



Create New Email Experiences Using AMP for Email

Build rich and highly engaging emails with real-time content

Genna Matson, Senior Engineer, DEG Digital
@gengliza | gmatson@degdigital.com

Eliot Harper, Senior Architect, CloudKettle
@eliotharper | eliot.harper@cloudkettle.com



Forward-Looking Statement



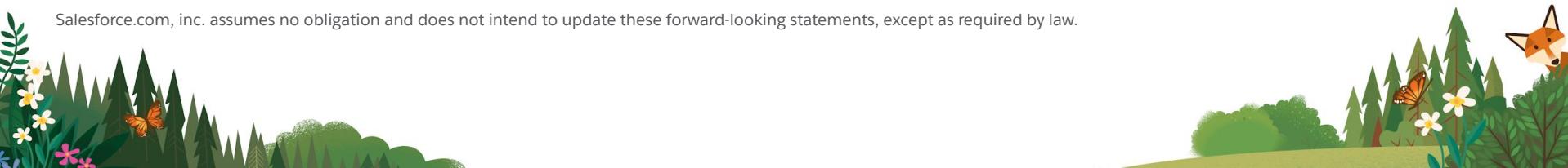
Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.



Agenda

What we'll cover

About AMP

Why AMP for Email?

Capabilities

Support

AMP Emails in Action!

Considerations



About AMP

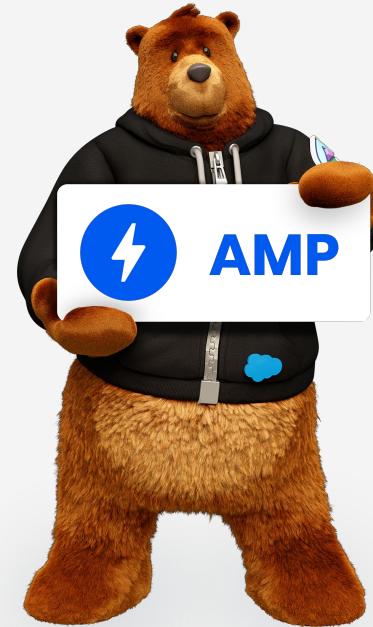
What is it?



About AMP

What is it?

Web Component Framework

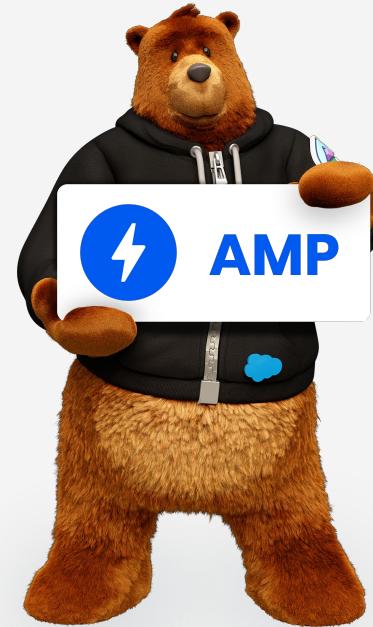


About AMP

What is it?

Web Component Framework

- AMP Websites
- AMP Stories
- AMP Ads
- AMP Email



About AMP

What is it?

Web Component Framework

- AMP Websites
- AMP Stories
- AMP Ads
- AMP Email

Supported in Salesforce Marketing Cloud





Why AMP for Email

Do we really need another format?

Why AMP for Email

Do we really need another format?



300bn+
emails sent each day*

*Source: statista.com

Why AMP for Email

Do we really need another format?

Varying HTML and CSS support

300bn+
emails sent each day*

*Source: statista.com

Why AMP for Email

Do we really need another format?

Varying HTML and CSS support

Email development is hard

300bn+
emails sent each day*

*Source: statista.com



Why AMP for Email

Do we really need another format?

Varying HTML and CSS support

Email development is hard

300bn+
emails sent each day*

caniemail.com

*Source: statista.com

Why AMP for Email

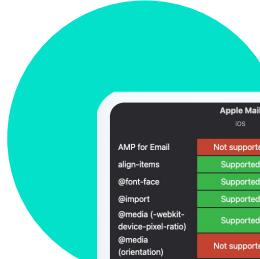
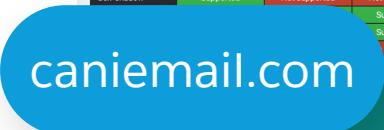
Do we really need another format?

