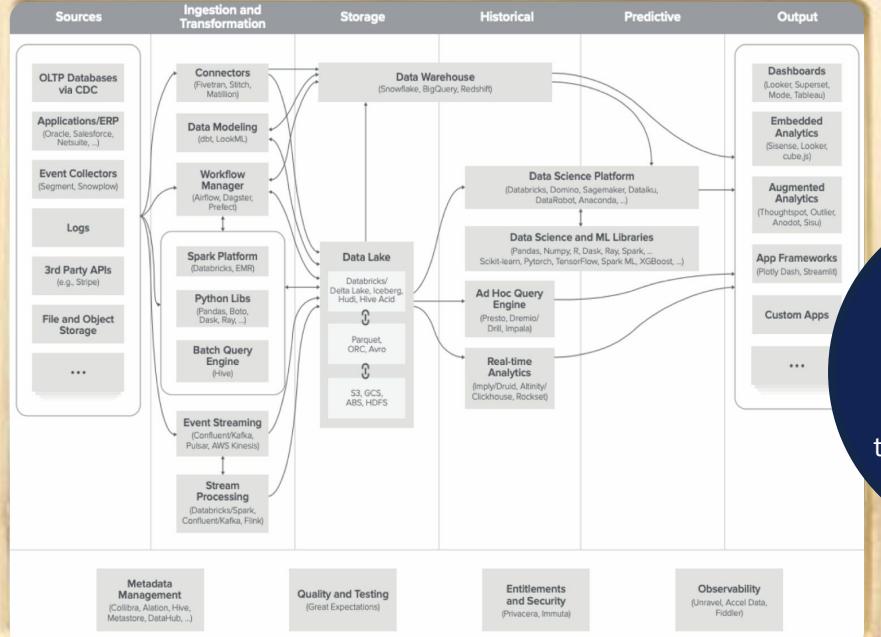


Conhecendo as Clouds: Data Cloud







36%

do tempo de TI é
gasto projetando,
construindo e
testando integrações
personalizadas.

