



# Salesforce Add-on Pricing

Extend the power of Salesforce with add-ons for every product, team, company, and industry. Add new features or expand existing capabilities to create a custom Salesforce experience that truly works for you.

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# Sales

Drive strategic growth, boost productivity, and win more customers with add-ons that help every level of your sales org.

## Available with

### CPQ

\$75 user/month

Get basic configure, price, quote software.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### CPQ+

\$150 user/month

Configure, price, quote with increased process control and automation.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### Billing Growth

Contact your account exec.

Order-to-cash solution.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### Billing Plus

Contact your account exec.

Complete order-to-cash solution with usage rating and revenue recognition capabilities.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### Subscription Management

Contact your account exec.

Let customers buy on their own, across any channel, with any monetization model.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### Revenue Intelligence

\$200 user/month

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.

\*\* Included in Sales Cloud Unlimited

All prices in USD.

# Sales

Available with

## Sales Cloud Einstein

Starting at **\$50** user/month\*

Increase sales productivity and effectiveness with turnkey intelligence and automation.

- ✓ Enterprise
- ✓ Unlimited\*\*

## Marketing Cloud Account Engagement

Starting at **\$1,250** /month\* (up to 10,000 contacts)

Grow faster with the marketing automation edition that fits your business.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Sales Emails and Alerts

**\$50** user/month\*

Empower sales to connect early, often, and effectively using Sales Emails and Alerts with Marketing Cloud Account Engagement.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Partner Relationship Management (PRM)

**\$25** member/month\* or **\$10** login/month\*

Boost channel sales by building personalized experiences for your partners.

- ✓ Enterprise
- ✓ Unlimited

## External Apps

**\$35** member/month\* or **\$15** login/month\*

Boost channel sales by building personalized experiences for your partners with even more customization.

- ✓ Enterprise
- ✓ Unlimited

## Sales Engagement

**\$50** user/month\*

Purpose-built productivity console for inside sales.

- ✓ Enterprise
- ✓ Unlimited\*\*

\* Total cost billed annually.

\*\* Included in Sales Cloud Unlimited  
All prices in USD.

# Sales

Available with

## Einstein Conversation Insights

\$50 user/month\*

Conversational intelligence for sales or service.

- ✓ Enterprise
- ✓ Unlimited\*\*

## Einstein Relationship Insights

\$50/user/month for Starter or \$150/user/month for Growth

AI-powered research assistant that explores disparate data to discover critical relationships.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

## Sales Dialer

Starting at \$5 user/month\*

Click-to-dial and automatic logging features.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Social Intelligence

\$25 user/month\*

Share social data with stakeholders to shape business strategies.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Enablement

\$100 user/month\*

Improve rep efficiency with outcome-based enablement, delivered in the flow of work.

- ✓ Enterprise
- ✓ Unlimited

## Sales Enablement (formerly myTrailhead)

\$25 user/month\*

Give your reps the enablement they need – exactly when they need it.

Note: As of May 1 2023, Sales Enablement (fka myTrailhead) is end of sale, and can only be sold to customers who currently have myTrailhead licenses.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.

\*\* Included in Sales Cloud Unlimited

All prices in USD.

# Sales

Available with

## Quip Advanced

\$100 user/month\*

Accelerate growth with real-time sales planning inside of Salesforce.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Salesforce Maps

Starting at \$75 user/month\*

Optimize sales processes with location-based intelligence.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Territory Planning

\$75 user/month\*

Get advanced optimization that balances territories and takes plans out of spreadsheets.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

## Sales + Service

[salesforce.com/editions-pricing/sales-and-service-cloud/](https://salesforce.com/editions-pricing/sales-and-service-cloud/)

Get a more complete view of customers by connecting sales and service.

- ✓ Starter
- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

# PRM

## CPQ for Partner Experience

\$25/member/month\* or \$10/login/month\*

Accelerate your channel sales and make it easy for partners to sell your products and services. Requires purchase of CPQ.

- ✓ Enterprise
- ✓ Unlimited

## Distributed Marketing for Partners

\$15/member/month\* or \$6/login/month\*

Empower partners to build demand and deliver consistent experiences for customers across your channel.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.

\*\* Included in Sales Cloud Unlimited

All prices in USD.

# Sales

Available with

## Experience Analytics

\$25/member/month\* or \$10/login/month\*

Share AI-powered analytics dashboards with partners, providing your channel with the insight needed to drive business.

- ✓ Enterprise
- ✓ Unlimited

## Mobile Publisher for Experience Cloud

\$5/member or employee/month\* or \$2/login/month\*

Transform any digital experience into a branded mobile app – no code needed.

- ✓ Enterprise
- ✓ Unlimited

## Platform Expansion

### Request a Quote

Integrate more data, apps, and storage into every experience.

- ✓ Enterprise
- ✓ Unlimited

## External Apps

### Experience Analytics

\$25/member/month\* or \$10/login/month\*

Share AI-powered analytics dashboards with partners, providing your channel with the insight needed to drive business.

- ✓ Enterprise
- ✓ Unlimited

### Distributed Marketing for Partners

\$15/member/month\* or \$6/login/month\*

Empower partners to build demand and deliver consistent experiences for customers across your channel.

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\* Total cost billed annually.

\*\* Included in Sales Cloud Unlimited

All prices in USD.

# Service

Unleash the full potential of your service teams. Get add-ons that help you reach and satisfy more customers – online, on the phone, or in the field.

## Contact Center

Available with

### Salesforce Contact Center

\$150/user/month

Transform your contact center into an intelligent engagement center.



Unlimited

### Service Cloud Voice

Starting at \$50/user/month\*

Natively integrate voice calling into your Customer 360 solution.



Enterprise



Unlimited

### Self-Service (Customer Community)

\$5/member/month\* or \$2/login/month\*

Deliver a completely connected self-service experience with Customer Community.



Enterprise



Unlimited

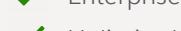
### Self-Service (Customer Community+)

\$6/login or \$15/member/month

Deliver complex self-service experiences and gain access to performance data with Customer Community+.



Enterprise



Unlimited

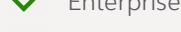
### Digital Engagement

\$75 user/month\*

Reach customers across every digital channel.



Enterprise



Unlimited

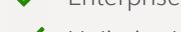
### Salesforce Scheduler

\$25 user/month\* or \$15 asset/month

Manage appointments and schedule assets such as classrooms or equipment. This is not a replacement for field service capabilities.



Enterprise



Unlimited

\* Total cost billed annually.

All prices in USD.

# Service

## Field Service

Available with

### Salesforce Field Service

Starting at **\$50** user/month\*

Deliver trusted field service from anywhere – fast.

- ✓ Enterprise
- ✓ Unlimited

### Appointment Assistant

**\$25** user/month\*

Build loyalty with appointment updates and flexible scheduling.

- ✓ Enterprise
- ✓ Unlimited

### Visual Remote Assistant

**\$50** user/month\*

Engage customers and empower employees from the contact center to the field with real-time visual support.

