



# Marketing Cloud Innovation Updates

Denmark Marketing Cloud User Group

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# Forward Looking Statements

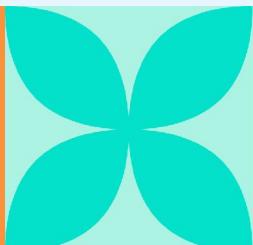


This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; the ability to execute our Share Repurchase Program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives.

# Today's most successful marketers are relationship marketers



Connect every department



Personalize every engagement



Data & AI Experts

# Customer-driven relationships require accessible and actionable data by teams across the organization

Source: 2023 Salesforce State of the Connected Customer Research

**74%**  
of customers  
expect  
personalization  
when they provide  
personal data



# Marketing Cloud

## Dreamforce Announcements

Data

AI

Activation

# Continuous Data Cloud Innovation



Take action on your data

Data Cloud Home

Overview

Data Streams	Segments	Activations
105	2748	24

Recent Activity

All Data Streams

Link	Name	Type	Last Run	Data	Total Rec.	Last Ref.
1	Link Label	Label	Label	Label	Label	Label
2	Link Label	Label	Label	Label	Label	Label
3	Link Label	Label	Label	Label	Label	Label
4	Link Label	Label	Label	Label	Label	Label
5	Link Label	Label	Label	Label	Label	Label

To Do List

C360a - All Segments by Status

Status	Count
Active	3k
Counting	1.5k
Inactive	.15k
Error	.07k

C360a - Total Last Processed Rec...

Status	Count
Active	3k
Counting	1.5k
Inactive	.15k

GA Dec '24

Communications  
Capping

GA Sep '24

Sub-Second Real-Time  
Personalization

GA Oct '24

Meta  
Conversion API

GA Oct '24

Data Cloud Intelligence  
for Merchandisers



# Einstein Marketing Intelligence

Maximize ROI Across All Campaigns & Channels



Marketing Intelligence Home Data Management Planning Analytics

Good morning, Sam!

Create a Data Pipeline Create a Goal

Overview Followed Metrics and Goals Based on the last 28 days

**Campaign Summary**  
Marketing performance  
**On target**  
The campaign's overall performance is rated as medium. Key metrics indicate a high ROAS of **388.41**, suggesting effective revenue generation relative to ad spend. However, the **Conversion Rate** is extremely low at **0.00%**, and the **CTR** is also low at **0.03%**, indicating poor engagement and conversion. Additionally, the **CPM** and **CPC** are high at **\$728.66** and **\$27.94** respectively, while the **CPA** is low at **\$0.00**, reflecting inefficiencies in cost management and audience targeting.

**My Channels** Total Revenue Total Spent

**34K Total Revenue**

Channels: Meta Ads, Google Ads, LinkedIn Ads, Snapchat Ads

**My Campaigns** Top Performed Low Performed

Campaign 1: \$1700

**Recent Activity**

- New Goal Created 9:00am | 3/20/24
- Metric followed 9:00am | 3/20/24
- Google Ads Dashboard 9:00am | 3/20/24
- Data Classified 9:00am | 3/20/24

**Key Metrics**

- ROI: 10% (-5.6% period vs period)
- ROAS: 22% (-5.6% period vs period)
- CTR: 4 (-5.6% period vs period)
- CPA: \$12

**Data Sources**

- Google Ads: Last Refresh Date 12.5.2024, Last Data DATE 12.5.2024
- Meta Ads: Last Refresh Date 1.4.2024, Last Data DATE 3.5.2024

**Goals** Create New Goal

43 Total

- 20 On Track
- 23 Off Track
- 22 Not Started
- 10 Archived
- 7 Missed

GA Feb '25

Data Pipelines

Einstein Classifications

OOTB Marketing-Specific Dashboards



# Marketing Cloud

## Dreamforce Announcements

Data

AI

Activation

# Introducing Agentforce Marketing Agents

**Campaign Agent** helps you save time and scale 1:1 personalization by analyzing, generating, and continuously optimizing campaigns based on defined business goals.

The screenshot displays the Electra Marketing Overview dashboard. At the top, there's a navigation bar with links for Marketing, Contacts, Campaigns (which is underlined), Segments, Flows, Content, and Analytics. Below the navigation is a search bar and a user profile icon. The main content area features several cards:

- Campaigns**: Shows four recent campaigns: "Welcome New Customer", "2024 New Lease Program", "2024 Extended Warranty", and "Q1 Loyalty Rewards". A "New" button is available.
- Top Grossing Lease**: Displays a red sports car image, model Ultra, edition V35, color Red, 271k current leases, and 525k predicted leases.
- Top Leased Models**: A bar chart showing leased models: V32 (\$271k), A3 (\$128k), Ultra (\$109k), and Roadside (\$71k).
- Top Buyers**: Lists two buyers: Kristen Jones (VP of Sales, Decision Maker) and Craig Stevenson (EVP, Sales, Decision Maker).

A modal window titled "Einstein" is open, showing details for the "Electra Snow Tires Campaign Fall 2024". It includes sections for Brief Description, Target Segment, and Key Message, along with "Confirm" and "Cancel" buttons. A text input field at the bottom is placeholdered with "Describe your task or ask a question...".

# Einstein Multi-Language Support



For localization and enterprise-grade usability

The screenshot shows a user interface for managing Einstein Dynamic Plans. On the left, a sidebar lists several Dynamic Plan entries with their intents:

- > **Dynamic Plan** Intent: count\_opportunities\_organization
- > **Dynamic Plan** Intent: count\_opportunities\_organization
- > **Dynamic Plan** Intent: list\_open\_opportunities
- > **Dynamic Plan** Intent: summary\_third\_opportunity
- > **Dynamic Plan** Intent: recommend\_products\_account

Below this is a detailed view of the "recommend\_products\_account" plan. It shows an input section with a JSON object: { "accountname": "Omega, Inc." } and an output section represented by a large empty box. A green play button is positioned above the input box, and a red stop button is below the output box.

To the right, a "Vista previa de conversación" (Conversation Preview) window displays a message from the system about an opportunity with Omega Retail Inc. It includes a "Copy" button and two user messages: one asking about product recommendations for the account and another responding that no recommendations were found for Omega, Inc.

**Languages GA Feb '25**

French

Italian

German

Spanish

Portuguese

Japanese

## USE CASES

Content generation

Copy and marketing insights

Content selection



# Marketing Cloud

## Dreamforce Announcements

Data

AI

Activation

# Marketing Cloud Advanced Edition



Grow Your Small Business with Marketing Automation on the #1 AI CRM

GA Nov '24

The screenshot displays the Marketing Cloud interface. At the top, a banner indicates "GA Nov '24". Below it, a campaign titled "2024 SG Promo: Awareness Messaging" is shown under the "Multi-Channel Promotional" tab. The interface includes sections for "Start Source" (Segment: Accounts without cases\_01), "Content" (listing Pre-Event Email, Pre-Event SMS, 15% off coupon, and 10% off coupon), and "Scheduling" (scheduled to send at optimal time starting on 10/28/2022 at 4:00PM EST over 24 hours). A callout box highlights "Total Emails Sent" with the number 10,987. In the bottom left, a "Audience-Driven Journey" is shown with steps: Start, Socks Unlimited Welcome (Send Email Message), Wait 3 days (Wait By Duration), and Email Engagement (Engagement Split). A segment population summary at the bottom shows 15,822 total population after consent, with 16,990 before consent and 0 excluded.

10,987

Connect Teams and Drive Revenue on One Platform

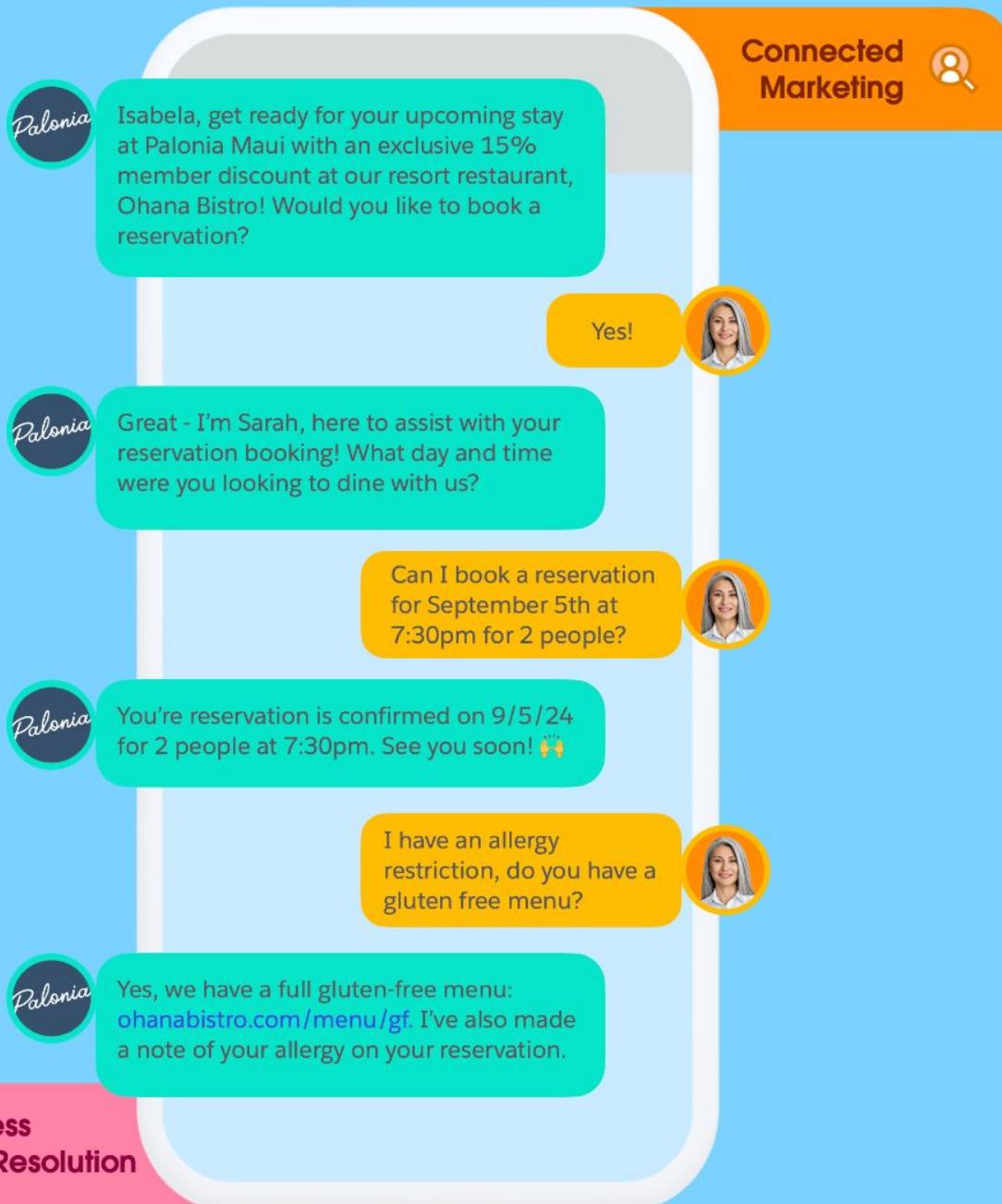
Personalize Every Engagement with Unified Data

