The product recommendations capability can recommend the best product or additional products for a customer based on previous interactions as well as interaction history with similar customers. The lead scoring algorithms predict how soon an opportunity will close (Salesforce, 2025) and help the sales team focus on those opportunities that are more likely to close near term driving sales efficiency and new revenue for the current month or quarter. The churn prediction tool helps identify existing customers who are most likely to leave. This tool can then provide recommendations for proactive steps, content, and messaging to connect with these customers to retain them (Khan, A. 2023). This is extremely useful with monthly subscription revenue models where it costs more to attract new customers rather than retain existing ones.

Marketing organizations can now provide the right message, to the right audience, at the right time with Einstein Prediction Service. The predictive content feature recommends the ideal content to insert for each marketing campaign based on past engagements and consumer information (Khan, A. 2023). This approach increases the likelihood that an email is opened, and a link is clicked on. Predictive lead scoring helps marketing identify with a lead and response to that lead is more likely to convert into a sale. Highly scored leads can be handed over to the sales team for expedited engagements and deal wins, improving the partnership and confidence between marketing and sales organizations.

Salesforce has a community of customers and consultants that continue to innovate with Einstein Predictive Service creating new predictive algorithms and use cases that solve real-world challenges for sales and marketing teams. The benefit of the community is being able to quickly apply these models to your company’s CRM data quickly gaining new insight and benefiting from improved outcomes.

Works Cited

Khan, A. (2023, February 14). Real-World Use Cases of Salesforce Einstein in Sales and Service. KSOLVES.com. Retrieved January 18, 2025. <https://www.ksolves.com/blog/salesforce/real-world-use-cases-of-salesforce-einstein-in-sales-and-service>.

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