Volume de dados

Sistemas isolados

Tempo de integração

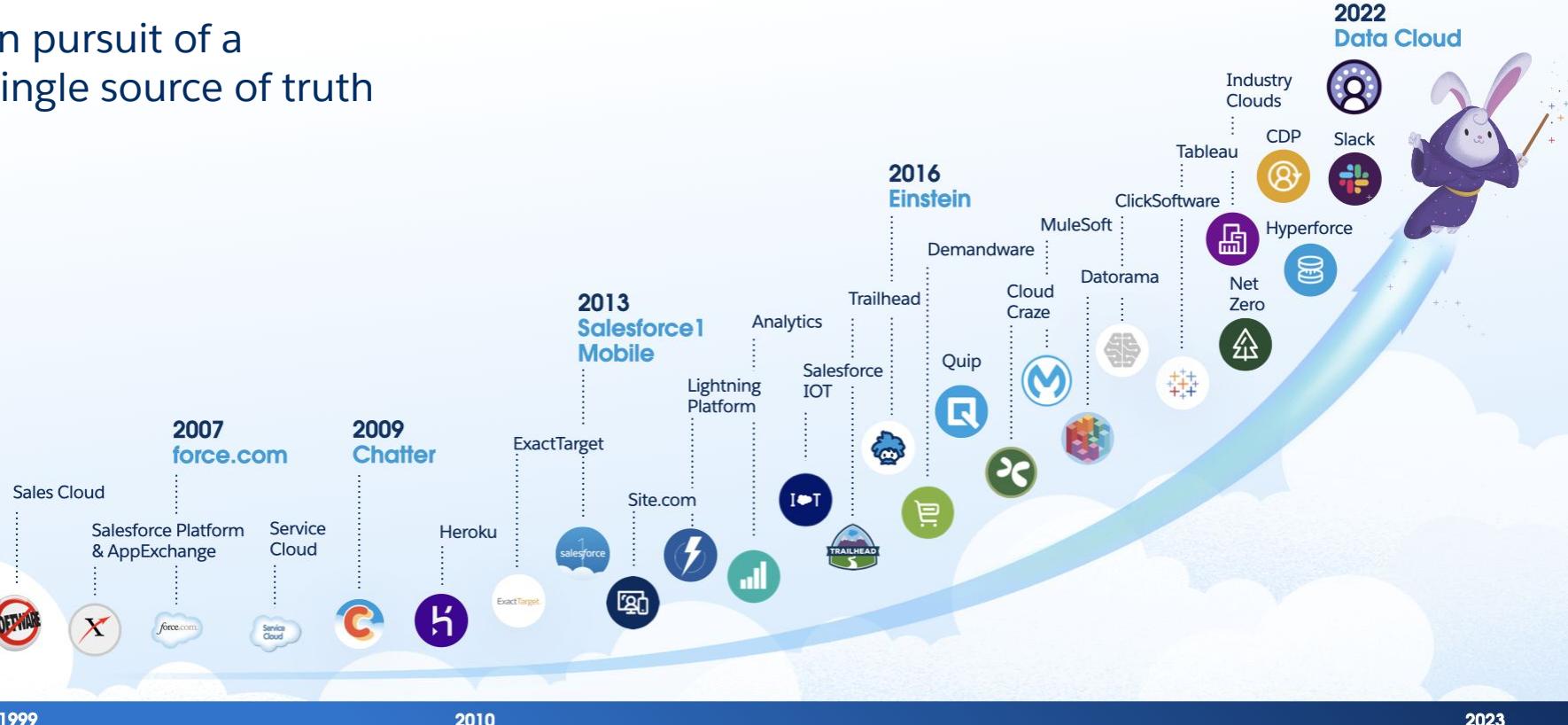
Custos de manutenção

Segurança e conformidade

Formação técnica

25 Years of innovation

In pursuit of a
single source of truth