- ✓ Enterprise
- ✓ Unlimited

## Service Automation & AI

### Orchestrator

**\$1**/orchestration run/org

Fast-track work between people and departments by automating multiuser workflows.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### Service Cloud Einstein

**\$50** user/month\*

Boost agent productivity, personalize every customer interaction with built-in AI, and scale smarter service across every channel.

- ✓ Enterprise
- ✓ Unlimited

## Employee Service

### Workplace Command Center

**\$5** user/month

Manage workplace operations from a single hub.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Service

Available with

## Employee Productivity — Starter

**\$0** user/month – with the purchase of one or more Employee Service – Agent licenses.  
Give every employee easy access to apps, self-service support, and knowledge.

- ✓ Enterprise
- ✓ Unlimited

## Employee Productivity — Plus

**\$10** user/month – with the purchase of one or more Employee Service – Agent licenses.  
Streamline service with cross-departmental ticketing, bots, and custom objects.

- ✓ Enterprise
- ✓ Unlimited

## Employee Service — Agent

**\$75** user/month  
Route, respond, and report on tickets, access library of workflow templates, manage inventory.

- ✓ Enterprise
- ✓ Unlimited

## IT Service Center — Endpoint Management

**\$4** device/month – A minimum of 1,000 endpoints is required.  
Manage employee assets, monitor live performance data, and manage software.

- ✓ Enterprise
- ✓ Unlimited

# Sales + Service

## Sales + Service

[salesforce.com/editions-pricing/sales-and-service-cloud/](https://salesforce.com/editions-pricing/sales-and-service-cloud/)  
Get a more complete view of customers by connecting sales and service.

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## Sales Enablement

**\$25** user/month\*  
Give your reps the enablement they need – exactly when they need it.

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- ✓ Unlimited

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All prices in USD.

# Service

## Available with

### CPQ

\$75 user/month

Get basic configure, price, quote services.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

### CPQ+

\$150 user/month

Configure, price, quote services with increased process control and automation.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

### Billing Growth

Contact your account exec.

Order-to-cash solution.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

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Contact your account exec.

Let customers buy on their own, across any channel, with any monetization model.

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- ✓ Performance

### Quip Advanced

\$100 user/month\*

Accelerate growth with real-time sales planning inside of Salesforce.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Service

## Feedback & Analytics

Available with

### Salesforce Feedback Management — Growth

\$42,000/org/month

Automate and analyze feedback at every stage of a customer journey.

✓ Enterprise

✓ Unlimited

### Salesforce Feedback Management — Starter

\$12,000/org/month

Improve customer experiences with unified feedback.

✓ Enterprise

✓ Unlimited

### Customer Lifecycle Analytics

\$150/user/month\*

Using AI-powered insights, dive deeper into survey performance and response data.  
Requires Salesforce Surveys response pack or Feedback Management.

✓ Enterprise

✓ Unlimited

### Salesforce Surveys Response Pack

\$300 per 1,000 responses

Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise

✓ Unlimited

## Elastic Services

### Elastic Services

\$2,000 org/month (shared with sandbox and scratch orgs)

Deliver scalable experiences fast using Salesforce Functions. Includes 1 million GB-seconds of invocations/month and 235,000 daily API limit for functions.

✓ Enterprise

✓ Unlimited

### Elastic Services — Additional Capacity

\$45 org/month (shared with sandbox and scratch orgs)

Deliver scalable experiences fast using Salesforce Functions. Includes 1 million GB-seconds of invocations/month and 235,000 daily API limit for functions.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Service

## Self Service

Available with

### Digital Engagement

\$75 user/month\*

Reach customers across every digital channel.

✓ Enterprise

✓ Unlimited

### Einstein Bots

\$50/100 conversations/month\*

Provide customers with intelligent, self-service bots. Requires Service UE or Digital Engagement.

✓ Enterprise

✓ Unlimited

### Mobile Publisher for Experience Cloud

\$5/member or employee/month\* or \$2/login/month\*

Transform any Lightning Experience into a branded mobile app – no code needed.

✓ Enterprise

✓ Unlimited

### Experience Analytics

\$25/member/month\* or \$10/login/month\*

Give partners the power of AI-powered analytics in their communities.

✓ Enterprise

✓ Unlimited

### Lightning Platform Expansion

Request a Quote

Integrate more data, apps, and storage into every experience.

✓ Enterprise

✓ Unlimited

### Salesforce Maps for Experience

\$25/member/month and \$10/login/month

Extend location intelligence to customers, partners, and employees.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.

All prices in USD.

# Marketing

Enhance every part of your marketing, including email, mobile, social, digital advertising, and data management.

## Data Cloud for Marketing

Available with

### Segmentations and Activations

\$1,000/100,000 credits\*

Purchase credits to create segments and send to activation targets.

Data Cloud

✓ Starter for Marketing

### Data Services

\$1,000/100,000 credits\*

Expand or replenish data services credits in addition to that provided with the starter pack.

Data Cloud

✓ Starter for Marketing

### Ad Audiences

\$2,400/audience\*

Activate segments to advertising platforms.

Data Cloud

✓ Starter for Marketing

### Data Storage

\$1,800/TB\*

Additional storage from that provided with the starter pack.

Data Cloud

✓ Starter for Marketing

## Marketing Cloud Engagement

### Distributed Marketing

\$50/user/month\*

Enables Sales Cloud and Service Cloud users with Distributed Marketing.

✓ Pro

✓ Corporate

✓ Enterprise

### Einstein Engagement

Starting at \$1,250 /month\*

Find the optimal number of messages to send, predict how customers will engage with your messages, and create stronger, intelligence-driven subject lines that drive clicks. Even get notifications about any drops or gains in KPIs.

✓ Pro

\* Total cost billed annually.  
All prices in USD.

# Marketing

Available with

## Intelligence Reports Advanced for Engagement

[Request a Quote](#)

Analyze, visualize, and report on email, mobile, and journey data – all within Marketing Cloud Engagement.

- ✓ Pro
- ✓ Corporate
- ✓ Enterprise

## Journey Builder

Starting at **\$1,250** /month\*

Deliver cross-channel personalized experiences at every step of the customer lifecycle with campaign management. Included in Corporate and Enterprise editions.

- ✓ Pro

## Mobile Connect

[Request a Quote](#)

Drive customer engagement with SMS messaging.

- ✓ Pro

## Encryption at Rest

[Request a Quote](#)

For customers who wish to have their own database and unique encryption key.

- ✓ Pro
- ✓ Corporate
- ✓ Enterprise

## Field Level Encryption

[Request a Quote](#)

Encrypt data at rest to facilitate compliance with corporate privacy policies, regulatory requirements, and contractual obligations for handling private data. The system converts encrypted fields to plain text at the time of send.

- ✓ Pro
- ✓ Corporate
- ✓ Enterprise

## Sender Authentication Package

[Request a Quote](#)

Sender Authentication Package is an account branding tool that gives you the ability to customize links and images to match branding for the authenticated domain you're sending email from.

- ✓ Pro
- ✓ Corporate
- ✓ Enterprise

\* Total cost billed annually.  
All prices in USD.

# Marketing

Available with

## Google Analytics 360 Integration for Marketing Cloud

Starting at **\$1,250** /month\*

Measure performance and engage across channels based on web or app activity.  
Requires a Google Analytics 360 account license and Journey Builder.