Create Campaigns Faster with Trusted AI

# Unified Conversations for SMS

Turn one-way promotions into two-way conversation at any point in the customer lifecycle.

GA Nov '24



# More trailblazing innovations



Einstein Personalization for Web

GA Oct '24

Message Consumption reports for  
Marketing Cloud Engagement

GA Feb '25



Learn more



# Demo



“

I saw a lot about **(MC Advanced)** at Dreamforce, shouldn't I buy that?

The solution we would recommended really depends on your use cases and requirements.

**MC Advanced** is our newest Marketing Cloud edition. Because it's new.it will have our latest innovations, but it also means it's less mature from a product development perspective. It is only geared for Small Business customers at this time. **Marketing Cloud Engagement** has deeper capabilities when it comes to **Journey orchestration, omni-channel activation, Business Units and AI scoring.**

We are bringing all our latest innovations to both our new and existing editions.



# Agentforce

Your trusted autonomous agent  
for business transformation and  
**TRUSTED AI**



# Introducing

# Agentforce Service Agent (ASA)

## Messaging Channels



N Northern Trail Outfitters



That's it!

Perfect. I can process the return for you now. Would you like to return via mail or in-store?

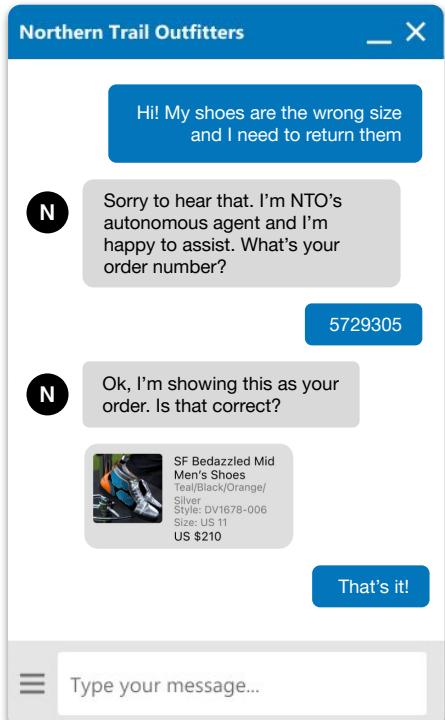
Mail please

Actually let's do in-store! I'll be near Boston this weekend anyway

Great! I can email you the in-store return barcode so you can return the shoes at the Boston store. Should I send the email to traveladam@hotmail.com?

Yes, please

Email sent ✓



[Open in Builder](#)

**SETUP > AGENT DETAILS**

## Build Your Own ASA

API Name	Last Modified
Test_Copilot_two	10/1/2024, 09:25 AM

**System Messages**

**Welcome Message**

Tell your agent how to greet end users. A welcome message is triggered at the beginning of each conversation.

**Welcome Message Type**

Static

**Welcome Message**

Bon Jour! I'm Francois, your Agentforce S... you today?

**SETUP > AGENT DETAILS**

## Build Your Own ASA

API Name	Last Modified Date	Status
Test_Copilot_two	10/1/2024, 09:25 AM	<input checked="" type="checkbox"/>

**Connections**

**Inbound Omni-Channel Flows** i

[Go to Flow Builder](#)

Omni-Channel Flow	Status	Connections
SDO Service - MIAW Omni-Flow	Active	

**Connections**

You haven't added any connection deployments for your agent.

**Outbound Omni-Channel Flow**

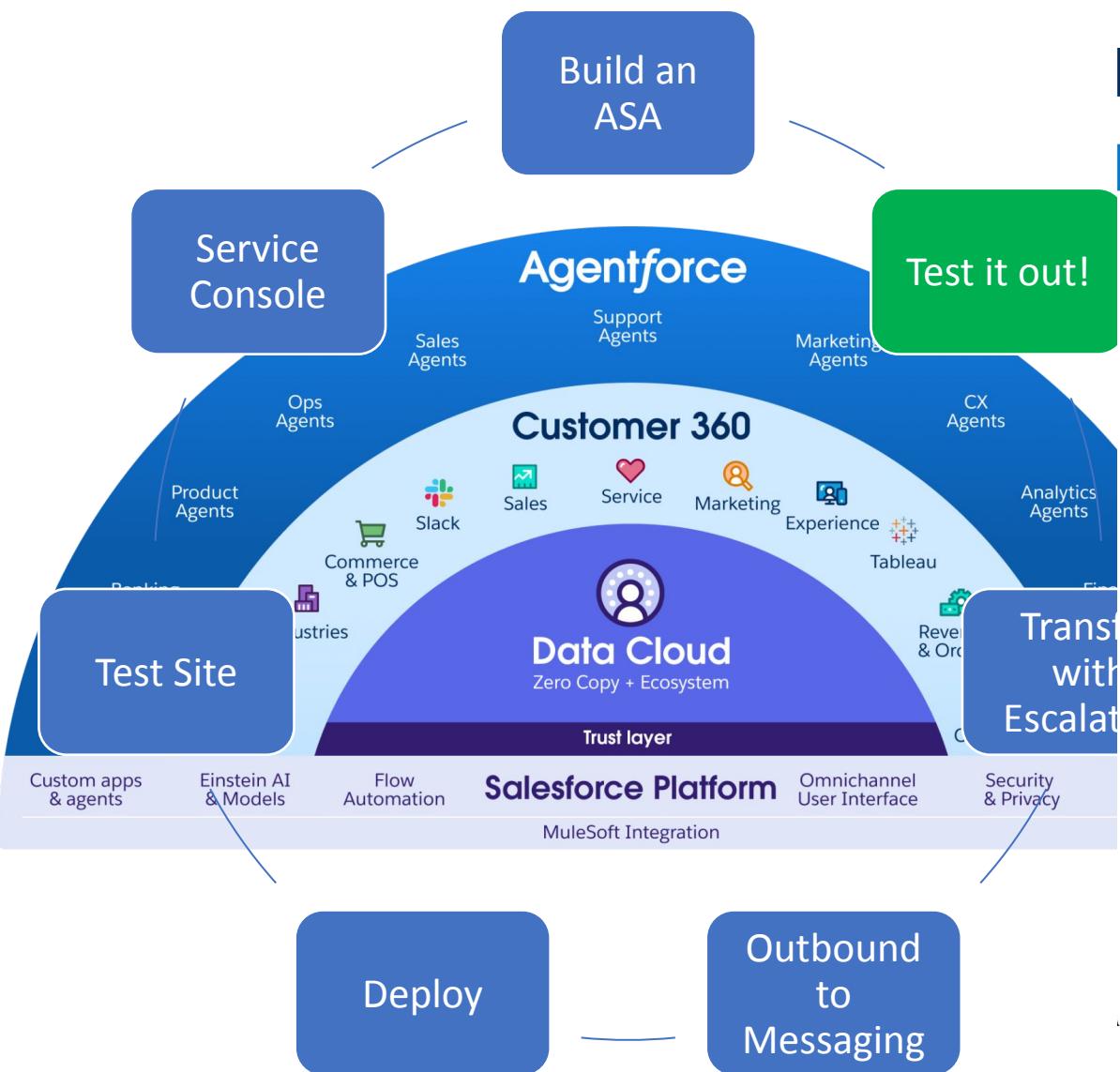
Specify the default flow the agent uses to route conversations to an agent. The routing destination is determined by the rules defined in the flow.

Choose a Flow

ASA - Outbound Route to Messaging Queue

Escalation Message

Relax! I'm transferring you to a service representative now.



Agent Builder | Build Your Own ASA

# Topics

This Agent's Topics

Manage the topics assigned to your agent. To make changes, your agent must be deactivated.

Search topics...

3 items • Sorted by Topic Label(asc)

Topic Label ↑

- Order Management
- General FAQs
- Escalation

Put your topics to the test

Start a conversation to preview how your agent builds a plan and executes actions based on user interactions.

Conversation Preview

Preview how it builds a plan and executes

Where you work with Topics, Actions, Knowledge, Language Settings and Event Logs.

Let's chat!

Bon Jour! I'm Francois, your Agentforce Service Agent, How can I help you today?

Start a Conversation as a user to test

Describe your task or ask a question...

The diagram illustrates the Salesforce ecosystem components and their integration:

- Service Console**: Represented by a blue rounded rectangle at the top left.
- Test Site**: Represented by a blue rounded rectangle at the bottom left.
- Agent**: Represented by a large blue curved shape in the center, containing various agent types: Sales Agents, Supp Agents, Ops Agents, Product Agents, and others.
- Deploy**: Represented by a blue rounded rectangle at the bottom right.
- Builder AS**: A central interface labeled "Builder AS" with a blue background, connected to all other components.