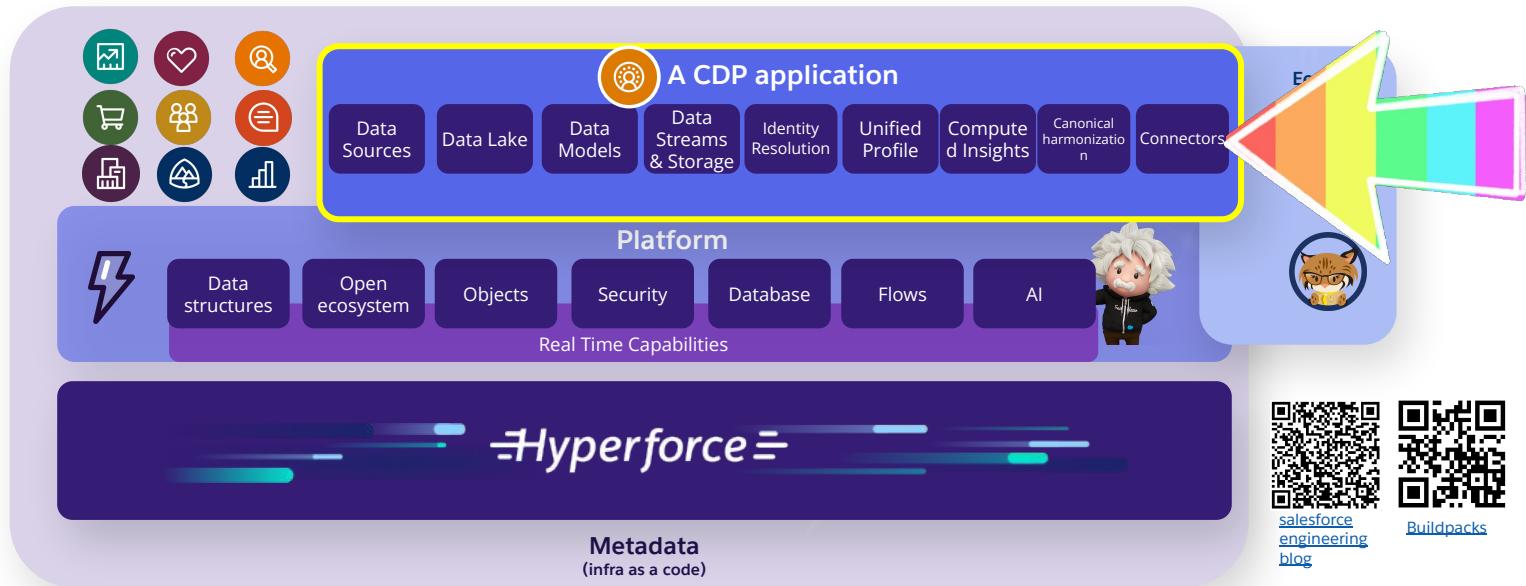


Salesforce Data Cloud é a grande revolução de nossa arquitetura



salesforce

Applications



Lançamos o Salesforce Data Cloud

Plataforma de dados do cliente em hiperescala
desenvolvendo o primeiro CRM em **tempo real**
