



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.		<ul style="list-style-type: none">✓ Professional✓ Enterprise✓ Unlimited
CPQ+ \$150 user/month Configure, price, quote with increased process control and automation.		<ul style="list-style-type: none">✓ Professional✓ Enterprise✓ Unlimited
Billing Growth Contact your account exec. Order-to-cash solution.		<ul style="list-style-type: none">✓ Professional✓ Enterprise✓ Unlimited
Billing Plus Contact your account exec. Complete order-to-cash solution with usage rating and revenue recognition capabilities.		<ul style="list-style-type: none">✓ Professional✓ Enterprise✓ Unlimited
Subscription Management Contact your account exec. Let customers buy on their own, across any channel, with any monetization model.		<ul style="list-style-type: none">✓ Professional✓ Enterprise✓ Unlimited
Revenue Intelligence \$200 user/month Get purpose-built analytics and AI-driven insights embedded in the flow of work.		<ul style="list-style-type: none">✓ 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.

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/

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.

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.

✓ Enterprise
✓ Unlimited

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

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

Sales Enablement

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

- ✓ Enterprise
- ✓ Unlimited

* Total cost billed annually.
All prices in USD.

Service

		Available with
CPQ \$75 user/month Get basic configure, price, quote services.	<ul style="list-style-type: none">✓ Enterprise✓ Unlimited✓ Performance	
CPQ+ \$150 user/month Configure, price, quote services with increased process control and automation.	<ul style="list-style-type: none">✓ Enterprise✓ Unlimited✓ Performance	
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Billing Plus Contact your account exec. Complete order-to-cash solution with usage rating and revenue recognition capabilities.	<ul style="list-style-type: none">✓ Enterprise✓ Unlimited✓ Performance	
Subscription Management Contact your account exec. Let customers buy on their own, across any channel, with any monetization model.	<ul style="list-style-type: none">✓ Enterprise✓ Unlimited✓ Performance	
Quip Advanced \$100 user/month* Accelerate growth with real-time sales planning inside of Salesforce.	<ul style="list-style-type: none">✓ 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.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>
Media Transparency Center Request a Quote Reconcile your planned and delivered spend automatically for in-flight pacing, discrepancy analysis, billing, and reporting.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>
Executive Workspace Request a Quote Create an executive view of your marketing data from across all your Intelligence workspaces.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>
Developer API Access \$1,000/user/month Innovate and extend your Intelligence platform with developer-friendly APIs.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>

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.	<div>✓ Pro</div> <div>✓ Corporate</div> <div>✓ Enterprise</div>
Tableau CRM for Loyalty Management \$150 user/month* Get AI insights with a complete analytics platform for loyalty management.	<div>✓ Pro</div> <div>✓ Corporate</div> <div>✓ Enterprise</div>

* 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.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>	
B2B		
Additional Storefronts Request a Quote Add an individual storefront to deploy a separate ecommerce site.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>	
Additional Product SKUs Request a Quote Increase the number of products you can sell through your B2B commerce storefront.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>	
Unmanaged Orders Request a Quote Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.	<div>✓ Starter</div> <div>✓ Growth</div>	
OMS		
Additional Omnichannel Inventory Locations Request a Quote Increase the number of locations you can fulfill from.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>	
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.	<div>✓ Starter</div> <div>✓ Growth</div> <div>✓ Plus</div>	

* 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.

 Starter

Unmanaged Orders

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

 Starter

* Total cost billed annually.
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Identity Verification Credits \$1,250 org/month* Enhance your Identity for Customers and Partners experience by getting rid of passwords for login.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

Mobile

Mobile App Plus \$25 user/month* Enhance the Salesforce mobile app with custom branding, additional security features, and managed packaging and distribution.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

* 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.	<div>✓ Gold</div> <div>✓ Platinum</div> <div>✓ Titanium</div>
Enterprise Grade Cloud Messaging Request a Quote Perform advanced asynchronous messaging scenarios between applications.	<div>✓ Gold</div> <div>✓ Platinum</div> <div>✓ Titanium</div>