Varying HTML and CSS support

Email development is hard

Based on time-of-send

300bn+
emails sent each day*

	Apple Mail iOS	Gmail Desktop Webmail	Gmail iOS	Gmail Android	Gmail Mobile Webmail	Outlook Windows	Outlook Windows 10 Mail	Outlook Outlook.com	Outlook iOS
AMP for Email	Not supported	Supported	Supported	Supported	Not supported	Not supported	Not supported	Not supported	Not supported
align-items	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
@font-face	Supported	Not supported	Not supported	Not supported	Not supported	Partially supported	Not supported	Not supported	Not supported
@import	Supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported	Not supported	Not supported
@media (-webkit-device-pixel-ratio: 2)	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
grid	Not supported	Supported	Supported	Supported	Not supported	Not supported	Not supported	Supported	Supported
@media (prefers-color-scheme)	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
@media (prefers-reduce-motion)	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
@media	Supported	Partially supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Partially supported	Partially supported
@supports	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported
background-blend-mode	Supported	Partially supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background-clip	Supported	Partially supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background-image	Supported	Supported	Supported	Supported	Supported	Not supported	Not supported	Supported	Supported
background-origin	Supported	Partially supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background-position	Supported	Supported	Partially supported	Partially supported	Supported	Not supported	Not supported	Supported	Supported
background-repeat	Supported	Partially supported	Partially supported	Partially supported	Supported	Not supported	Not supported	Supported	Supported
background-size	Supported	Partially supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background	Supported	Supported	Supported	Supported	Supported	Not supported	Not supported	Supported	Supported
border-image	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported
border-radius	Supported	Supported	Supported	Supported	Supported	Not supported	Not supported	Supported	Supported
box-shadow	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported

caniemail.com

*Source: statista.com

Why AMP for Email

Do we really need another format?

Varying HTML and CSS support

Email development is hard

Based on time-of-send

No interactive capabilities

300bn+
emails sent each day*

	Apple Mail iOS	Gmail Desktop Webmail	Gmail iOS	Gmail Android	Gmail Mobile Webmail	Outlook Windows	Outlook Windows 10 Mail	Outlook Outlook.com	Outlook iOS
AMP for Email	Not supported	Supported	Supported	Supported	Not supported	Not supported	Not supported	Not supported	Not supported
align-items	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
@font-face	Supported	Not supported	Not supported	Not supported	Not supported	Partially supported	Not supported	Not supported	Not supported
@import	Supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported	Not supported	Not supported
@media (-webkit-device-pixel-ratio: 2)	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
grid	Not supported	Supported	Supported	Supported	Not supported	Not supported	Not supported	Supported	Supported
@media (prefers-color-scheme)	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
@media (prefers-reduce-motion)	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Supported	Supported
@media	Supported	Partially supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Partially supported	Partially supported
@supports	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported
background-blend-mode	Supported	Supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background-clip	Supported	Supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background-image	Supported	Supported	Supported	Supported	Supported	Not supported	Not supported	Supported	Supported
background-origin	Supported	Supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background-position	Supported	Supported	Partially supported	Partially supported	Supported	Not supported	Not supported	Supported	Supported
background-repeat	Supported	Supported	Partially supported	Partially supported	Supported	Not supported	Not supported	Supported	Supported
background-size	Supported	Supported	Partially supported	Partially supported	Not supported	Not supported	Not supported	Supported	Supported
background	Supported	Supported	Supported	Supported	Supported	Partially supported	Not supported	Supported	Supported
border-image	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported
border-radius	Supported	Supported	Supported	Supported	Supported	Not supported	Not supported	Supported	Supported
box-shadow	Supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported	Not supported

caniemail.com

*Source: statista.com

Capabilities

What can AMP Emails do?



Capabilities

What can AMP Emails do?



Styling & Interactivity

Create rich, interactive experiences



Capabilities

What can AMP Emails do?



Styling & Interactivity

Create rich, interactive experiences



- Extensive CSS3 support
- State-based styling
- Animation support
- Dynamic styling



Capabilities

What can AMP Emails do?



Styling & Interactivity

Create rich, interactive experiences



- Extensive CSS3 support
- State-based styling
- Animation support
- Dynamic styling

Integrated Forms

Embed forms in emails



Capabilities

What can AMP Emails do?

Styling & Interactivity

Create rich, interactive experiences



- Extensive CSS3 support
- State-based styling
- Animation support
- Dynamic styling

Integrated Forms

Embed forms in emails

- Field level validation
- Submit without a redirect or middleware
- Progressive profiling with data collection

Capabilities

What can AMP Emails do?



Styling & Interactivity

Create rich, interactive experiences



- Extensive CSS3 support
- State-based styling
- Animation support
- Dynamic styling

Integrated Forms

Embed forms in emails

- Field level validation
- Submit without a redirect or middleware
- Progressive profiling with data collection

Real-time Content

Live text and image display on open



Capabilities

What can AMP Emails do?



Styling & Interactivity

Create rich, interactive experiences



- Extensive CSS3 support
- State-based styling
- Animation support
- Dynamic styling

Integrated Forms

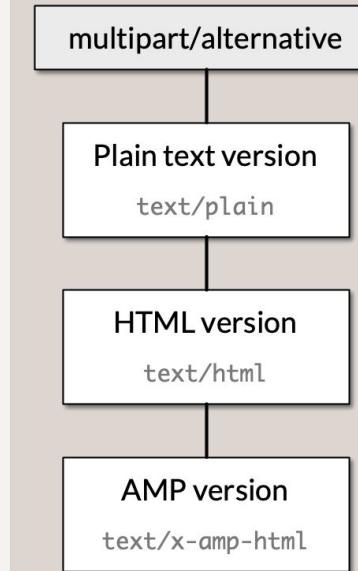
Embed forms in emails

- Field level validation
- Submit without a redirect or middleware
- Progressive profiling with data collection