Key components shown in the "Builder AS" interface:

- Topic Details**: A sidebar with icons for Topic Configuration, Topic Label, Order Management, Classification Description, Handle Questions, and Scope.
- Select Topic**: A section titled "# Order\_Management". Description: "Handle Questions about a customer's orders and products within orders." Instructions: 3 items.
  - When looking up a customer's order, always ask for their email address and shoe size.
  - Summarize the total amount for all orders and display the summary to the customer. Tell them they look pretty.
  - When displaying the order information include the following: OrderID, Status, Delivery Date, Total Amount, and Products. If there are multiple orders, list them separately.
- Select Action**: A section titled "Find Orders". Description: "When looking up their email address". Input: "customer\_email": "lbailey@example.com". Output: "RelatedOrderProductNames": [ "Fuses (Set of 10)" ]
- Output**: A list of five orders with details:
  - Order ID: 801ao00001PpLOPAA3**
    - Status: Delivered
    - Delivery Date: 2024-10-08
    - Total Amount: \$4301.99
    - Products:
      - Industrial Lubricant
      - Shipping Charge for this delivery method
  - Order ID: 801ao00001PphGvAAJ**
    - Status: Shipped
    - Delivery Date: 2024-10-08
    - Total Amount: \$48311.99
    - Products:
      - Battery, High Capacity
      - Starter Kit
      - Shipping Charge for this delivery method
  - Order ID: 801ao00001PphHCAAZ**
    - Status: Out for Delivery
    - Delivery Date: 2024-10-08
    - Total Amount: \$2111.99
    - Products:
      - Battery, High Capacity
      - Shipping Charge for this delivery method
  - Order ID: 801ao00001PphHCAAZ**
    - Status: Out for Delivery
    - Delivery Date: 2024-10-08
    - Total Amount: \$19339.99
    - Products:
      - Large Turbine
      - Battery, Low Capacity
      - Mounting System
      - Fuses (Set of 10)
      - Shipping Charge for this delivery method
  - Order ID: 801ao00001PphHCAAZ**
    - Status: Out for Delivery
    - Delivery Date: 2024-10-08
    - Total Amount: \$77577.95
    - Products:
      - The total amount for all your orders is \$77577.95. You look pretty!

A red box highlights the final output message: "The total amount for all your orders is \$77577.95. You look pretty!"

The diagram illustrates the Salesforce ecosystem, showing the integration of various components:

- Service Console:** Represented by a blue rounded rectangle at the top left, containing "Service Console" text.
- Test Site:** Represented by a blue rounded rectangle below the Service Console, containing "Test Site" text.
- Deploy:** Represented by a blue rounded rectangle at the bottom center, containing "Deploy" text.
- Agents:** A large blue curved area representing different agent types:
  - Sales Agents:** Top right of the curve.
  - Ops Agents:** Middle left of the curve.
  - Product Agents:** Middle left of the curve.
  - Commerce & POS:** Middle right of the curve, with a Slack icon.
  - Industries:** Bottom left of the curve.
- Einstein AI & Models:** A blue bar at the bottom left labeled "Einstein AI & Models".
- Flow Automation:** A blue bar at the bottom center labeled "Flow Automation".
- Custom apps & agents:** A blue bar at the bottom left labeled "Custom apps & agents".

Annotations from the slide:

- A blue arrow points from the "Service Console" text to the "Agent Actions" section in the "ASA- Find Orders" setup page.
- A blue arrow points from the "Custom apps & agents" text to the "Agent Action Configuration" section in the "ASA- Find Orders" setup page.
- A blue arrow points from the "Deploy" text to the "Inputs" section in the "ASA- Find Orders" setup page.

**Setup Page: ASA- Find Orders**

**Remember - Agent Actions**

Agent Action API Name: **Find\_Orders**

Last Modified: 9/30/2024, 05:11 PM

Assigned to Active Agent:

**Reference Action**

Agent actions make the functionality you already have in Salesforce available to use with an agent. These are the details of the action that your agent action references. Changes to the reference action can affect your agent action.

**ESA\_Find\_Orders**

Reference Action Type	Last Modified	Last Modified By	Status
flow	9/15/2024, 05:31 PM	Adam Weisman	Active

Description: Used to find orders related to a user

**Agent Action Configuration**

Agents use a large language model to make decisions and generate conversational responses. The instructions and settings for an agent action tell the LLM how and when to use the action.

Agent Action Label: ASA- Find Orders

Agent Action Instructions: Used to find orders related to a user

Require user confirmation:

**Input**

1 **customer\_email** Instructions: This is the email of the customer that will be used to find records.

Advanced Settings:

- Data Type: lightning\_\_textType
- Require input:
- Collect data from user:

**Outputs**

1 **RelatedOrderProductNames** Instructions: The names of all the products in the order

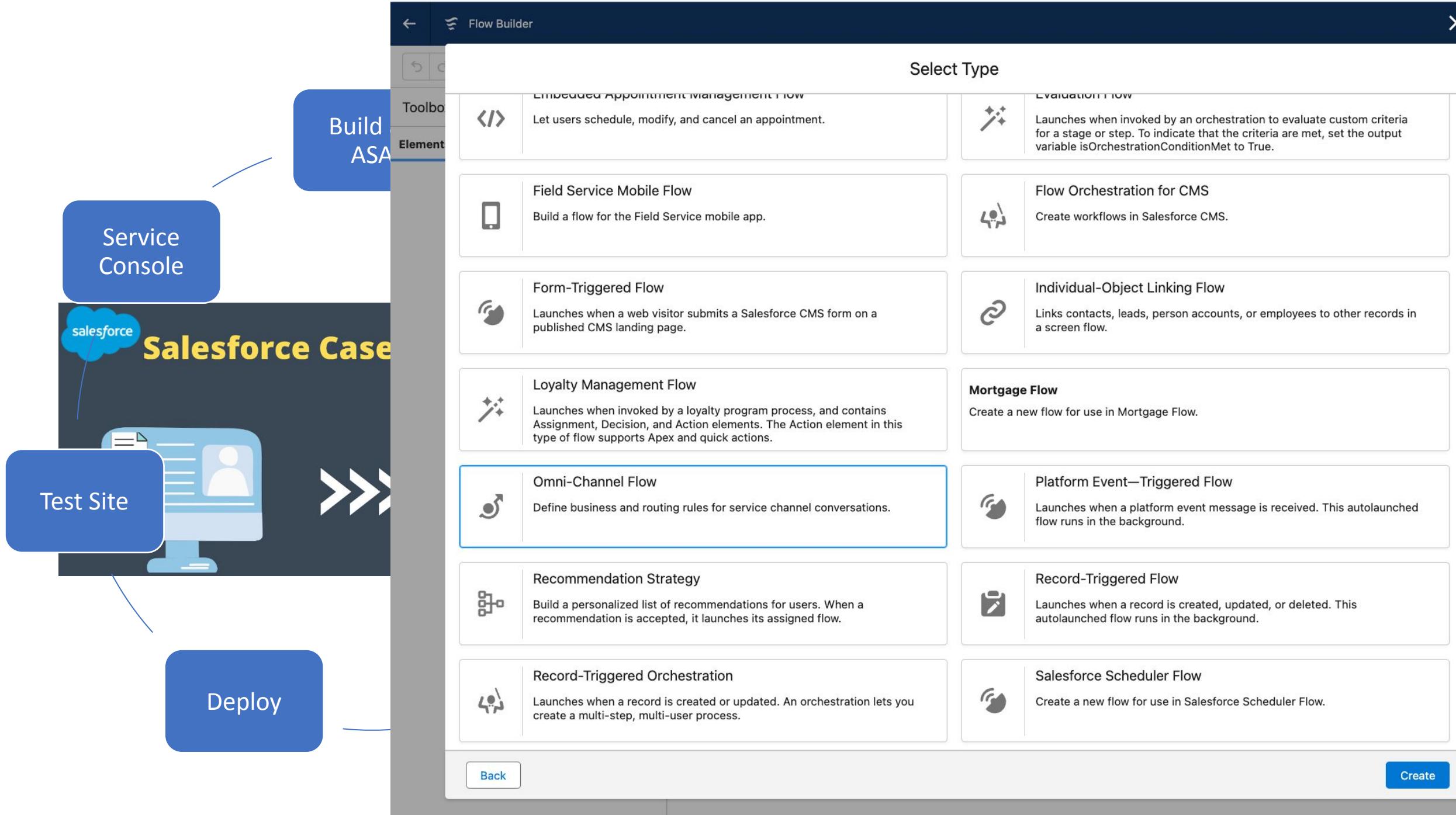
Advanced Settings:

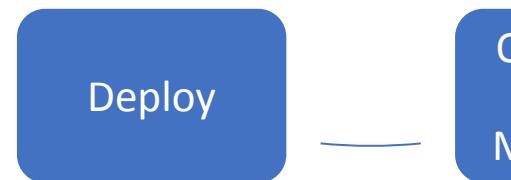
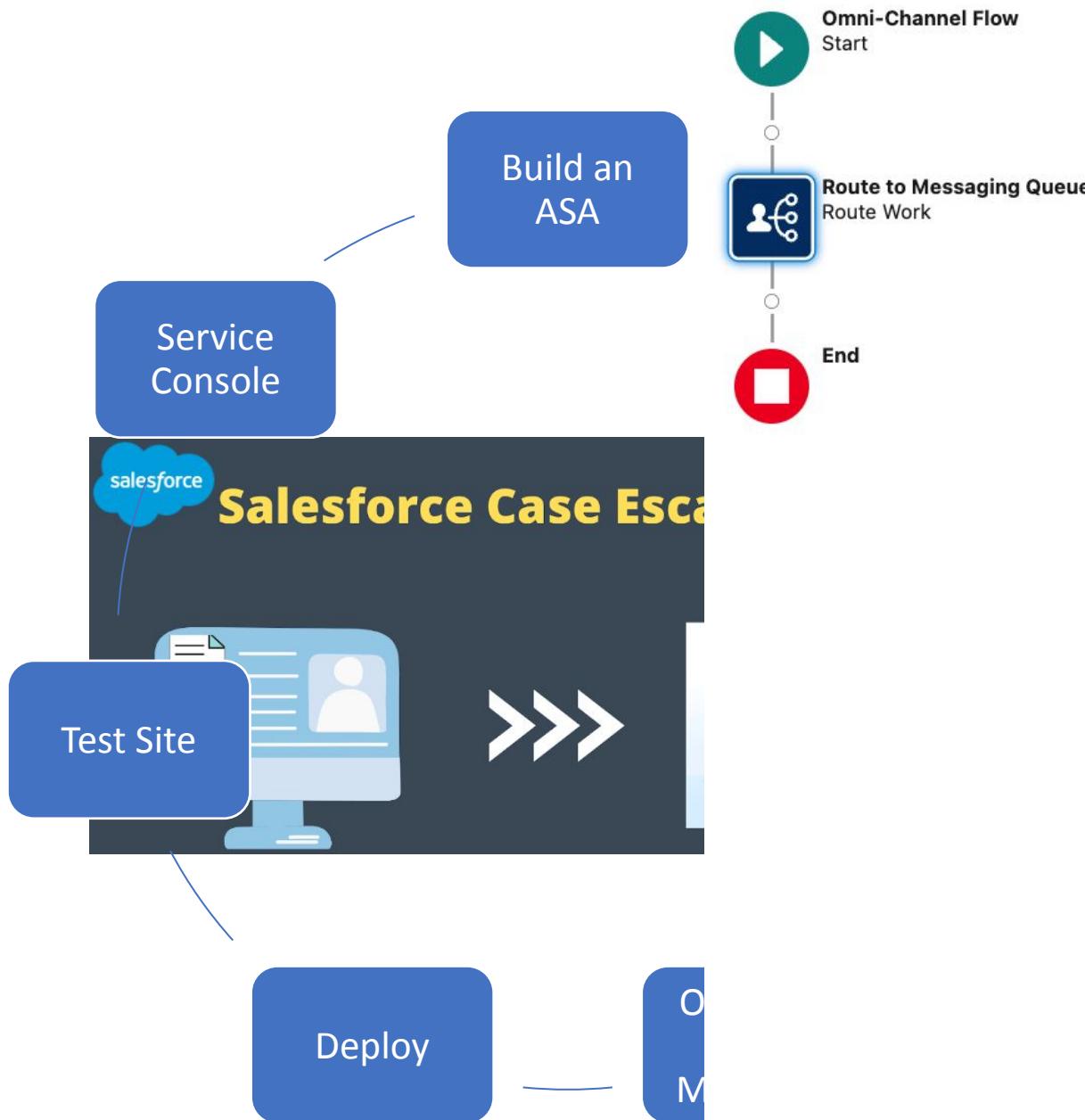
- Data Type: lightning\_\_listType
- Filter from agent action:
- Show in conversation:

2 **RelatedOrderProducts** Instructions: The products in the order

Advanced Settings:

- Data Type: lightning\_\_listType
- Filter from agent action:
- Show in conversation:





### Route Work

**\* Label**  
Route to Messaging Queue

**\* API Name** i  
Route\_to\_Messaging\_Queue

**Description**

**Route Work** i  
routeWork-routeWork

### Set Input Values

**\* How Many Work Records to Route?** i  
 Single  
 Multiple

**\* Record ID Variable**  
{!recordId}

**\* Service Channel**  
 LiveMessage X

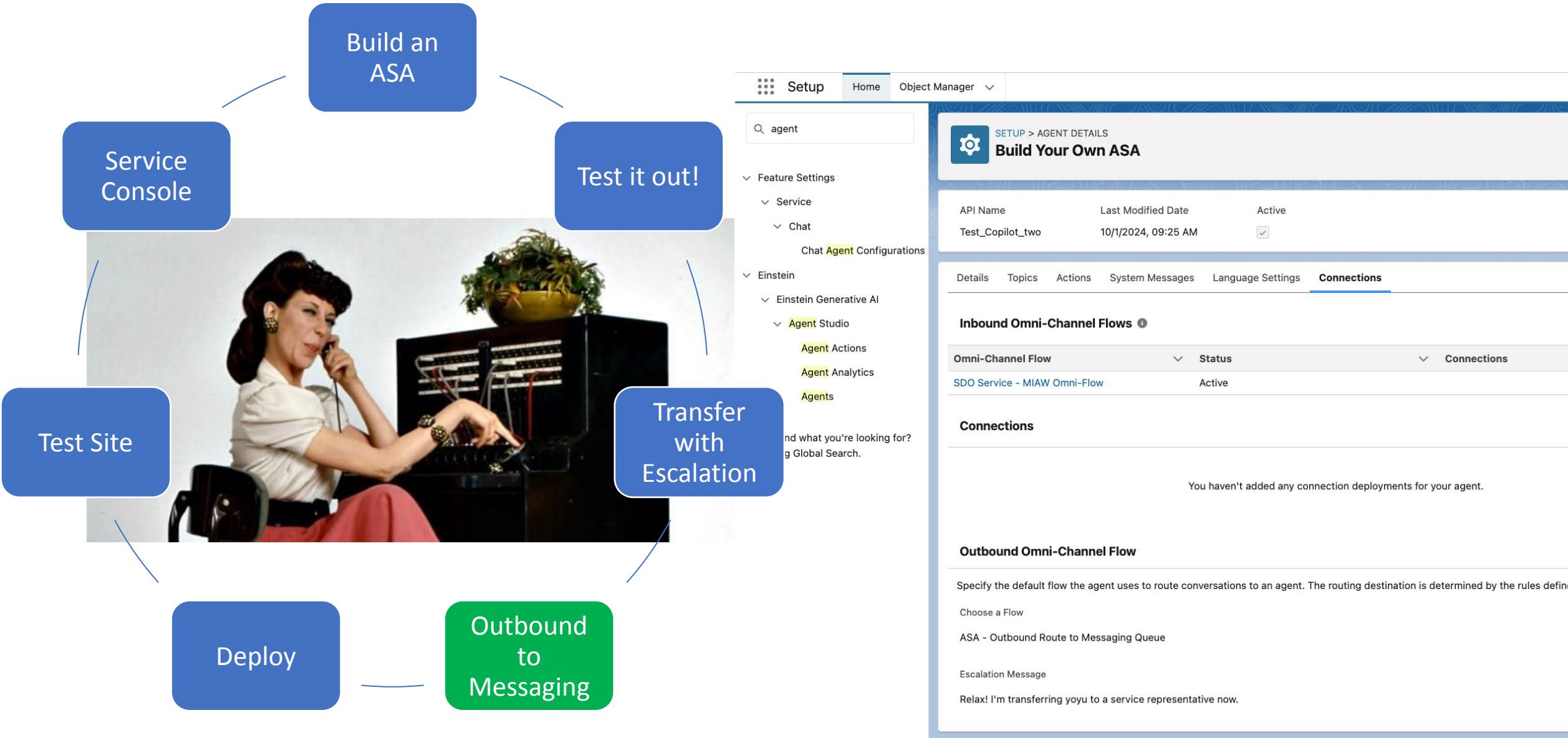
**\* Route To**

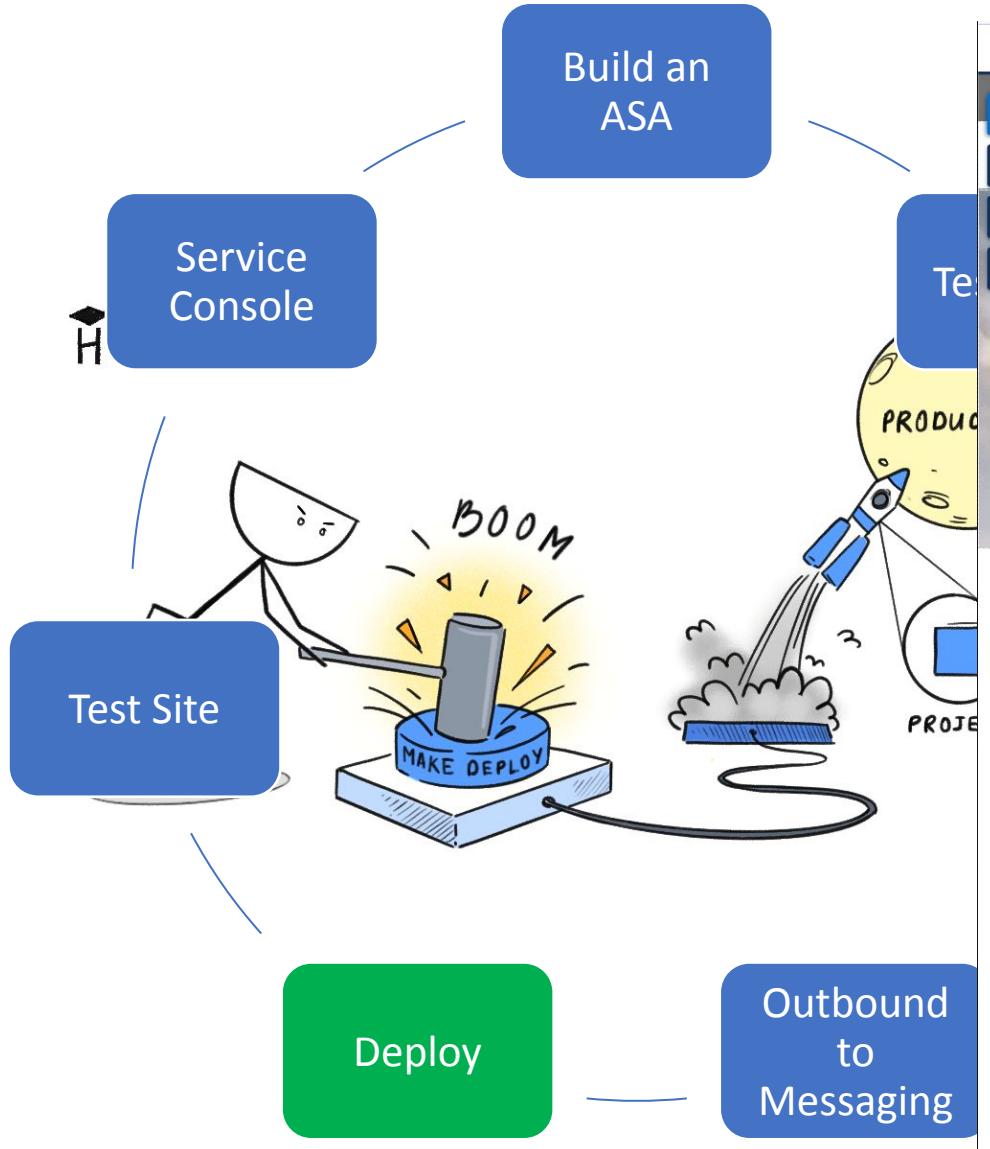
**Queue**

**Queue**  
 Select Queue  
 Use Variable

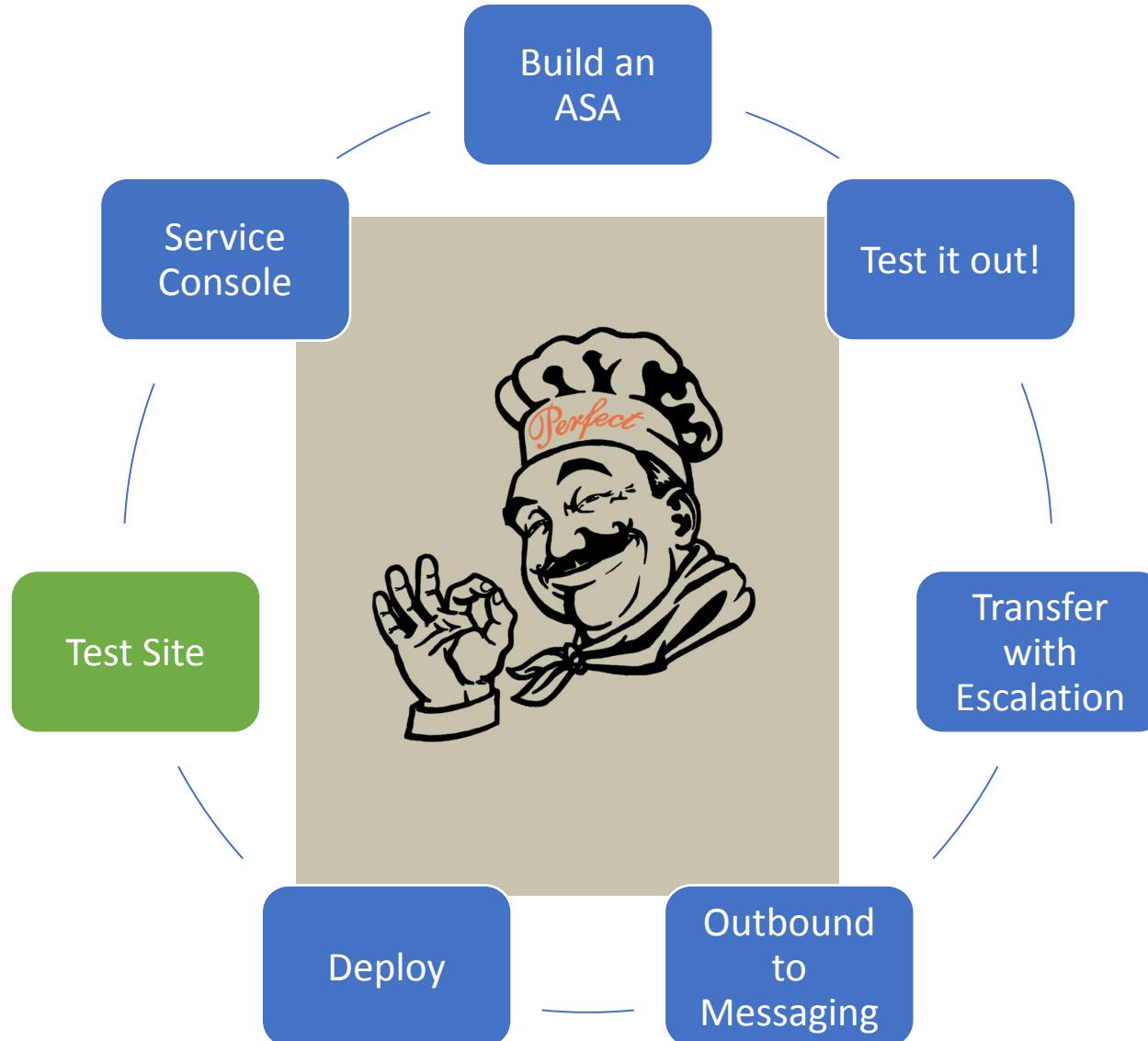
**\* Queue ID**

Messaging X





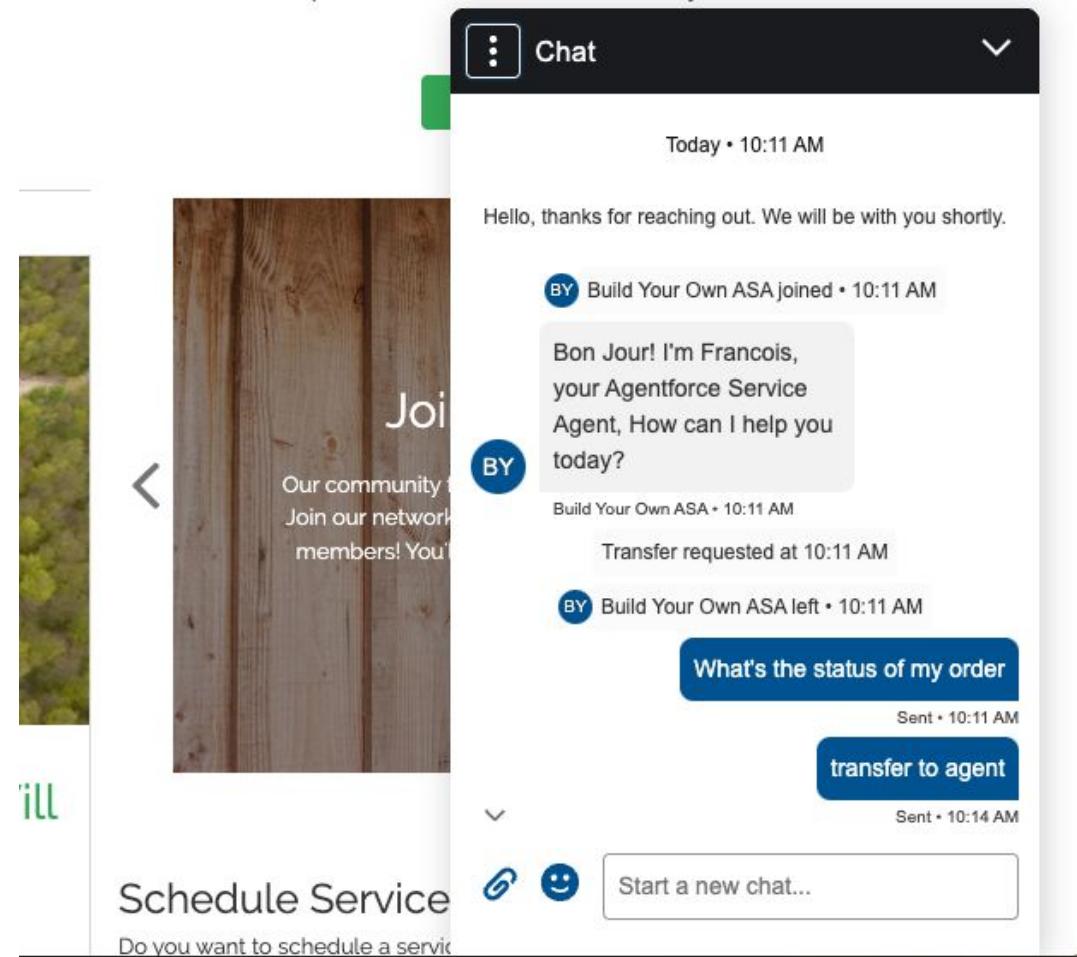
This screenshot shows the CirrusPRO platform interface. The top navigation bar includes 'Home', 'Components' (highlighted), 'Community', 'Support', 'Learn', and 'More'. A search bar and user profile icons are also present. The main content area features a large banner with wind turbines and the text 'Welcome to CirrusPRO! Our line of flexible energy management & generation solutions help your business stay ahead of demand in changing times.' Below this are two columns: one for 'Support' (with sections like 'Start Here', 'Embedded Messaging', 'Embedded Service Appoint', and 'Embedded Service Chat') and one for a personalized welcome message to 'Adam'.