* 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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>
CRM Analytics for Financial Services Cloud \$150 user/month* Get AI-powered insights with a complete intelligence platform for wealth, banking, and insurance.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
CRM Analytics for Health Cloud \$150 user/month* Get a complete intelligence platform for providers, payers, and medical devices.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
CRM Analytics for Consumer Goods Cloud \$150 user/month* Track inventory, store performance, and the entire health of your business.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
CRM Analytics for Manufacturing Cloud \$150 user/month* Boost revenue and increase customer satisfaction with on-time delivery, powered by intelligent analytics.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
CRM Analytics for Automotive Cloud Starting at \$150 user/month* Surface actionable business insights embedded where you work.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

* 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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Digital Engagement \$75 user/month* Reach customers across every digital channel.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Salesforce Feedback Management — Growth \$42,000/org/month Automate and analyze feedback at every stage of a customer journey.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Salesforce Feedback Management — Starter \$12,000/org/month Improve customer experiences with unified feedback.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Customer Lifecycle Analytics \$150/user/month* Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Salesforce Surveys Response Pack \$300/1,000 responses Continue gathering feedback across all meaningful touchpoints.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
OmniStudio - Additional Calls (2M) \$10,000/unit/month (\$120k/yr) (One SKU = one unit) Scale process automation with additional calls	<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>

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	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Automotive Cloud Intelligence \$200 user/month Get purpose-built analytics and AI-driven insights embedded where you work.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
OmniStudio — Additional Calls (2M) \$10,000 /unit/month (\$120,000 /yr) (One SKU = one unit) Scale process automation with additional calls	<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>
Einstein Relationship Insights \$50 /user/month* for Starter or \$150 /user/month* for Growth Automate relationship discovery and visualize key networks.	<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>

Consumer Goods

Territory Planning \$75 user/month* Drive revenue growth with an advanced optimization engine that balances territories and takes planning out of Excel.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Planogram Compliance Images Starting at \$4,000 for 1 million predictions Add additional predictions	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Salesforce Feedback Management — Growth \$42,000/org/month Automate and analyze feedback at every stage of a customer journey.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Salesforce Feedback Management — Starter \$12,000/org/month Improve customer experiences with unified feedback.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Consumer Goods Cloud Intelligence \$200 user/month Get purpose-built analytics and AI-driven insights embedded in the flow of work.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Key Account Management \$50/user/month Manage partners and optimize revenue on a single platform.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Loyalty Management \$30,000/org/month Incentivize channel partners and distributors with a B2B loyalty program.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Rebates Management \$20,000/org/month Scale incentive programs and nurture partnerships with rebate management.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Experience Cloud for Consumer Goods \$10/user/month Deliver a digital commerce experience for your channel partners.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>

*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.		<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>
External Engagement Management \$60K/org/year Get access to the supplier data model and support for 50 external engagement ledgers.		<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>
Net Zero Cloud User (500 users) \$60K/org/year Get additional 500 permission set licenses for the Net Zero Cloud starter and growth SKUs.		<div>✓ Enterprise</div> <div>✓ Unlimited</div> <div>✓ Performance</div>
Salesforce Communications Cloud		
Communications Cloud — B2B BSS Suite \$4 million/org/year Define B2B products, capture quotes and orders, and orchestrate fulfillment.		<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Communications Cloud — B2C BSS Suite \$4 million/org/year Define B2C products, capture orders, and orchestrate fulfillment.		<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Customer Community for Communications Cloud \$10/member/month; \$4/login/month Enable B2C and B2B customers to self-serve with a branded digital community.		<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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

<p>Customer Community Plus for Communications Cloud</p> <p>\$100/member/month; \$40/login/month</p> <p>Perform MACD operations, review quotes, browse, and order with branded B2B2C communities.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Partner Community for Communications Cloud</p> <p>\$150/member/month; \$60/login/month</p> <p>Enable partners to address service cases, coordinate fulfillment, and gauge usage with a branded community.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Communications Cloud Intelligence</p> <p>\$200 user/month</p> <p>Get purpose-built analytics and AI-driven insights embedded in the flow of work.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>CRM Analytics for Communications Cloud</p> <p>\$150 user/month</p> <p>Uncover communications-specific insights across negotiation, sales, and service.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Contract Lifecycle Management for Communications Cloud</p> <p>\$75 user/month</p> <p>Automate lifecycles across drafting, negotiation, execution, activation, and renewal.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Digital Commerce Gateway</p> <p>\$1.5 million org/year</p> <p>Manage high order volumes through peak periods with APIs and scalable caching.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>