do mundo



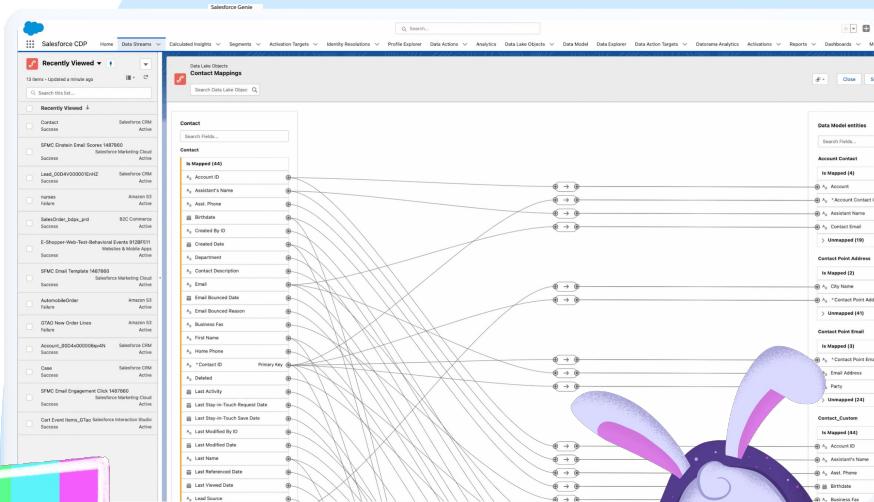
Automações em tempo
real

Inteligência Artificial do
Einstein em Tempo Real

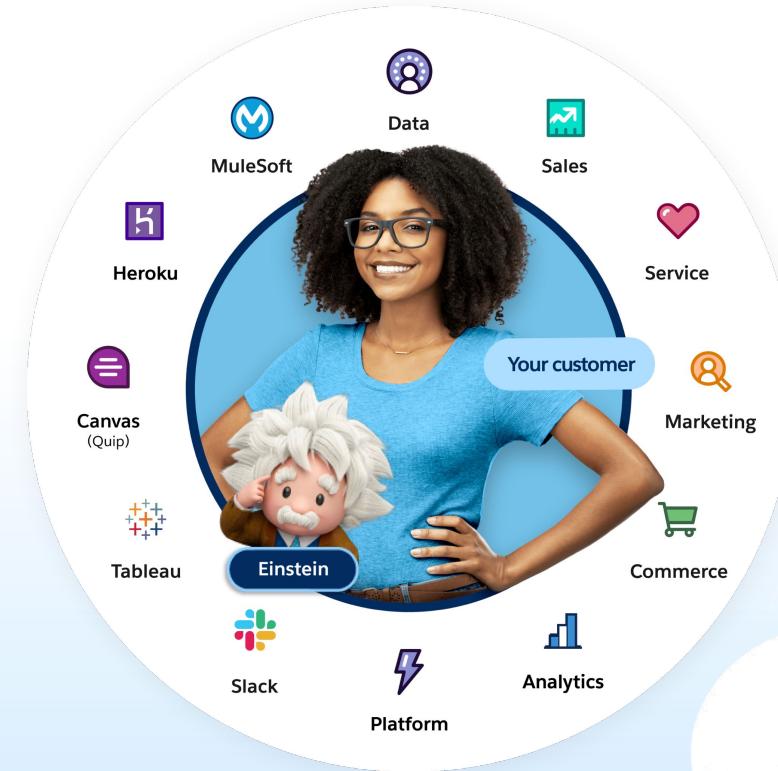
Plataforma de dados em
Hiper-escala em tempo
real

