Sarah's Shopping Challenge

Meet Sarah, a 32-year-old marketing manager balancing career and family life. She shops both online and in-store at retailers like Zara when her busy schedule allows.

"They don't get me."

Purchases Winter Coat Online

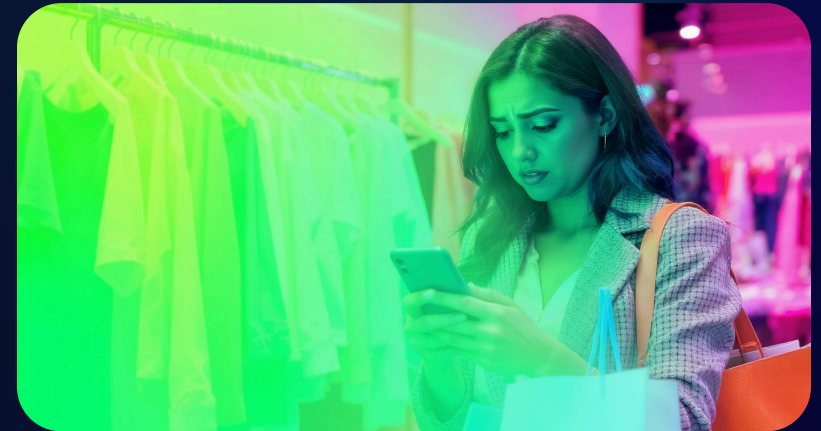Sarah buys a coat from Zara's website during her lunch break.

Receives Redundant Email

Two days later, marketing email promotes the same coat she already purchased.

Visits Physical Store

Staff has no recognition of her loyalty or purchase history.

Without Data Cloud, Sarah's fragmented experience creates frustration and missed opportunities for personalization across channels.

Salesforce Data Cloud: The Hub of Customer Intelligence

Marketing Cloud

Syncs campaign data, email interactions, and journey analytics to build robust engagement profiles.

Ecommerce

Captures purchase history, browsing behavior, and cart activity for deep shopping insights.

AWS

Integrates cloud storage data and advanced analytics to enhance processing capabilities and scalability.

CRM

Pulls in sales interactions, service tickets, and relationship history for complete customer context.

EDP

Connects enterprise data platforms to incorporate operational and back-office information.

Data Cloud sits at the center of your technology ecosystem, ingesting and harmonizing data from disparate sources. This creates a real-time, unified 360° customer view that powers personalized experiences across every touchpoint in the customer journey.

Real-World Example: Personalized Shopping at Zara

Without Data Cloud

- Customer data scattered across online store, email systems, and in-store purchase records
- Generic marketing emails sent to all customers regardless of preferences
- Customers receive ads for products they've already purchased

With Salesforce Data Cloud

Connect All Data Sources

Website, app, store purchases, and email interactions flow into one unified system

Real-Time Profile Updates

Customer profiles constantly refreshed with latest interactions and purchases

Personalized Marketing

Sarah receives targeted 10% discount on boots after purchasing a winter jacket

The Business Impact

Increased Conversion

Customers like Sarah are more likely to make additional purchases when offers are relevant to their needs and interests

Improved Loyalty

Personalized experiences create stronger emotional connections and higher customer retention rates

Higher ROI

Marketing spend becomes more efficient when targeting customers with the right offers at the right time

A unified customer view powered by Data Cloud transforms the shopping experience while driving business growth.

Understanding Salesforce Data Cloud

Salesforce Data Cloud is a tool that collects customer data from many different places (like websites, apps, emails, and stores), puts it all together in one profile, and keeps it updated in real time — so businesses can understand and serve each customer better.