*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

<p>CRM Analytics for Energy & Utilities Cloud</p> <p>\$150 user/month</p> <p>Get prebuilt, customizable Energy & Utilities-specific AI-powered analytics.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Salesforce Field Service Contractor Plus for Energy & Utilities Cloud</p> <p>\$100 user/month</p> <p>Give contractors and third-party resources access to work orders, cases, and contracts with built-in Energy & Utilities data models and integrations.</p>	
<p>Customer Community for Energy & Utilities Cloud</p> <p>\$10 /member/month; \$4 /login/month</p> <p>Enable B2C and B2B customers to self-serve with a branded digital community.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Customer Community Plus for Energy & Utilities Cloud</p> <p>\$35 /member/month; \$15 /login/month</p> <p>Enable B2C and B2B customers to self-serve and browse products and services in a branded digital community.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Partner Community for Energy & Utilities Cloud</p> <p>\$50 /member/month; \$20 /login/month</p> <p>Give partners a full view of services and products, preferences, usage, account history, and even access to sales or service specific applications.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>
<p>Contract Lifecycle Management for Energy & Utilities Cloud</p> <p>\$75 user/month</p> <p>Automate lifecycles across drafting, negotiation, execution, activation, and renewal.</p>	<p>✓ Enterprise</p> <p>✓ Unlimited</p>

*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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Digital Commerce Gateway \$1.5 million org/year Manage high order volumes through peak periods with APIs and scalable caching.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Digital Commerce Gateway - API \$24,000 /10 million APIs/year Increase API allowance for higher call volumes made to the Digital Commerce Gateway.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
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.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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

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All prices in USD.



Industries

Available with

<p>Media Cloud Intelligence</p> <p>\$200 user/month*</p> <p>Get purpose-built analytics and AI-driven insights embedded in the flow of work.</p>	<div><div>✓</div>Enterprise</div> <div><div>✓</div>Unlimited</div>
<p>CRM Analytics for Media Cloud</p> <p>\$150 user/month*</p> <p>Get prebuilt, customizable, media-specific, AI-powered analytics.</p>	<div><div>✓</div>Enterprise</div> <div><div>✓</div>Unlimited</div>
<p>Enterprise Product Catalog</p> <p>\$75/user/month</p> <p>Flexibly capture product and pricing requirements and fast-track new launches.</p>	<div><div>✓</div>Media Cloud Advanced</div>
<p>Digital Commerce Gateway</p> <p>\$1.5 million org/year</p> <p>Manage high order volumes through peak periods with APIs and scalable caching.</p>	<div><div>✓</div>Enterprise</div> <div><div>✓</div>Unlimited</div>
<p>Digital Commerce Gateway — API</p> <p>\$24,000 /10 million APIs/year</p> <p>Increase API allowance for higher call volumes made to the Digital Commerce Gateway.</p>	<div><div>✓</div>Enterprise</div> <div><div>✓</div>Unlimited</div>
<p>Digital Commerce Gateway — Additional Cache</p> <p>\$90,000 /10GB Cache/year</p> <p>Increase cache allowance for endpoint responses to reduce call volume and improve of API latency.</p>	<div><div>✓</div>Enterprise</div> <div><div>✓</div>Unlimited</div>

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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.	<div>✓ Advanced Enterprise</div> <div>✓ Unlimited</div>
Customer Community for Public Sector \$10 /user/month or \$4 /login/month*** Provide a “digital front door” for constituents.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Customer Community Plus for Public Sector \$35 /user/month or \$15 /login/month*** Provide a “digital front door” for constituents.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
Digital Engagement \$75 user/month*** Reach customers across every digital channel.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>
CRM Analytics for Public Sector \$180 user/month*** Get prebuilt, customizable public sector-specific analytics.	<div>✓ Enterprise</div> <div>✓ Unlimited</div>

*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.
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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.	<div>✓ Professional</div> <div>✓ Enterprise</div> <div>✓ Unlimited</div>
Signature Success Plan Custom Pricing Add proactive account and incident management, event readiness, and more.	<div>✓ Professional</div> <div>✓ Enterprise</div> <div>✓ Unlimited</div>

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