Database
Transacional

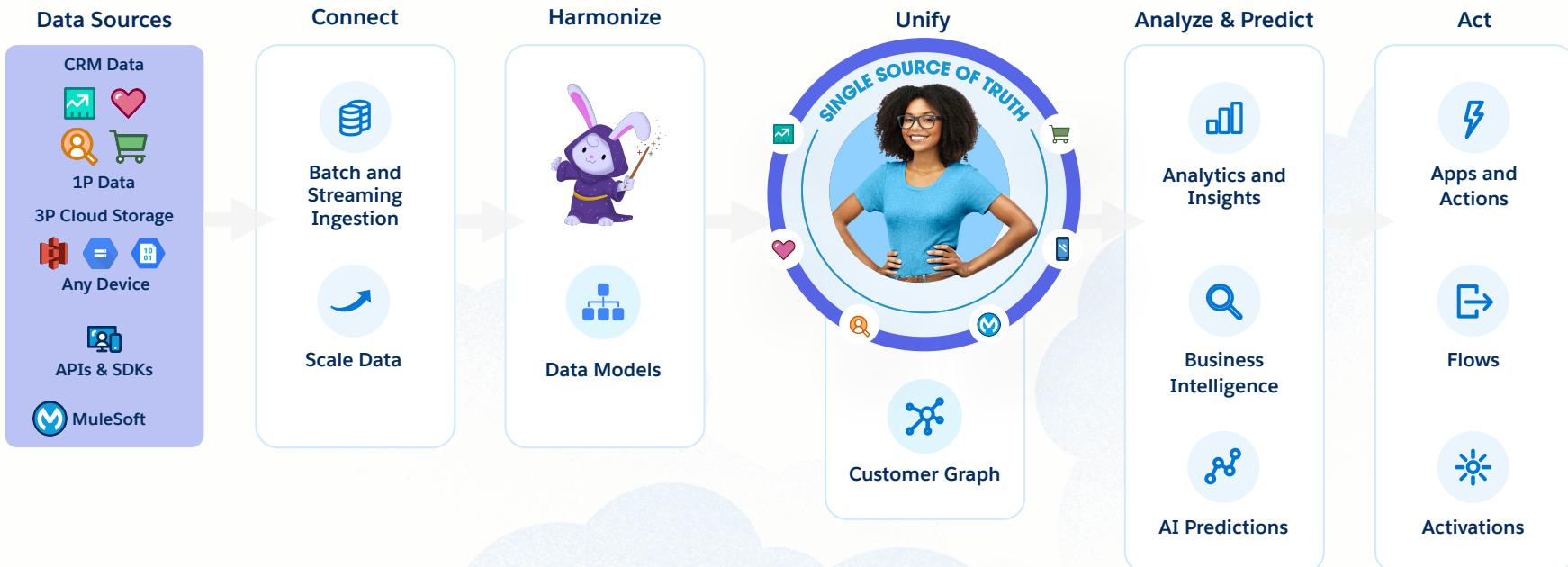
Hyperforce



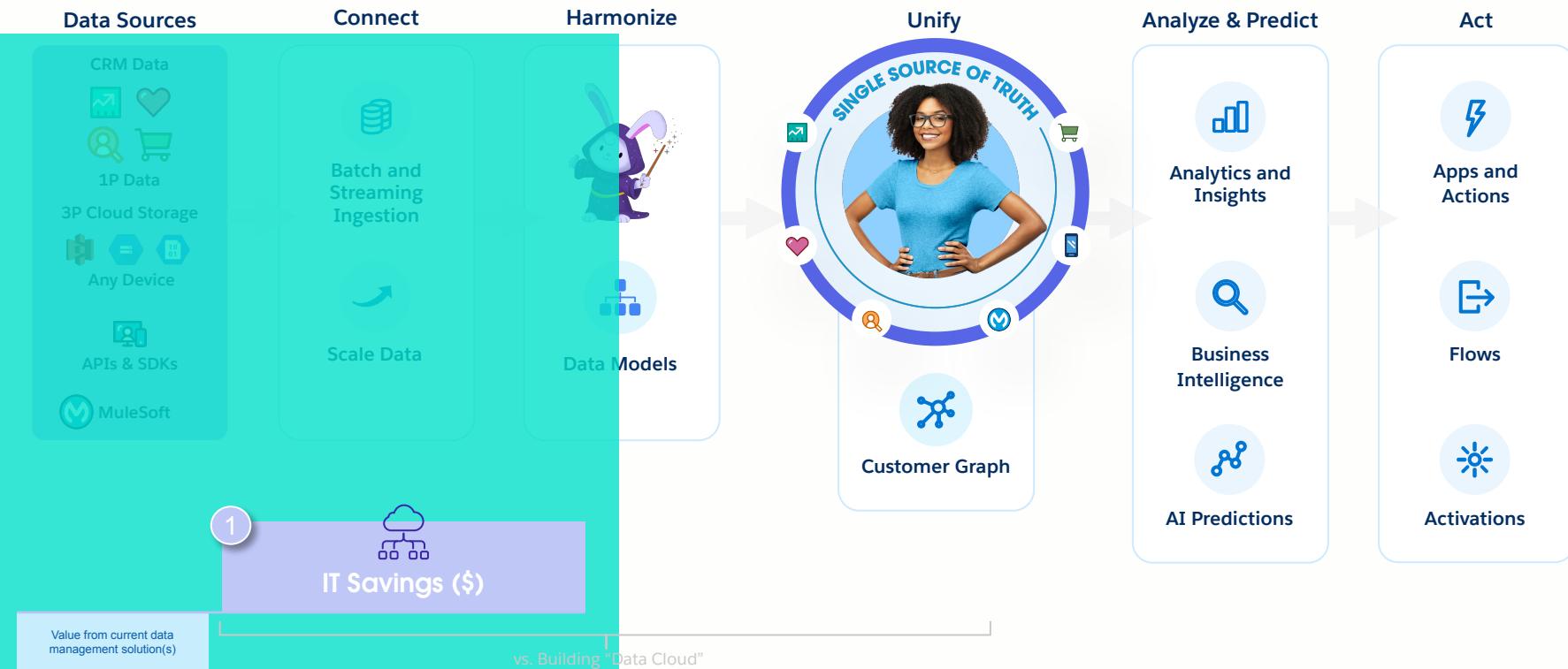
Customer 360 is your single source of truth