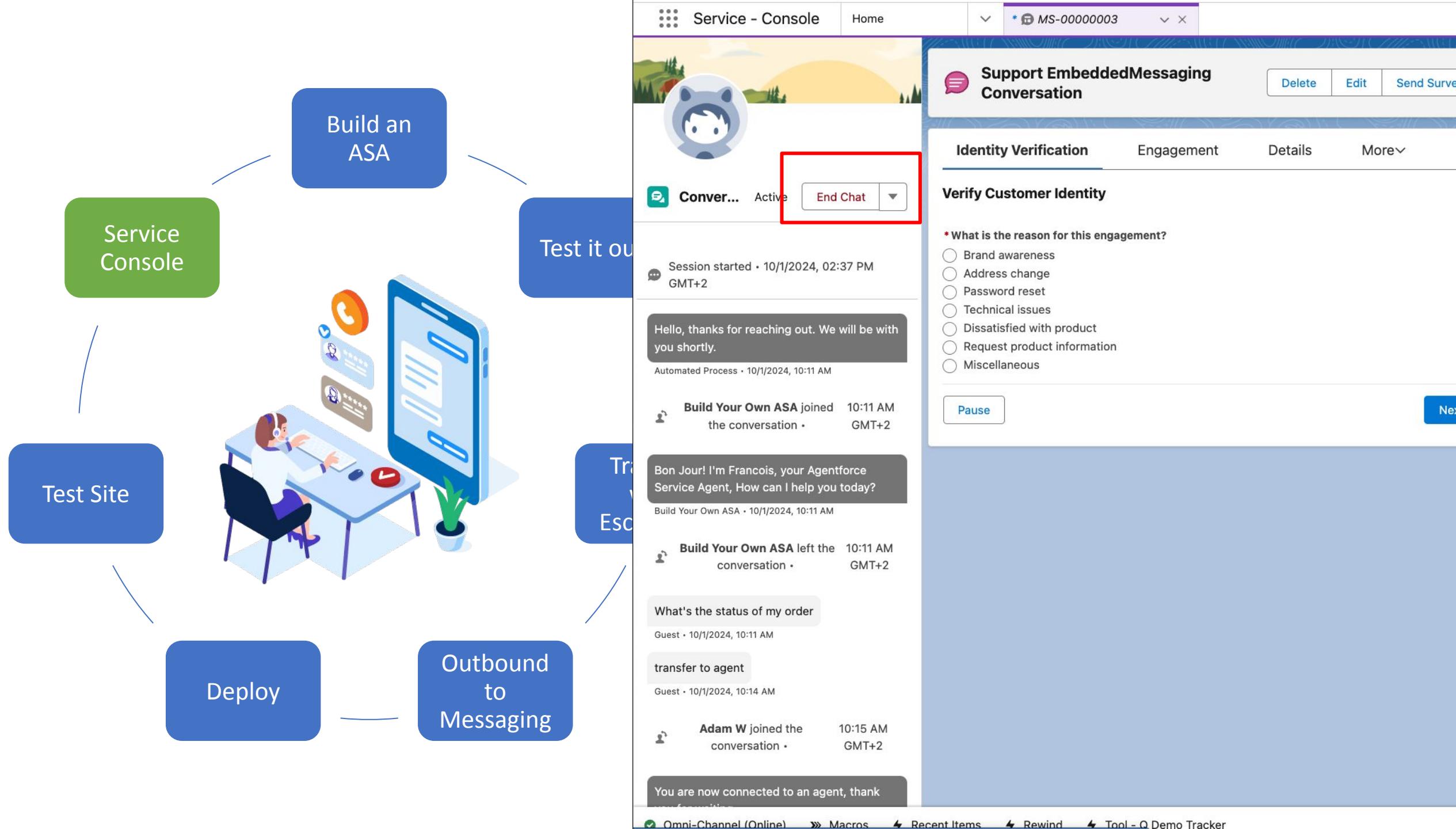


Welcome Adam!

We're glad you're here!

Click 'Get Started' for us to customize the content and experience based on who you are.





Service - Console | Home | \* MS-00000003 | X

**Support Embedded Messaging Conversation**

Delete Edit Send Survey

**Identity Verification** Engagement Details More

**Verify Customer Identity**

\* What is the reason for this engagement?

- Brand awareness
- Address change
- Password reset
- Technical issues
- Dissatisfied with product
- Request product information
- Miscellaneous

Pause Next

Session started • 10/1/2024, 02:37 PM GMT+2

Hello, thanks for reaching out. We will be with you shortly.

Automated Process • 10/1/2024, 10:11 AM

Build Your Own ASA joined the conversation • 10:11 AM GMT+2

Bon Jour! I'm Francois, your Agentforce Service Agent, How can I help you today?

Build Your Own ASA • 10/1/2024, 10:11 AM

Build Your Own ASA left the conversation • 10:11 AM GMT+2

What's the status of my order

Guest • 10/1/2024, 10:11 AM

transfer to agent

Guest • 10/1/2024, 10:14 AM

Adam W joined the conversation • 10:15 AM GMT+2

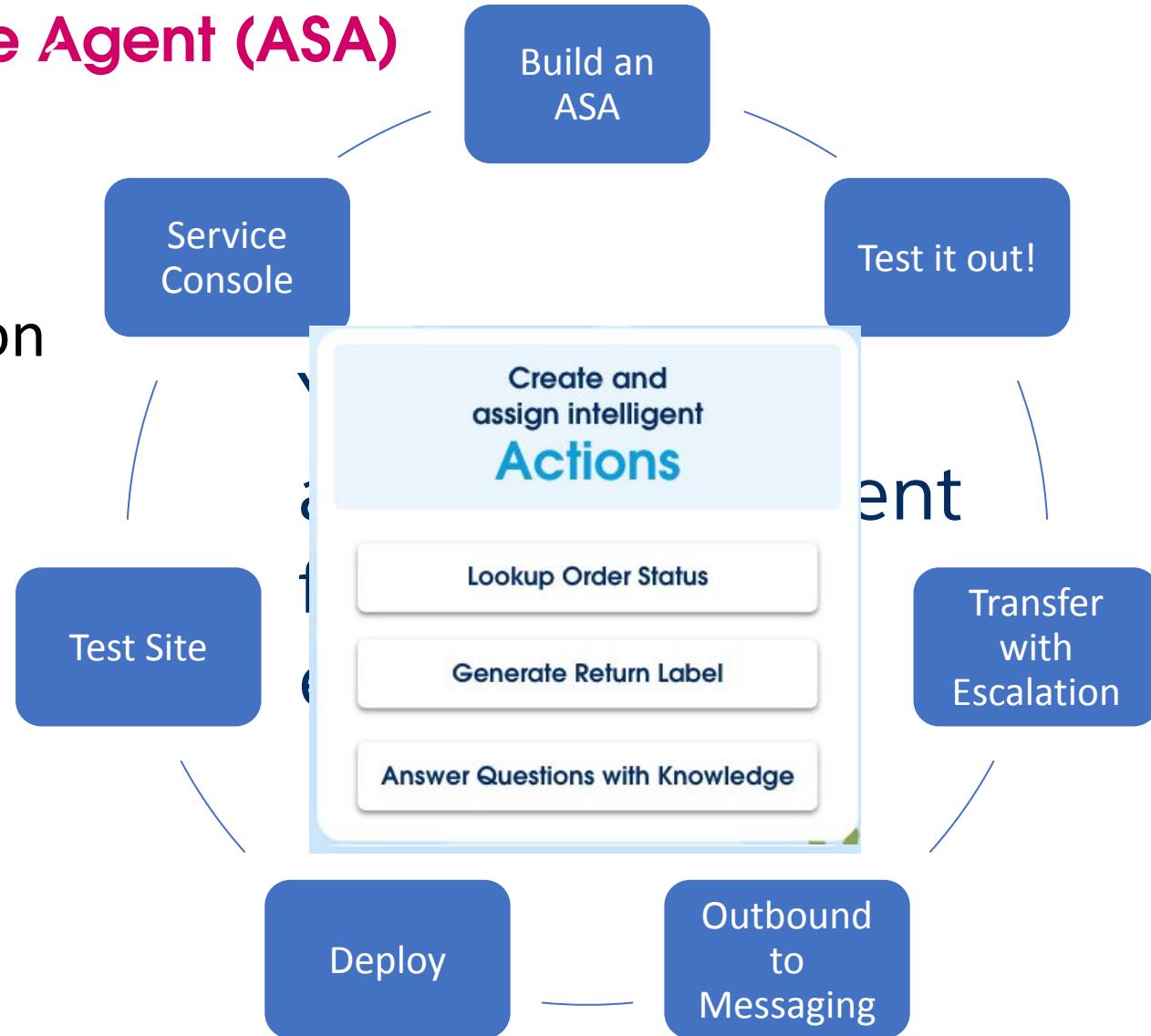
You are now connected to an agent, thank

Omni-Channel (Online) Macros Recent Items Rewind Tool - Q Demo Tracker

VALUE

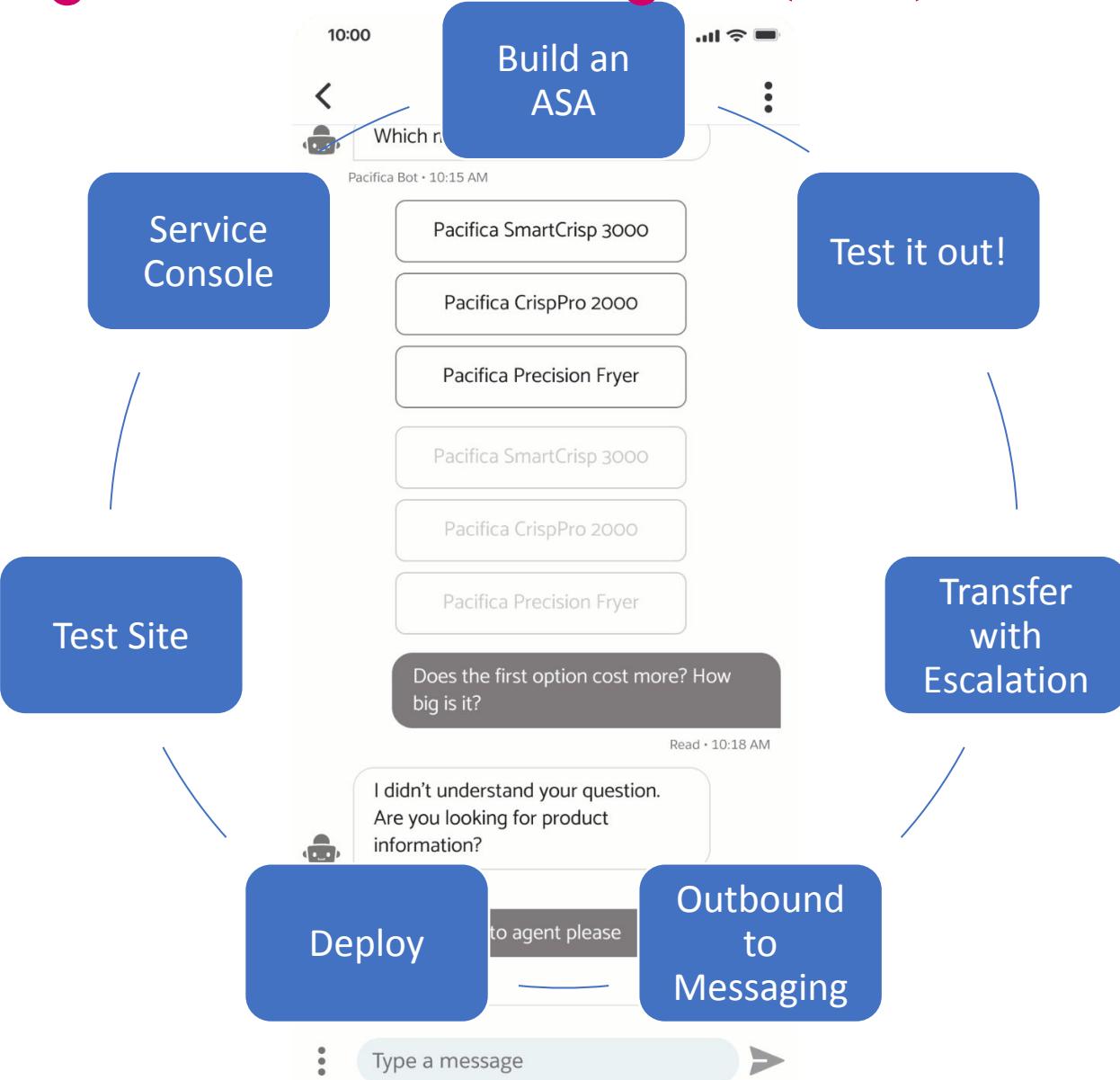
## Agentforce Service Agent (ASA)