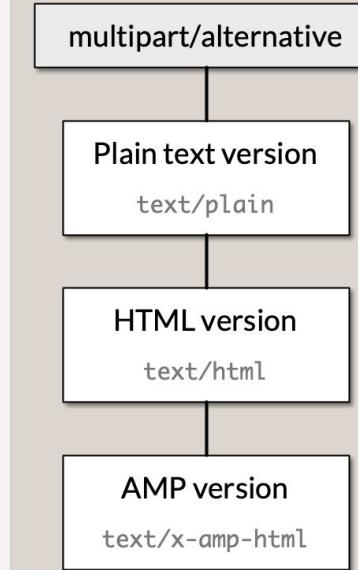
Real-time Content

Live text and image display on open

- Time-sensitive promotions and offers
- Updated dynamic displays
- Loyalty rewards
- Editing on-the-fly
- Single-use passwords

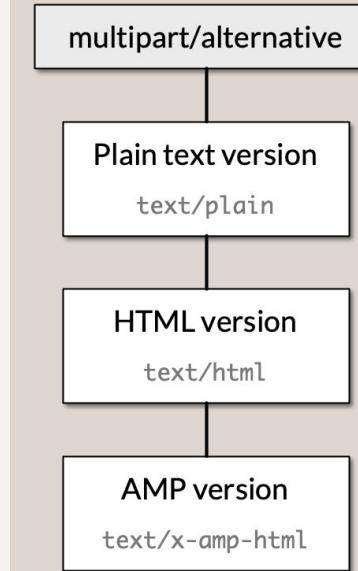


Support Web browsers



Support Web browsers

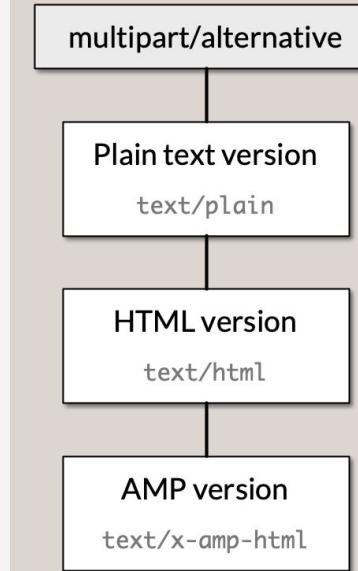




Support

Email clients





Support Email clients





AMP Emails in Action!

Demonstration

Considerations

Using AMP Emails in Salesforce Marketing Cloud



Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing



Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy

Development

Testing

Analysis

Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy

Development

Testing

Analysis

Skill Set



Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy

Development

Testing

Analysis

Skill Set

Front-end

- HTML5
- CSS3
- JavaScript

Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy
Development
Testing
Analysis

Skill Set

Front-end

- HTML5
- CSS3
- JavaScript

Back-end

- SSJS
- JSON



Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy
Development
Testing
Analysis

Skill Set

Front-end

- HTML5
- CSS3
- JavaScript

Back-end

- SSJS
- JSON

Tracking

Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy
Development
Testing
Analysis

Skill Set

Front-end

- HTML5
- CSS3
- JavaScript

Back-end

- SSJS
- JSON

Tracking

Native Capabilities

- Click Attribution
- Alias Tracking

Considerations

Using AMP Emails in Salesforce Marketing Cloud



Timing

Strategy
Development
Testing
Analysis

Skill Set

Front-end

- HTML5
- CSS3
- JavaScript

Back-end

- SSJS
- JSON

Tracking

Native Capabilities

- Click Attribution
- Alias Tracking

Advanced Schemas

- MIME-type Impressions
- Advanced Profiling



Considerations

Using AMP Emails in Salesforce Marketing Cloud

Overall Expense is Greater





Considerations

Using AMP Emails in Salesforce Marketing Cloud

Overall Expense is Greater

Be Considerate





Considerations

Using AMP Emails in Salesforce Marketing Cloud

Overall Expense is Greater

Be Considerate

Be Intentional



Considerations

Using AMP Emails in Salesforce Marketing Cloud

Overall Expense is Greater

Be Considerate

Be Intentional

Be Strategic



Considerations

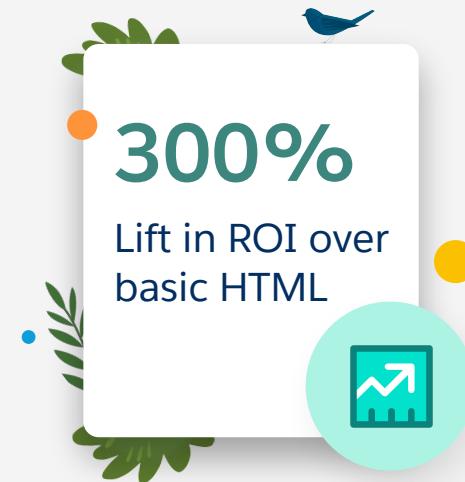
Using AMP Emails in Salesforce Marketing Cloud

Overall Expense is Greater

Be Considerate

Be Intentional

Be Strategic



Thank You