- Pro
- Corporate
- Enterprise

## Marketing Cloud Advertising

Starting at **\$2,000**/month\*

Leverage CRM data to power personalized advertising at scale.

- Pro
- Corporate
- Enterprise

## Marketing Cloud Account Engagement

### Engagement History Dashboards

**\$300**/user/year\*

View engagement data on the account, lead, contact, or opportunity records.

- Growth
- Plus
- Advanced
- Premium

## Sales Emails and Alerts

**\$50** user/month\*

Empower sales to connect early, often, and effectively using Sales Emails and Alerts with Marketing Cloud Account Engagement.

- Growth
- Plus
- Advanced
- Premium

## B2B Marketing Analytics Plus

**\$3,000**/month\*

Use intelligent insights to determine what efforts improve campaign performance and marketing ROI.

- Plus
- Advanced
- Premium

## Premier Success

[Request a quote.](#)

Success Plans help customers drive adoption, get support and boost productivity to maximize ROI from Salesforce.

- Growth
- Plus
- Advanced
- Premium

\* Total cost billed annually.  
All prices in USD.

# Marketing

Available with

## Bring your own encryption key at rest

\$30,000/month\*

Safeguard your data and enable your team to protect your customers' data at any moment.

✓ Premium

## Marketing Cloud Personalization

### Unique Visitors

100,000/\$9,000

Scale customer personalization with the edition that is sized to your brand's needs.

✓ Growth

✓ Premium

### Named Profiles

100,000 starting at \$6,000 for Growth

Scale customer personalization with the edition that is sized to your brand's needs.

✓ Growth

✓ Premium

## Marketing Cloud Intelligence

### Granular Data Center

Request a Quote

Surface deeper insights into marketing performance with granular data.

✓ Starter

✓ Growth

✓ Plus

### Sandbox

Request a Quote

Ensure data governance best practice with a dedicated testing environment.

✓ Starter

✓ Growth

✓ Plus

### Media Impact Optimization

Request a Quote

Bundle of Media Planning Center and Media Transparency Center at a discounted price.

✓ Starter

✓ Growth

✓ Plus

\* Total cost billed annually.  
All prices in USD.

# Marketing

Available with

## Media Planning Center

Request a Quote

Optimize your media budget allocations with advanced planning analytics, and use AI to forecast performance and make data-driven decisions based on past campaigns.

- ✓ Starter
- ✓ Growth
- ✓ Plus

## Media Transparency Center

Request a Quote

Reconcile your planned and delivered spend automatically for in-flight pacing, discrepancy analysis, billing, and reporting.

- ✓ Starter
- ✓ Growth
- ✓ Plus

## Executive Workspace

Request a Quote

Create an executive view of your marketing data from across all your Intelligence workspaces.

- ✓ Starter
- ✓ Growth
- ✓ Plus

## Developer API Access

\$1,000/user/month

Innovate and extend your Intelligence platform with developer-friendly APIs.

- ✓ Starter
- ✓ Growth
- ✓ Plus

## Loyalty Management

### Loyalty Management

Starting at **\$20,000** org/month\*

Easily build, deploy, track, and manage your customer loyalty program across teams, organizations, and partners.

- ✓ Pro
- ✓ Corporate
- ✓ Enterprise

### Tableau CRM for Loyalty Management

\$150 user/month\*

Get AI insights with a complete analytics platform for loyalty management.

- ✓ Pro
- ✓ Corporate
- ✓ Enterprise

\* Total cost billed annually.  
All prices in USD.

# Commerce

Grow your commerce solution with powerful add-ons that further unify the customer experience across all channels.

## B2C

### Available with

#### Salesforce Payments for B2C

##### Request a Quote

Launch B2C commerce sites with a secure, out-of-the-box payment solution that scales, simplifies integration, and targets fraud.

- ✓ Starter
- ✓ Growth
- ✓ Plus

## B2B

#### Additional Storefronts

##### Request a Quote

Add an individual storefront to deploy a separate ecommerce site.

- ✓ Starter
- ✓ Growth
- ✓ Plus

#### Additional Product SKUs

##### Request a Quote

Increase the number of products you can sell through your B2B commerce storefront.

- ✓ Starter
- ✓ Growth
- ✓ Plus

#### Unmanaged Orders

##### Request a Quote

Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.

- ✓ Starter
- ✓ Growth

## OMS

#### Additional Omnichannel Inventory Locations

##### Request a Quote

Increase the number of locations you can fulfill from.

- ✓ Starter
- ✓ Growth
- ✓ Plus

#### Salesforce Payments for B2B2C

##### Request a Quote

Launch B2B2C storefronts with a secure, out-of-the-box payment solution that scales, simplifies integration, and targets fraud.

- ✓ Starter
- ✓ Growth
- ✓ Plus

\* Total cost billed annually.  
All prices in USD.

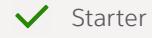
# Commerce

Available with

## Additional Storefronts

### Request a Quote

Add an individual storefront to deploy a separate ecommerce site.



## Unmanaged Orders

### Request a Quote

Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.



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All prices in USD.

# Platform

Add power and tools to your custom platform. Empower partners, boost security, support dev, and get deeper visibility into your apps.

## Environments

### Available with

#### Developer Sandbox

##### Platform Expansion

An individual development environment with a copy of all your metadata

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

#### Developer Pro Sandbox

##### 5% of net spend

A collaborative development environment with a copy of all your metadata

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

#### Partial Copy Sandbox

##### 20% of net spend

A testing environment with a partial sample of your customer data and all your metadata

- ✓ Enterprise
- ✓ Unlimited

#### Full Copy Sandbox

##### 30% of net spend

A complete replica of your production org, including all customer data and metadata

- ✓ Enterprise
- ✓ Unlimited

#### Scratch Org

##### \$25 org/month\*

Source-driven, CLI accessible, disposable environments

- ✓ Enterprise
- ✓ Unlimited

#### Apex Debugger

##### \$1,500 org/month\*

Find and fix bugs in your Apex code.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Platform

Available with

## Salesforce Data Mask

**10%** of net spend\*

Mask confidential or protected information, such as personally identifiable information (PII), when deploying sandbox environments.

✓ Enterprise

✓ Unlimited

## Security

### Privacy Center

**15%** of net spend

Suite of data management tools to automate privacy law compliance, data retention and archive, and data subject rights.

✓ Enterprise

✓ Performance

✓ Unlimited

✓ Developer

### Security Center

**10%** of net spend

Easily manage your security, compliance, and governance metrics across all your Salesforce environment in a single view.

✓ Enterprise

✓ Unlimited

### Shield

**30%** of net spend

Protect, monitor, and retain critical Salesforce data with Platform Encryption, Event Monitoring, and Field Audit Trail bundled together.

✓ Enterprise

✓ Unlimited

### Platform Encryption

**20%** of net spend

Encrypt sensitive data at rest while preserving business functionality.

✓ Enterprise

✓ Unlimited

### Event Monitoring

**10%** of net spend

Add visibility and automation to your Salesforce data.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Platform

Available with

## Field Audit Trail

**\$10%** of net spend

Strengthen data integrity for compliance and to gain insight.