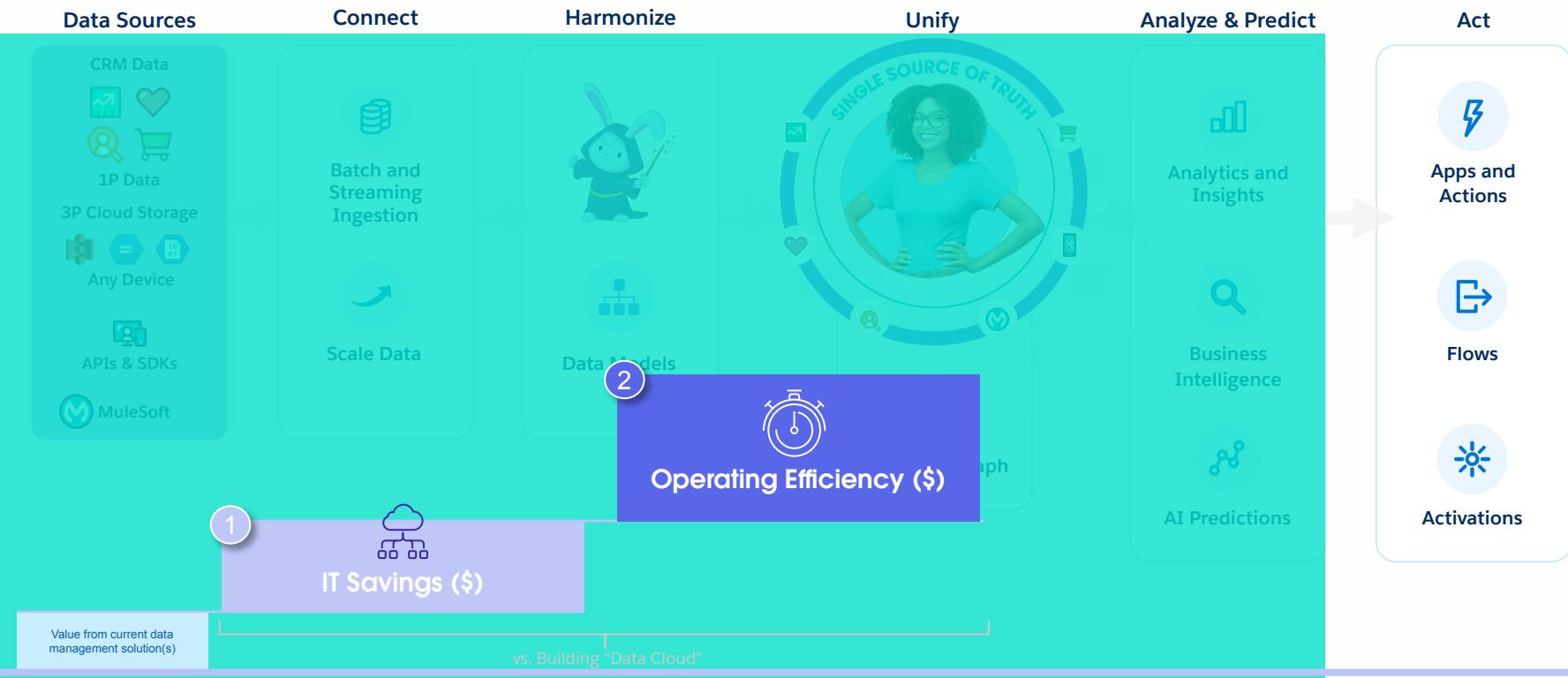
How Data Cloud Works