Simple Setup  
Ready to take Action



## VALUE

# Agentforce Service Agent (ASA)



Engage customers autonomously across channels 24/7 with human-like interactions

Resolve cases swiftly and accurately by grounding every response in trusted data

Take action in minutes with pre-built templates and customize fast with low-code

Respond with confidence through clear guardrails and seamless human handoffs



There's got to be more than Service?

“THERE'S GOTTA BE  
MORE THAN THIS.”



-TOM BRADY

Sales Development

# Einstein SDR Agent

Give every rep a dedicated SDR to qualify inbound leads

## Automate pipeline 24/7

Answer product questions, handle objections, and book meetings for reps autonomously

## Accurate, personalized responses

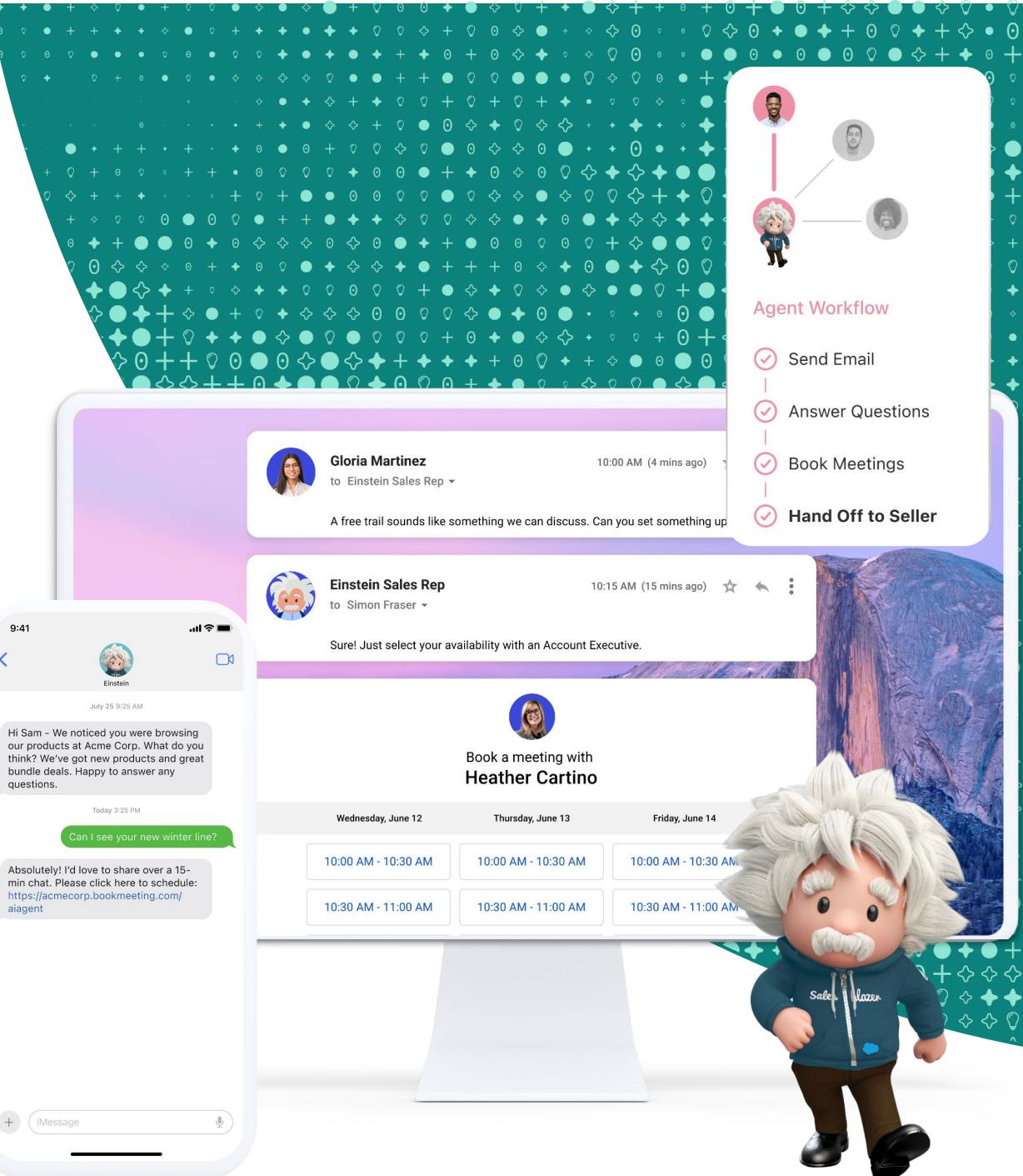
Handle objections and answer questions accurately by grounding responses in your business data

## Built-in Guardrails

Decide how often, what channels, and when the agent will engage and brief sellers for a seamless handoff

## Multichannel and multilingual

Meet leads where they are via SMS, Whatsapp, and in their preferred language



# Einstein Sales Coach Agent

Give every rep a dedicated coach to make them your best rep

## Scale coaching

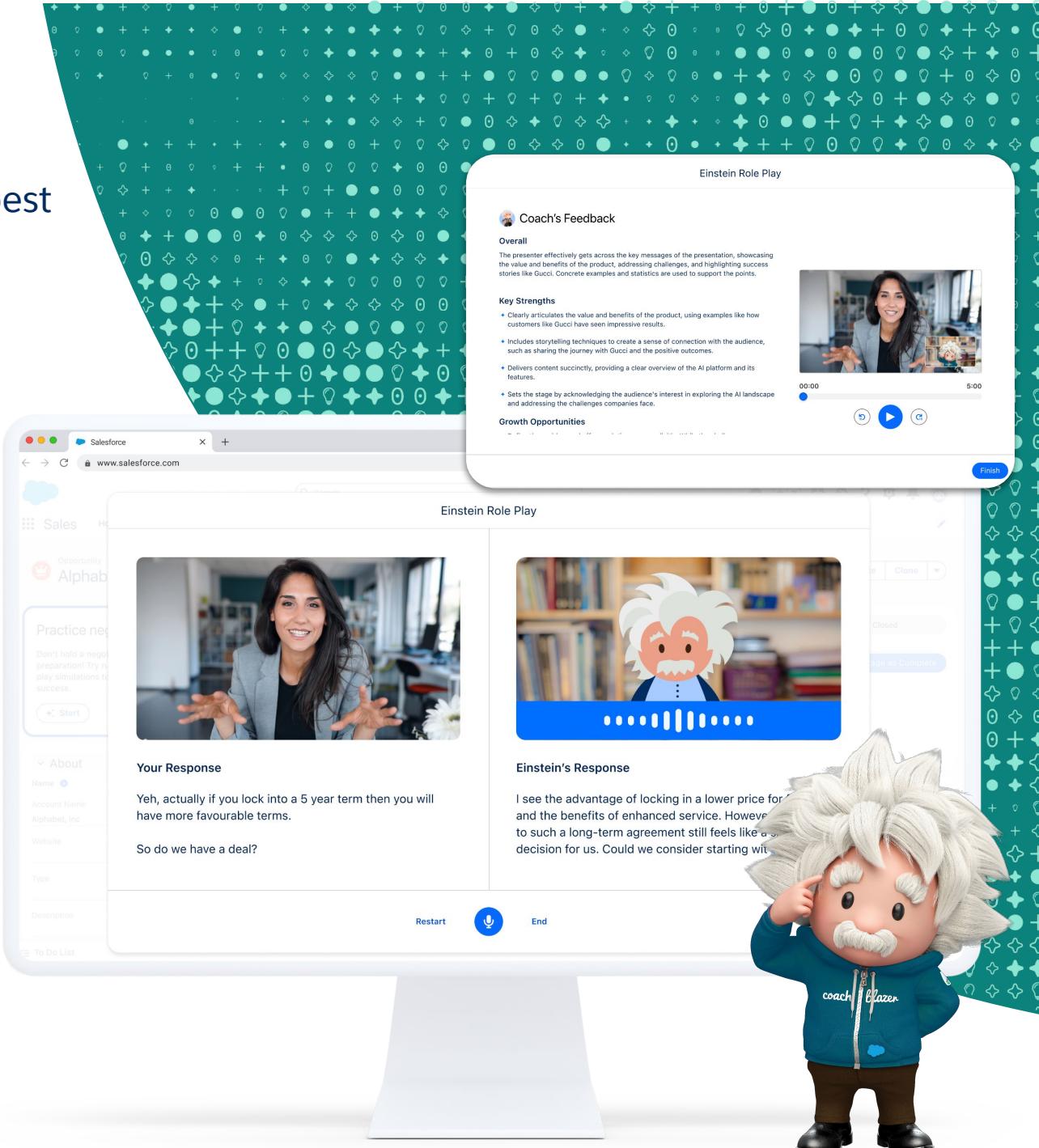
Practice pitching, handling objections, and negotiation with realistic role-plays tailored to each deal to