✓ Enterprise

✓ Unlimited

## Cache-only Keys for Platform Encryption

**\$4,000** org/month\*

Maintain encryption keys entirely outside of Salesforce and fetch them on demand from a key service that you control.

✓ Enterprise

✓ Unlimited

## Salesforce Data Mask

**10%** of net spend\*

Mask confidential or protected information, such as personally identifiable information (PII), when deploying sandbox environments.

✓ Enterprise

✓ Unlimited

## Additional Platform Capacity

### Additional API Calls

**\$25**/month\* for 10,000 daily calls

Increase the number of API calls per day so you can integrate all your external systems, and enhance your apps, data, and processes.

✓ Professional

✓ Enterprise

✓ Unlimited

### Additional Flow Entitlements

**\$1,000** org/month\*

Transform your Salesforce experience with more Flow capacity. Includes 10,000 Flows with screens, 10 million Flows without screens, and 50,000 paused flows.

✓ Professional

✓ Enterprise

✓ Unlimited

### Additional Scheduled Analytics Bundle

**\$500** org/month\*

Automatically run reports and deliver insights right to your inbox. Includes one additional scheduled dashboard, report, and snapshot every hour.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Platform

Available with

## Additional Dynamic Dashboards

\$250 org/month\*

Includes five additional Dynamic Dashboards.

- ✓ Enterprise
- ✓ Unlimited

## Big Objects

\$1,000/month\* for 50 million records

Hyperscale big data storage for a complete view of your customers; store, manage, and act on up to billions of records natively.

- ✓ Enterprise
- ✓ Unlimited

## Additional Custom Objects

\$75 user/month\*

Build additional apps on custom objects to realize greater business efficiency. Gives each licensed user access to up to 2,000 custom objects.

- ✓ Enterprise
- ✓ Unlimited

## Platform Events

\$500/month for 100,000 daily events

Build a modern, event-driven integration architecture for speed and scale.

- ✓ Enterprise
- ✓ Unlimited

## Platform Expansion for Experience Cloud

[Request a quote](#)

Customize your existing communities with custom objects, APIs calls, and storage, and realize the power of the platform.

- ✓ Enterprise
- ✓ Unlimited

## Salesforce Feedback Management — Growth

\$42,000/org/month

Automate and analyze feedback at every stage of a customer journey.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Platform

Available with

## Salesforce Feedback Management — Starter

\$12,000/org/month

Improve customer experiences with unified feedback.

✓ Enterprise

✓ Unlimited

## Salesforce Surveys Response Pack

\$300/1,000 responses\*

Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise

✓ Unlimited

## Customer Lifecycle Analytics

\$150/user/month\*

Using AI-powered insights, dive deeper into survey performance and response data.  
Requires Salesforce Surveys response pack.

✓ Enterprise

✓ Unlimited

## Integration Services

### Change Data Capture

\$5,000 org/month\*

Keep external systems in sync with your Salesforce data.

✓ Professional

✓ Enterprise

✓ Unlimited

### Salesforce Connect

\$4,000 connection/month\*

Access, display, and change data from an external data source in real time without importing data.

✓ Enterprise

✓ Unlimited

### Salesforce Data Pipelines

\$2,500 /org/month for 100M rows of data

Enrich and modify Salesforce data at scale without taking data outside of your Salesforce org.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Platform

Available with

## Web Services API

\$25 user/month\*

Integrate with external apps using REST, SOAP, Bulk, and Streaming APIs.  
Included in Enterprise and Unlimited licenses.

✓ Professional

## Einstein Platform Services

### Einstein Predictions

\$75 user/month\*

Create custom predictions on any Salesforce object.

✓ Enterprise

✓ Unlimited

### Einstein Next Best Action Additional Requests

\$50 org/month for 10,000 requests

Deliver optimal recommendations at the point of maximum impact.

✓ Professional

✓ Enterprise

✓ Unlimited

### Einstein Vision and Language

\$4,000 for 1 million predictions/org/month

Embed computer vision and natural language processing in your apps.

✓ Professional

✓ Enterprise

✓ Unlimited

## Identity

### Customer 360 Identity

Starting at \$2,000 for 25,000 users /month\*

Build richer relationships with customers and partners by creating and maintaining a single identity for interaction across all channels.

✓ Enterprise

✓ Unlimited

### Identity Connect

\$1 user/month\*

Seamlessly and instantaneously integrate your active directory with Salesforce. Companies that use AD for user management can use Identity Connect to manage Salesforce accounts.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# Platform

Available with

## Identity for Employees

\$5 user/month\*

Simplify employee access management and connect all your business apps with single sign-on, and elevate the employee experience.

✓ Enterprise

✓ Unlimited

## Identity Verification Credits

\$1,250 org/month\*

Enhance your Identity for Customers and Partners experience by getting rid of passwords for login.

✓ Enterprise

✓ Unlimited

## Mobile

### Mobile App Plus

\$25 user/month\*

Enhance the Salesforce mobile app with custom branding, additional security features, and managed packaging and distribution.

✓ Enterprise

✓ Unlimited

### Mobile Publisher for Experience Cloud

\$5/member or employee/month\* or \$2/login/month\*

Transform any Lightning Experience into a branded mobile app – no code needed.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

# MuleSoft

Get advanced tools, power, and customizations to connect any app, data, or device – in the cloud or on-premises.

Available with

## API Management and Security

[Request a Quote](#)

Manage APIs and secure them using prebuilt and custom API policies.

- Gold
- Platinum
- Titanium

## API Experience Management

[Request a Quote](#)

Create and nurture a community of developers and partners to foster adoption of API products.

- Gold
- Platinum
- Titanium

## Premium Connectors

[Request a Quote](#)

Integrate with SAP, Oracle EBS, and more using premium prebuilt connectors.

- Gold
- Platinum
- Titanium

## Applications Deployed and Managed in the European Union

[Request a Quote](#)

Host all your integrations and API capabilities in the European Union.

- Gold
- Platinum
- Titanium

## Government Cloud Deployment

[Request a Quote](#)

Build and deploy APIs and integrations in a FedRAMP-compliant cloud environment.

- Gold
- Platinum
- Titanium

## Data Tokenization

[Request a Quote](#)

Secure sensitive data in transit with format-preserving encryption and vaultless tokenization.

- Gold
- Platinum
- Titanium

\* Total cost billed annually.  
All prices in USD.

Available with

## Edge Security

[Request a Quote](#)

Build multiple layers of defense with policy-driven perimeter gateways.

- ✓ Gold
- ✓ Platinum
- ✓ Titanium

## Enterprise Grade Cloud Messaging

[Request a Quote](#)

Perform advanced asynchronous messaging scenarios between applications.

- ✓ Gold
- ✓ Platinum
- ✓ Titanium

\* Total cost billed annually.  
All prices in USD.

# Analytics

Find custom analytics tools for every part of your business – or make your current analytics more intelligent and predictive.