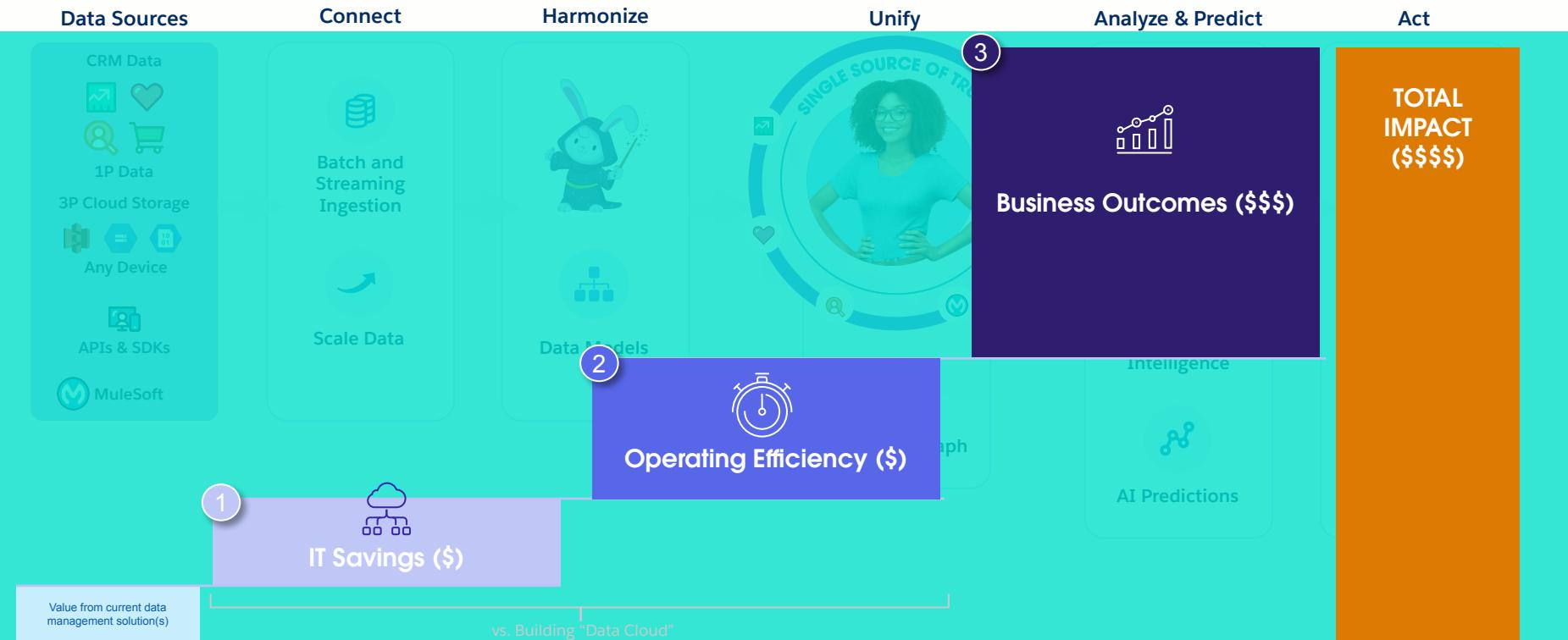
Delivering Business Value with Data Cloud



