



📌 Customer Journey Example

- 🔍 **Google Search**: A customer searches for 'ZARA' on Google, leading to the ZARA website.
- 📱 **Mobile App**: The customer uses the ZARA mobile app to browse and purchase items.
- 🛒 **Store Visit**: The customer visits a ZARA store, where they interact with the 'Store Cowdeter' system and use the 'Instagram' app to share their experience.

💡 How Salesforce Data Cloud Solves It

- 🔗 **Connects Data Silos**: Integrates data from Google Ads, Social Media, and Store systems into one platform.
- 🗨️ **Identity Resolution**: Uses **harmonization and unification** to merge your profiles.
- 👤 **Creates a Single Customer View**: Recognizes all 3 interactions as **one person — you**.

📊 **Analytics**: The Salesforce Data Cloud provides a unified view of customer data, enabling businesses to analyze customer behavior and preferences across all touchpoints.

Data Cloud: The Hyperscale Experience Engine

Open Customer Data and AI Platform