Available with

## Salesforce Shield

30% of net spend

Encryption at REST and Event Monitoring Analytics

- ✓ Enterprise
- ✓ Unlimited

## CRM Analytics Apps

### Revenue Intelligence

\$200 user/month

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

- ✓ Enterprise
- ✓ Unlimited

### Sales Cloud Einstein

\$50 user/month\*

Uncover trends and insights with advanced sales analytics

- ✓ Enterprise
- ✓ Unlimited

### Service Cloud Einstein

\$50 user/month\*

Create smarter managers, more productive agents, and happier customers with service analytics.

- ✓ Enterprise
- ✓ Unlimited

### B2B Marketing Analytics

Included in: Marketing Cloud Account Engagement Plus, Advanced, and Premium.

Maximize marketing and sales efforts with advanced marketing analytics.

- ✓ Enterprise
- ✓ Unlimited

### CRM Analytics for Experience Cloud

\$25/member/month\* or \$10/login/month\*

Share personalized analytics with your external apps, partners, and communities, providing them with the insights needed to drive their business.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.

All prices in USD.

\*\* Add-on to Tableau license, qualifying CRM Analytics license also required.

# Analytics

## CRM Analytics Apps

Available with

### CRM Analytics for Net Zero Cloud

\$150 user/month\*

Get faster to net zero with AI-powered insights and rich data visualization in executive-ready dashboards.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

### CRM Analytics for Financial Services Cloud

\$150 user/month\*

Get AI-powered insights with a complete intelligence platform for wealth, banking, and insurance.

- ✓ Enterprise
- ✓ Unlimited

### CRM Analytics for Health Cloud

\$150 user/month\*

Get a complete intelligence platform for providers, payers, and medical devices.

- ✓ Enterprise
- ✓ Unlimited

### CRM Analytics for Consumer Goods Cloud

\$150 user/month\*

Track inventory, store performance, and the entire health of your business.

- ✓ Enterprise
- ✓ Unlimited

### CRM Analytics for Manufacturing Cloud

\$150 user/month\*

Boost revenue and increase customer satisfaction with on-time delivery, powered by intelligent analytics.

- ✓ Enterprise
- ✓ Unlimited

### CRM Analytics for Automotive Cloud

Starting at \$150 user/month\*

Surface actionable business insights embedded where you work.

- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

\*\* Add-on to Tableau license, qualifying CRM Analytics license also required.

# Analytics

Available with

## CRM Analytics for Customer Lifecycle Management

\$150 user/month\*

Dive into the performance and response data in your Salesforce Surveys response pack.

✓ Enterprise

✓ Unlimited

## CRM Analytics for Loyalty Management

\$150 user/month\*

Boost loyalty program performance and increase member engagement with AI insights.

✓ Enterprise

✓ Unlimited

## CRM Analytics for Revenue Operations

\$150 user/month\*

Boost forecasting accuracy and build stronger pipeline with a complete AI platform.

✓ Enterprise

✓ Unlimited

## CRM Analytics for Communications Cloud

\$150 user/month\*

Uncover communications-specific insights across negotiation, sales, and service.

✓ Enterprise

✓ Unlimited

## CRM Analytics for Energy & Utilities Cloud

\$150 user/month\*

Get AI-powered insights with a complete intelligence platform for energy and utilities.

✓ Enterprise

✓ Unlimited

## CRM Analytics for Public Sector

\$150 user/month\*

Get AI-powered insights with a complete intelligence platform for the public sector.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.  
All prices in USD.

\*\* Add-on to Tableau license, qualifying CRM Analytics license also required.

# Analytics

Available with

## CRM Analytics for Media

\$150 user/month\*

Maximize subscriber lifetime value with data-driven selling.

✓ Enterprise

✓ Unlimited

## Other Tableau Add Ons

### Einstein Discovery in Tableau

\$25 user/month\*\*

Bring trusted predictions and recommendations to every Tableau user across your org.

✓ Enterprise

✓ Unlimited

\* Total cost billed annually.

All prices in USD.

\*\* Add-on to Tableau license, qualifying CRM Analytics license also required.

# Quip

Increase sales, deliver great customer service, and align your teams. Create, edit, discuss, and organize your work, all in one place.

Available with

## Quip Shield

**30%** of net Quip spend

Comprehensive security add-on bundle includes Enterprise Key Management, Governance, Event Monitoring, and Antivirus Scanning.

- ✓ Quip Plus
- ✓ Quip Advanced

## Quip Advanced Encryption

**20%** of net Quip spend

Create, manage, and control your own encryption keys.

- ✓ Quip Plus
- ✓ Quip Advanced

## Quip Governance

**10%** of net Quip spend

Manage and report on custom data retention policies and data holds for all Quip data.

- ✓ Quip Plus
- ✓ Quip Advanced

## Quip Event Monitoring

**10%** of net Quip spend

Monitor critical business data via real-time, auditable event logs.

- ✓ Quip Plus
- ✓ Quip Advanced

## Quip Antivirus Scanning

**10%** of net Quip spend

Control access to your corporate data, monitor for suspicious employee activity, and actively protect against malware and ransomware attacks.

- ✓ Quip Plus
- ✓ Quip Advanced

\* Total cost billed annually.  
All prices in USD.

# Industries

Discover or build custom solutions to meet the needs of your industry, like healthcare, financial services, and more.

## Financial Services Cloud

Available with

### OmniStudio — 200,000 Additional Calls

\$10,000 org/month

Scale process automation with additional calls.

- ✓ Enterprise
- ✓ Unlimited

### Business Rules Engine Calls — 100,000 Additional Calls

\$10,000/org/month

Configure sophisticated rating procedures with factor tables, functions, and arithmetic.

- ✓ Enterprise
- ✓ Unlimited

### Flow Orchestration

\$1/orchestration run/org

Create multistep processes that interact with multiple users.

- ✓ Enterprise
- ✓ Unlimited

### Anypoint Starter for Industry Clouds

48,000/instance/year

Connect to legacy and third-party systems using industry-standard integrations with MuleSoft Direct for Financial Services Cloud.

- ✓ Gold

### Financial Services Cloud Intelligence

\$200 user/month\*

Purpose-built analytics and AI for Financial Services Cloud.

- ✓ Enterprise
- ✓ Unlimited

### CRM Analytics for Financial Services Cloud

\$150 user/month\*

Get prebuilt, customizable financial services-specific AI-powered analytics.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Experience Cloud for Financial Services Cloud

\$10/member/month or \$4/login/month

Launch simple client-facing sites and portals that use industry data models, components, flows, and templates.

✓ Enterprise

✓ Unlimited

## Experience Cloud+ for Financial Services Cloud

\$35/member/month or \$15/login/month

Build robust client-facing sites and portals with full data sharing and reporting access.

✓ Enterprise

✓ Unlimited

## External Apps+ for Financial Services Cloud

\$75/member/month or \$30/login/month

Build fully featured partner-facing sites and portals that use both the sales and industry data models, components, flows, and templates.

✓ Enterprise

✓ Unlimited

## Intelligent Document Reader

\$0

Increase efficiency by automatically extracting forms data into Financial Services Cloud.

✓ Enterprise

✓ Unlimited

## Einstein Relationship Insights

\$50/user/month for Starter or \$150/user/month for Growth

Book customer appointments with the right specialist at the right time and place.