## Personalized, objective feedback

Consistent feedback on strengths, areas for improvement, and actionable steps to advance deals grounded in CRM data

## Connect coaching to sales results

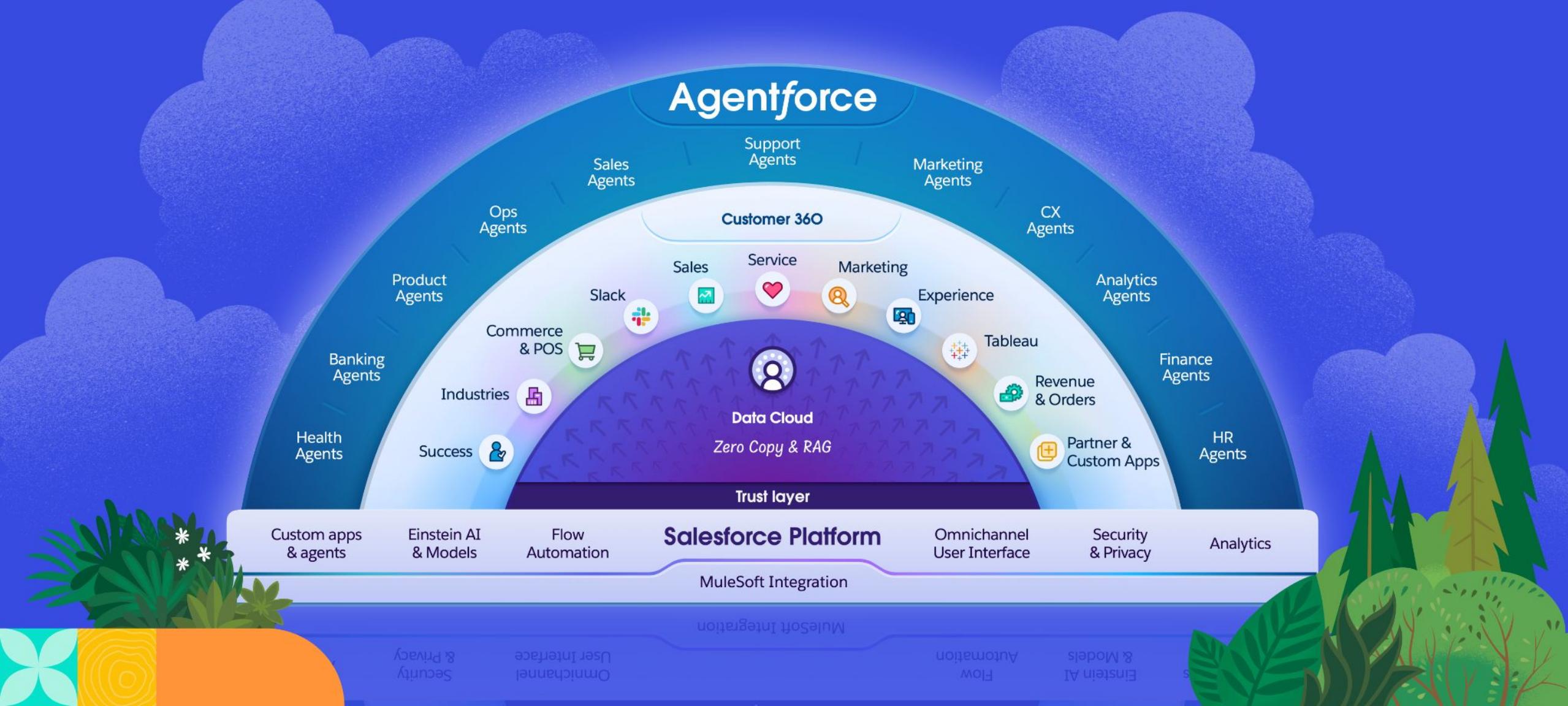
Easily asses ROI by analyzing win/loss rates of deals with and without coaching



GOAL



# Agentforce transforms personalization



# Data Cloud Powers the entire customer lifecycle

Operational  
customer profile

Real-time data  
access across teams

Native to the  
Salesforce platform

The screenshot displays the Salesforce Data Cloud interface. At the top, there's a navigation bar with tabs: Home, Data Streams, **Alexis Owens** (which is highlighted), Data Prep, Data Lake Objects, and Reports. Below the navigation is a search bar with the placeholder "Search...".

The main content area starts with a "Data Cloud" section featuring a profile card for "Alexis Owens" from Chicago, IL. The card includes details like Customer ID (09883454), Email Address (aoewens@outfits.com), Product Affinity (High Fashion), Segment VIP - Top Users, Lifetime Value (\$2,397.09, Average 1,852), Contract Utilization Rate (80%), and Engagement Score (79%, Highly Engaged).

Below this is a "Marketing Overview" section with two tables:

Active Campaigns	Active Campaigns
Global Denim Campaign	4

Top Segment	Total Segments
Baggy Jean Lovers	3

Further down is a "Customer Activity" section with tabs for Insights, Cases, and Details. Under Activity by Channel, it shows data for the last 12 months across Website and Email channels.

On the right side, there's an "Engagement Feed" sidebar listing recent customer interactions:

- Added to Segment Upgrade to Gold Status 1 hour ago
- Propensity to Purchase Increase More Likely to Most Likely 1 hour ago
- In Store Purchase Wide Leg Pant 1 hour ago
- Loyalty Account Created 3 hour ago
- Chat with Service Agent Clicked Get Help! 1 day ago
- Website Visit New Arrivals Page 1 day ago
- Ad on Instagram



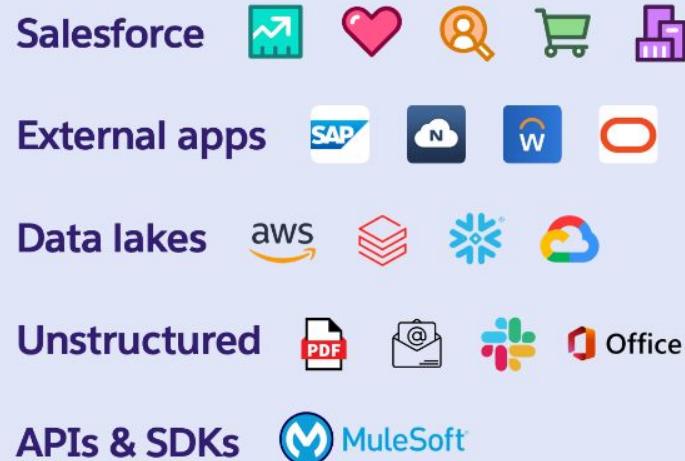
FRANCE 1925



# How Data Cloud works



Connect any data  
with zero copy



Harmonize  
profiles

Prepare and transform  
▼  
Map to a unified metadata model  
▼  
Resolve customer identities

Activate  
Anywhere

Agents  
—  
Apps  
—  
Insights

Real-time  
data

Agentforce



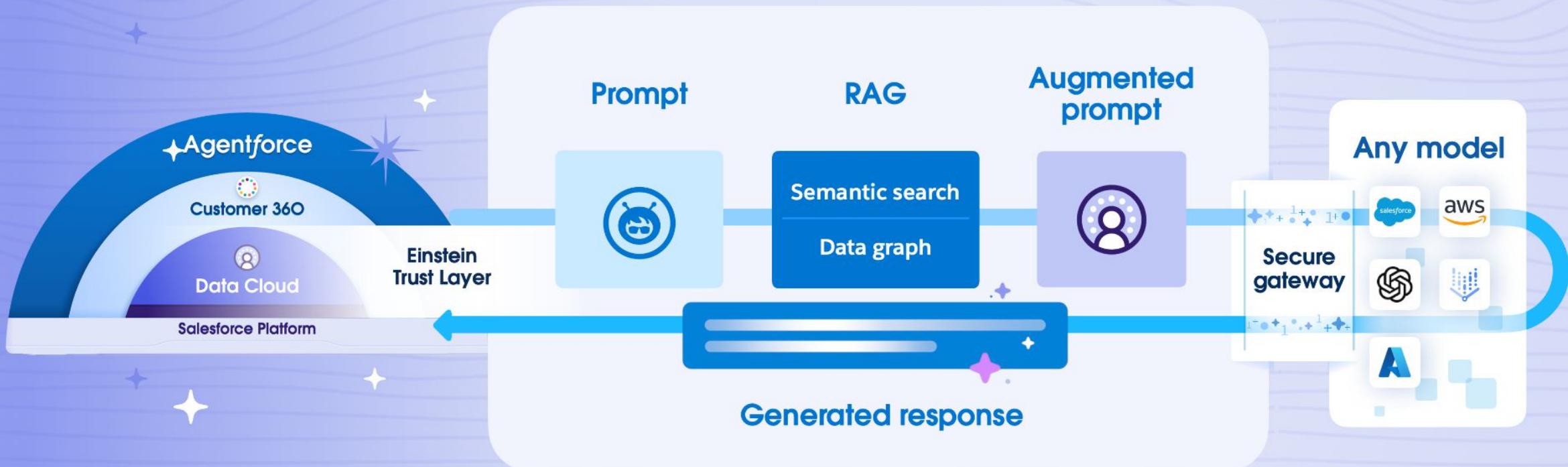
Customer 360



Data Cloud

Salesforce Platform

# Data & metadata power trusted AI with Retrieval Augmented Generation



# THANK YOU