Delivering Business Value with Data Cloud



Delivering Business Value with Data Cloud

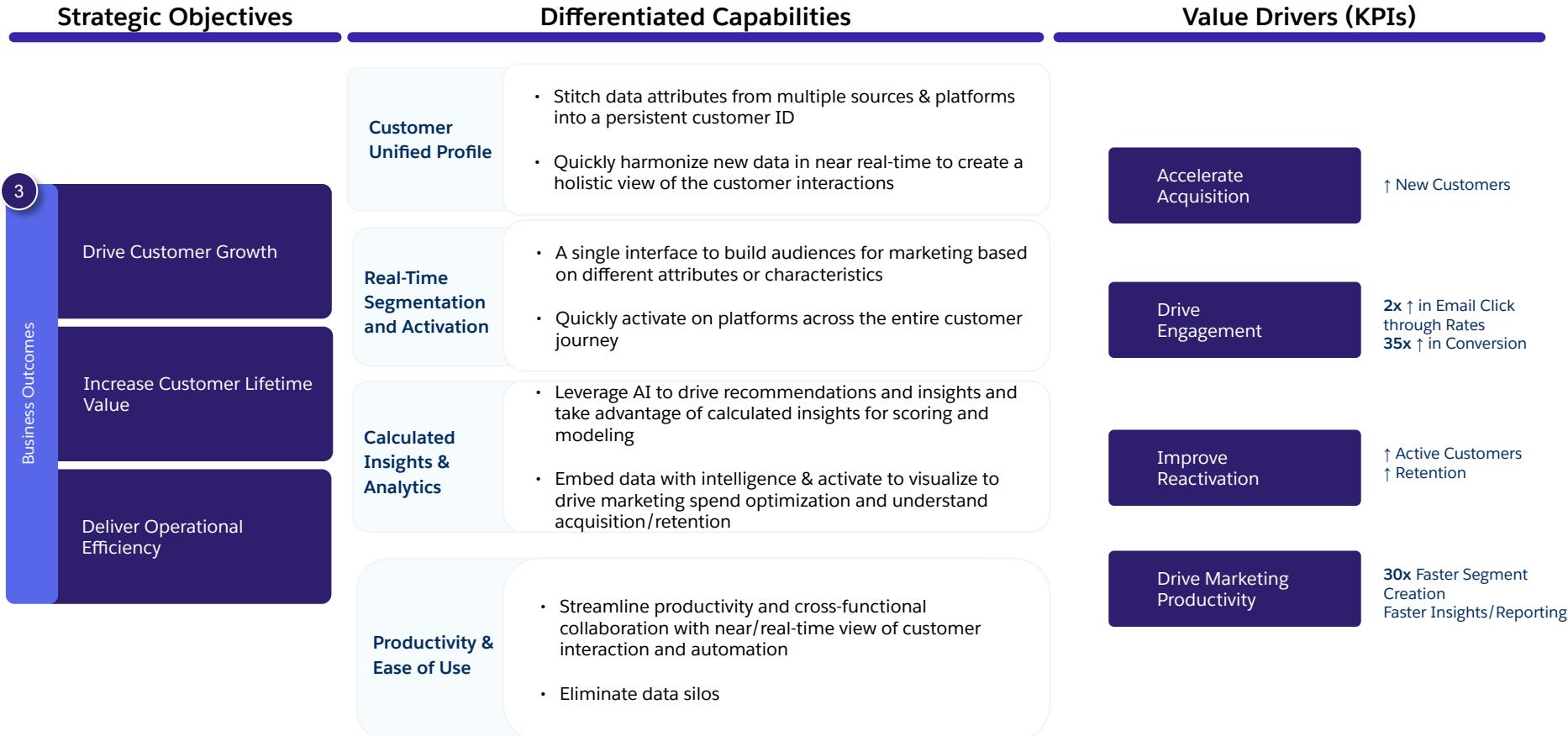


Data Cloud Value Map: Marketing



Strategic Objectives		Differentiated Capabilities	Value Drivers (KPIs)
Business Objectives	Drive customer growth	Single 360° customer view True unified customer profile to drive campaign efficiency & effectiveness	↑ Marketing lead volume (MQLs)
	Inc. Customer Lifetime Value	Real-time segmentation & activation Manage dynamic audience segmentation in a single interface with clicks not code & quickly activate across platforms	↑ Conversion ↓ Customer Acquisition Cost CAC)
	Deliver operational efficiency	AI-driven scoring & insights Calculated profile insights without programming & real-time customer event scoring (e.g., repurchase, churn)	↑ Cross-sell / upsell ↓ Revenue leakage
		Out-of-the-box connectors Out-of-the-box data connections & purpose-built data model to support marketing self-service	↑ Customer retention / CSAT
	Deliver a data management solution that is scalable, secure, observable and trusted	Marketing efficiency Streamline campaign planning, segmentation, and activation workflows to gain time back in your operations	↑ Customer lifetime value ↑ Market productivity ↓ IT costs ↑ Speed to market
IT Objectives		Scalable & trusted architecture Data management solution that is easy-to-use with point & click capabilities for connecting, harmonizing, and unifying data	

Data Cloud for Marketing Value Map: Business Outcomes





inter



Marketing
Engagement



CDP,
powered by
Genie

Drive 1:1 Personalization With Data-Driven Marketing Activations

Connects data from **6 sources** to create a **single, unified, dynamic customer profile** and over **1,706 segments** to activate.

Reaches the right customer with **automated, personalized product offers** at the right time

Creates **engagement score strategy** based on **email, push, Web and App performance data** per business line in addition to sales propensity models

Improves the customer experience by **only sending relevant, targeted campaigns**, reducing the number of overall sends

20X

More ROI

35X

More conversions

35M+

Records uploaded

1h30

Weekly bandwidth returned for each member of the team

THANK YOU