✓ Enterprise

✓ Unlimited

✓ Performance

## Salesforce Scheduler

\$25 user/month\* or \$15 asset/month\*

Book customer appointments with the right specialist at the right time and place.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Shield

**\$30%** of net spend

Meet compliance and industry regulations by protecting, monitoring, and retaining critical Salesforce data.

✓ Enterprise

✓ Unlimited

## Digital Engagement

**\$75** user/month\*

Reach customers across every digital channel.

✓ Enterprise

✓ Unlimited

## Einstein Bots

**\$50/100** conversations/month\*

Provide customers with intelligent, self-service bots that help place travel notifications and report lost credit cards. Requires Service UE or Digital Engagement.

✓ Enterprise

✓ Unlimited

## Salesforce Feedback Management — Growth

**\$42,000/org**/month

Automate and analyze feedback at every stage of a customer journey.

✓ Enterprise

✓ Unlimited

## Salesforce Feedback Management — Starter

**\$12,000/org**/month

Improve customer experiences with unified feedback.

✓ Enterprise

✓ Unlimited

## Customer Lifecycle Analytics

**\$150/user**/month\*

Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Salesforce Surveys Response Pack

\$300/1,000 responses

Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise

✓ Unlimited

## Health Cloud

### Field Service

Starting at \$50 user/month\*

Empower field care providers with mobile patient management and optimize workforce scheduling.

✓ Enterprise

✓ Unlimited

### Salesforce Scheduler

\$25/user/month\* or \$15/asset/month\*

Streamline scheduling for your patients, members, and employees to improve team productivity and customer engagement.

✓ Enterprise

✓ Unlimited

### CRM Analytics for Health Cloud

\$150 user/month\*

Get AI-powered insights with a complete intelligence platform for providers, payers, and medical devices.

✓ Enterprise

✓ Unlimited

### Virtual Care

\$0 (billed through AWS)

Improve access and lower costs with a connected virtual health experience.

✓ Enterprise

✓ Unlimited

### Intelligent Document Reader

\$0 (billed through AWS)

Automate manual data entry by extracting text from faxed documents and mapping that data to Salesforce records.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Medication Management

\$75/user/month

Automate drug reconciliation process during transitions in care.

✓ Enterprise

✓ Unlimited

## Provider Network Management

\$100 user/month

Decrease provider onboarding time while increasing operational efficiency.

✓ Enterprise

✓ Unlimited

## Distribution Management

\$100 user/month

Decrease channel partners onboarding time while increasing operational efficiency.

✓ Enterprise

✓ Unlimited

## Benefit & Sales Administration — Individual, Family & Medicare

\$125 user/month

Unify health benefits administration from quote to renewal for Individual, Family, or Medicare members.

✓ Enterprise

✓ Unlimited

## Benefit & Sales Administration — Groups

\$175 user/month

Optimize customer experiences and boost member engagement.

✓ Enterprise

✓ Unlimited

## Rebate Management

\$20,000/org/month\*

Program approvals, rebate tiers and thresholds, rebate types, and payout periods in scalable platform.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## OmniStudio - Additional Calls (2M)

\$10,000/unit/month (\$120k/yr) (One SKU = one unit)

Scale process automation with additional calls

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

## Business Rules Engine — Additional Calls

\$10,000/unit/month (\$120,000/year) for 100,000 BRE calls/month

Scale process automation with additional calls.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

## Advanced Therapy Management — Additional Capacity

\$2,500 org/month\*

500 additional patients per organization.

- ✓ Enterprise
- ✓ Unlimited

## Einstein Relationship Insights

\$50/user/month for Starter or \$150/user/month for Growth

Automate relationship discovery and visualize key networks with Einstein Relationship Insights.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

## Data Cloud for Health

### Data Cloud Starter for Health

\$108,000/org/year\*

Bring real-time moments to every customer.

- ✓ Enterprise
- ✓ Unlimited

### Unified Health Scoring

\$10,000/org/month\*\*

Understand the whole health of patients with real-time data.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Data Services

\$1,000/100,000 credits\*

Expand or replenish data services credits in addition to that provided with the starter pack.

✓ Enterprise

✓ Unlimited

## Data Storage

\$1,800/TB\*

Additional storage from that provided with the starter pack.

✓ Enterprise

✓ Unlimited

## Segmentations and Activations

\$1,000/100,000 credits\*

Purchase credits to create segments and send to activation targets.

✓ Enterprise

✓ Unlimited

## Experience Cloud for Health Cloud

### Experience Cloud for Health Cloud

\$10/member/month and \$4/login/month

Launch simple patient-facing sites that use industry data models, components, flows, and templates.

✓ Enterprise

✓ Unlimited

### External Apps for Health Cloud

\$75/member/month or \$30/login/month

Work with partners on advanced sharing use cases, B2B use cases, opportunities, quotes, and much more.

✓ Enterprise

✓ Unlimited

### Experience Cloud Plus for Health Cloud

\$35/member/month or \$15/login/month

Build robust patient-facing sites and portals with full data sharing and reporting access.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Mobile Publisher for Experience Cloud

\$5/member or employee/month\* or \$2/login/month\*

Coupled with the Health Cloud app template, create a secure patient community with a branded mobile app for iOS or Android.

✓ Enterprise

✓ Unlimited

## Manufacturing Cloud

### Experience Cloud for Manufacturing

\$50/user/month

Extend Salesforce to your ecosystem of customers and partners with prebuilt communities tailor-made for the manufacturing industry.

✓ Enterprise

✓ Unlimited

### Manufacturing Cloud Intelligence

\$200 user/month

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✓ Enterprise

✓ Unlimited

### CRM Analytics for Manufacturing Cloud

Starting at \$150/user/month\*

Surface actionable business insights and bring AI-powered intelligence and insights to day-to-day operations.

✓ Enterprise

✓ Unlimited

### MuleSoft Anypoint Platform

[Request a Quote](#)

Synchronize your front and back office to drive predictable business performance.

✓ Enterprise

✓ Unlimited

### Salesforce Feedback Management — Growth

\$42,000/org/month

Automate and analyze feedback at every stage of a customer journey.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Salesforce Feedback Management — Starter

\$12,000/org/month

Improve customer experiences with unified feedback.

✓ Enterprise

✓ Unlimited

## Salesforce Surveys Response Pack

\$300/1,000 responses

Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise

✓ Unlimited

## OmniStudio - Additional Calls (2M)

\$10,000/unit/month (\$120k/yr) (One SKU = one unit)

Scale process automation with additional calls

✓ Enterprise

✓ Unlimited

✓ Performance

## Einstein Relationship Insights

\$50/user/month for Starter or \$150/user/month for Growth

Automate relationship discovery and visualize key networks with Einstein Relationship Insights.

✓ Enterprise

✓ Unlimited

✓ Performance

## Automotive Cloud

### Experience Cloud for Automotive

\$50 user/month

Extend Salesforce to your ecosystem of customers and partners with prebuilt communities tailor-made for the automotive industry

✓ Enterprise

✓ Unlimited

### Automotive Cloud Intelligence

\$200 user/month

Get purpose-built analytics and AI-driven insights embedded where you work.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## CRM Analytics for Automotive Cloud

Starting at **\$150** user/month\*

Bring AI-powered intelligence and actionable business insights to your day-to-day

✓ Enterprise

✓ Unlimited

## OmniStudio — Additional Calls (2M)

**\$10,000**/unit/month (**\$120,000**/yr) (One SKU = one unit)

Scale process automation with additional calls

✓ Enterprise

✓ Unlimited

✓ Performance

## Einstein Relationship Insights

**\$50**/user/month\* for Starter or **\$150**/user/month\* for Growth

Automate relationship discovery and visualize key networks.

✓ Enterprise

✓ Unlimited

✓ Performance

## Consumer Goods

### Territory Planning

**\$75** user/month\*

Drive revenue growth with an advanced optimization engine that balances territories and takes planning out of Excel.

✓ Enterprise

✓ Unlimited

### Additional Custom Objects

**\$75** user/month\*

Build additional apps on custom objects to realize greater business efficiency. Gives each licensed user access to up to 2,000 custom objects.

✓ Enterprise

✓ Unlimited

### Planogram Compliance Images

Starting at **\$4,000** for 1 million predictions

Add additional predictions

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Digital Engagement

Starting at **\$75**

Service your field reps in real time.

- ✓ Enterprise
- ✓ Unlimited

## Salesforce Feedback Management — Growth

**\$42,000/org/month**

Automate and analyze feedback at every stage of a customer journey.

- ✓ Enterprise
- ✓ Unlimited

## Salesforce Feedback Management — Starter

**\$12,000/org/month**

Improve customer experiences with unified feedback.

- ✓ Enterprise
- ✓ Unlimited

## CRM Analytics for Customer Lifecycle Management

**\$150/user/month**

Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

- ✓ Enterprise
- ✓ Unlimited

## Consumer Goods Cloud Intelligence

**\$200 user/month**

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

- ✓ Enterprise
- ✓ Unlimited

## CRM Analytics for Consumer Goods Cloud

**\$150/user/month**

Get insights from prebuilt and customizable consumer goods-specific analytics and AI-augmented business intelligence. Customer Lifecycle Analytics is included in this add-on.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Salesforce Surveys Response Pack

\$300/1,000 responses

Continue gathering feedback across all meaningful touchpoints.

- ✓ Enterprise
- ✓ Unlimited

## Key Account Management

\$50/user/month

Manage partners and optimize revenue on a single platform.

- ✓ Enterprise
- ✓ Unlimited

## Loyalty Management

\$30,000/org/month

Incentivize channel partners and distributors with a B2B loyalty program.

- ✓ Enterprise
- ✓ Unlimited

## Rebates Management

\$20,000/org/month

Scale incentive programs and nurture partnerships with rebate management.

- ✓ Enterprise
- ✓ Unlimited

## Experience Cloud for Consumer Goods

\$10/user/month

Deliver a digital commerce experience for your channel partners.

- ✓ Enterprise
- ✓ Unlimited

## Einstein Relationship Insights

\$50/user/month for Starter or \$150/user/month for Growth

Automate relationship discovery and visualize key networks with Einstein Relationship Insights.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

## Net Zero Cloud

Available with

### CRM Analytics for Net Zero Cloud

\$150/user/month

Get faster to net zero with AI-powered insights and rich data visualization in executive-ready dashboards.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

### External Engagement Management

\$60K/org/year

Get access to the supplier data model and support for 50 external engagement ledgers.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

### Net Zero Cloud User (500 users)

\$60K/org/year

Get additional 500 permission set licenses for the Net Zero Cloud starter and growth SKUs.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

## Salesforce Communications Cloud

### Communications Cloud — B2B BSS Suite

\$4 million/org/year

Define B2B products, capture quotes and orders, and orchestrate fulfillment.

- ✓ Enterprise
- ✓ Unlimited

### Communications Cloud — B2C BSS Suite

\$4 million/org/year

Define B2C products, capture orders, and orchestrate fulfillment.

- ✓ Enterprise
- ✓ Unlimited

### Customer Community for Communications Cloud

\$10/member/month; \$4/login/month

Enable B2C and B2B customers to self-serve with a branded digital community.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Customer Community Plus for Communications Cloud

\$100/member/month; \$40/login/month

Perform MACD operations, review quotes, browse, and order with branded B2B2C communities.

✓ Enterprise

✓ Unlimited

## Partner Community for Communications Cloud

\$150/member/month; \$60/login/month

Enable partners to address service cases, coordinate fulfillment, and gauge usage with a branded community.

✓ Enterprise

✓ Unlimited

## Communications Cloud Intelligence

\$200 user/month

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✓ Enterprise

✓ Unlimited

## CRM Analytics for Communications Cloud

\$150 user/month

Uncover communications-specific insights across negotiation, sales, and service.

✓ Enterprise

✓ Unlimited

## Contract Lifecycle Management for Communications Cloud

\$75 user/month

Automate lifecycles across drafting, negotiation, execution, activation, and renewal.

✓ Enterprise

✓ Unlimited

## Digital Commerce Gateway

\$1.5 million org/year

Manage high order volumes through peak periods with APIs and scalable caching.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Digital Commerce Gateway — API

\$24,000 /10 million APIs/year

Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

- ✓ Enterprise
- ✓ Unlimited

## Digital Commerce Gateway - Additional Cache

\$90,000/10GB Cache/year

Increase cache allowance for endpoint responses to reduce call volume and improve of API latency.

- ✓ Enterprise
- ✓ Unlimited

## Additional Orders — B2B BSS Suite (1,000 orders)

\$12,000/1,000 B2B orders annually

Additional orders for B2B BSS Suite.

- ✓ Enterprise
- ✓ Unlimited

## Additional Orders — B2C BSS Suite (5,000 orders)

\$12,000/5,000 B2C orders annually

Additional orders for B2C BSS Suite

- ✓ Enterprise
- ✓ Unlimited

## Einstein Relationship Insights

\$50/user/month for Starter or \$150/user/month for Growth

Automate relationship discovery and visualize key networks with Einstein Relationship Insights.

- ✓ Enterprise
- ✓ Unlimited
- ✓ Performance

## Salesforce Feedback Management — Growth

\$42,000/org/month

Automate and analyze feedback at every stage of a customer journey.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Salesforce Feedback Management — Starter

\$12,000/org/month

Improve customer experiences with unified feedback.

- ✓ Enterprise
- ✓ Unlimited

## Customer Lifecycle Analytics

\$150/user/month

Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

- ✓ Enterprise
- ✓ Unlimited

## Salesforce Surveys Response Pack

\$300/1,000 responses

Continue gathering feedback across all meaningful touchpoints.

- ✓ Enterprise
- ✓ Unlimited

## Salesforce Scheduler

\$25 user/month\* or \$15 asset/month

Manage virtual or in-person appointments from anywhere.

- ✓ Enterprise
- ✓ Unlimited

## Salesforce Energy & Utilities Cloud

### Salesforce Field Service Plus for Energy & Utilities Cloud

\$250 user/month

Give technicians and dispatchers versatile field service tools with Energy & Utilities data models and integrations.

- ✓ Enterprise
- ✓ Unlimited

### Energy & Utilities Cloud Intelligence

\$200 user/month

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## CRM Analytics for Energy & Utilities Cloud

\$150 user/month

Get prebuilt, customizable Energy & Utilities-specific AI-powered analytics.

✓ Enterprise

✓ Unlimited

## Salesforce Field Service Contractor Plus for Energy & Utilities Cloud

\$100 user/month

Give contractors and third-party resources access to work orders, cases, and contracts with built-in Energy & Utilities data models and integrations.

## Customer Community for Energy & Utilities Cloud

\$10 /member/month; \$4 /login/month

Enable B2C and B2B customers to self-serve with a branded digital community.

✓ Enterprise

✓ Unlimited

## Customer Community Plus for Energy & Utilities Cloud

\$35 /member/month; \$15 /login/month

Enable B2C and B2B customers to self-serve and browse products and services in a branded digital community.

✓ Enterprise

✓ Unlimited

## Partner Community for Energy & Utilities Cloud

\$50 /member/month; \$20 /login/month

Give partners a full view of services and products, preferences, usage, account history, and even access to sales or service specific applications.

✓ Enterprise

✓ Unlimited

## Contract Lifecycle Management for Energy & Utilities Cloud

\$75 user/month

Automate lifecycles across drafting, negotiation, execution, activation, and renewal.

✓ Enterprise

✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Enterprise Product Catalog for Energy & Utilities Cloud

\$75 user/month

Quickly create, launch, and update products, bundles, and services from reusable components.

- ✓ Enterprise
- ✓ Unlimited

## Digital Commerce Gateway

\$1.5 million org/year

Manage high order volumes through peak periods with APIs and scalable caching.

- ✓ Enterprise
- ✓ Unlimited

## Digital Commerce Gateway - API

\$24,000 /10 million APIs/year

Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

- ✓ Enterprise
- ✓ Unlimited

## Digital Commerce Gateway — Additional Cache

\$90,000 /10GB Cache/year

Increase cache allowance for endpoint responses to reduce call volume and improve of API latency.

- ✓ Enterprise
- ✓ Unlimited

## B2B Order Management for Energy & Utilities Cloud

\$12,000 /1,000 B2B orders annually

Automate the offer and enrollment processes, reduce configuration and fulfillment costs, and keep up with dynamic offerings. 1,000 B2B orders.

- ✓ Enterprise
- ✓ Unlimited

## B2C Order Management for Energy & Utilities Cloud

\$12,000 /5,000 B2C orders annually

Automate offer and enrollment processes, reduce configuration and fulfillment costs, and keep up with dynamic offerings. 5,000 B2C orders.

- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

## Salesforce Media Cloud

Available with

### Media Cloud — Subscriber Lifecycle Management

\$75/user/month

Rapidly launch and monetize B2C and B2B subscription services.

- Media
- Cloud
- Advanced

### Media Cloud — Advertising Sales Management

\$100/user/month

Maximize ad sales with centralized planning, execution, and measurement on a converged platform.

- Media
- Cloud
- Advanced

### Customer Community for Media Cloud

\$10/member/month; \$4/login/month

Enable B2C and B2B customers to self-serve with a branded digital community.

- Enterprise
- Unlimited

### Customer Community Plus for Media Cloud

\$100/member/month; \$40/login/month

Enable B2C and B2B customers to make account changes, review quotes, and browse and order with a branded community.

- Enterprise
- Unlimited

### Partner Community Plus for Media Cloud

\$150/member/month; \$60/login/month

Enable partners with a complete view of customers' active services and interaction history.

- Enterprise
- Unlimited

### Contract Lifecycle Management for Media Cloud

\$75 user/month

Speed contract authoring, approvals, redlining, and digital signatures.

- Enterprise
- Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Media Cloud Intelligence

\$200 user/month\*

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

- ✓ Enterprise
- ✓ Unlimited

## CRM Analytics for Media Cloud

\$150 user/month\*

Get prebuilt, customizable, media-specific, AI-powered analytics.

- ✓ Enterprise
- ✓ Unlimited

## Enterprise Product Catalog

\$75/user/month

Flexibly capture product and pricing requirements and fast-track new launches.

- ✓ Media
- ✓ Cloud
- ✓ Advanced

## Digital Commerce Gateway

\$1.5 million org/year

Manage high order volumes through peak periods with APIs and scalable caching.

- ✓ Enterprise
- ✓ Unlimited

## Digital Commerce Gateway — API

\$24,000 /10 million APIs/year

Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

- ✓ Enterprise
- ✓ Unlimited

## Digital Commerce Gateway — Additional Cache

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- ✓ Enterprise
- ✓ Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Marketing Cloud Intelligence

Plus License: **\$360,000**/year, Media Transparency Center: **20%** of Plus License + addtl rows, API User: **\$1,000** user/month

Automate your campaign analytics, performance, and revenue pacing.

-  Media
-  Cloud
-  Advanced

## Industries Order Management — B2B

**\$12,000**/1,000 B2B orders annually

Get catalog-driven, cloud-based order fulfillment for B2B media providers.

-  Media
-  Cloud
-  Advanced

## Industries Order Management — B2C

**\$12,000** /5,000 B2C orders annually

Get catalog-driven, cloud-based order fulfillment for B2C media providers.

-  Subscriber
-  Lifecycle
-  Management

## Salesforce Public Sector Foundation

### Public Sector Application Forms - Individual (1,000)

Starting at **\$5,000**/1,000 individual application units\*

Help citizens find, complete, and check status for licensing and permitting online.

-  Enterprise
-  Unlimited

### Public Sector Application Forms - Business (1,000)

Starting at **\$10,000**/1,000 business application units\*

Help citizens find, complete, and check status for licensing and permitting online.

-  Enterprise
-  Unlimited

### Public Benefit Assistance

Starting at **\$20**/participant/month\*

Match eligible individuals to the right government benefits faster.

-  Enterprise
-  Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Industries

Available with

## Employee Experience for Public Sector

Starting at **\$15**/user/month\*\*\*

Empower employees to focus on their mission.

- Advanced
- Enterprise
- Unlimited

## Customer Community for Public Sector

**\$10**/user/month or **\$4**/login/month\*\*\*

Provide a “digital front door” for constituents.

- Enterprise
- Unlimited

## Customer Community Plus for Public Sector

**\$35**/user/month or **\$15**/login/month\*\*\*

Provide a “digital front door” for constituents.

- Enterprise
- Unlimited

## Digital Engagement

**\$75** user/month\*\*\*

Reach customers across every digital channel.

- Enterprise
- Unlimited

## CRM Analytics for Public Sector

**\$180** user/month\*\*\*

Get prebuilt, customizable public sector-specific analytics.

- Enterprise
- Unlimited

\*Total cost billed annually.

\*\*Must be purchased for all participants covered by the benefit under the law.

\*\*\*Per user products require an annual contract and are billed annually.

All prices in USD.

# Success

Further your current success plan with additional guidance and support for your custom Salesforce solution.

## Available with

### Premier Success Plan

**30%** of net price

Get additional expert help, adoption guidance, coaching, and live support.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

### Signature Success Plan

#### Custom Pricing

Add proactive account and incident management, event readiness, and more.

- ✓ Professional
- ✓ Enterprise
- ✓ Unlimited

\* Total cost billed annually.

All prices in USD.

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