THE Marketer's Field Guide

POWER 1-TO-1 CONSUMER ENGAGEMENT AT SCALE

salesforce

2017 EDITION

Contents

What's Inside

Great marketing is about putting the consumer at the center of every interaction with a brand – across every experience with its products, its marketing, and its salespeople and service agents. Brands like Lyft, Amazon, and Fitbit all do this by delivering personalized, connected experiences throughout the consumer journey.

In the pages ahead, we'll take a look at:

- Marketing in the Age of Intelligent Marketing
- An introduction to Salesforce for Marketing
- Customer success stories and product features

We're here to help marketers exceed consumer expectations, becoming Trailblazers by creating relevant experiences across the entire consumer lifecycle – from awareness, to advocacy, and everything in between. That's what makes us the most intelligent platform for delivering connected, personalized real-time consumer experiences.

That's Salesforce for Marketing.
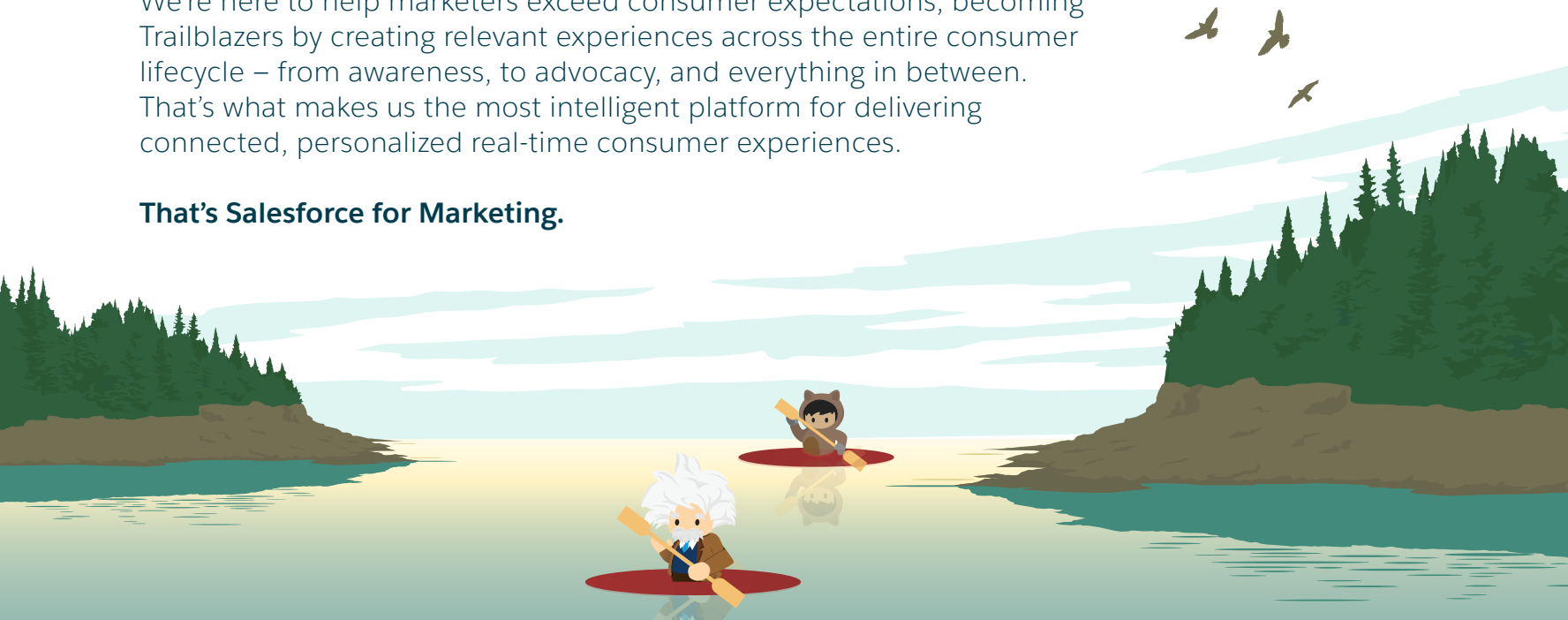
The Age of Intelligent Marketing

Today, consumers expect a 1-to-1 relationship with your brand. Four key technology trends have driven this change in consumer expectations:

Social Media

With identity-based social networks, marketers can collect social data and use it to power ads, recommendations, and customer service – plus drive email subscriptions and app downloads.

Mobile Capabilities

Mobile marketing messages, mobile alerts, and apps help marketers create connected consumer experiences, drive personalization, and enhance cross-channel campaigns. Marketers can now reach consumers wherever and whenever the consumer desires.

Data

The growing influx of consumer data from disparate channels, devices, and systems provides an opportunity for marketers to know and track consumers like never before.

Artificial Intelligence

AI can help automate marketing, recommend the next-best product or offer, and collect insights into traffic, sales, service, and marketing metrics along the way.

4

hours per day consumers are now spending on their phones. [1]

78

percentage of marketing leaders who use or plan to use artificial intelligence over the next two years. [2]

[1] eMarketer, "Top 5 Stats to Know About US Mobile Usage."

[2] Fourth annual "State of Marketing" report, Salesforce

Today's Marketing Challenges

There are four obstacles for marketers in the Age of Intelligent Marketing:

Isolated Data and Departments

Many companies still have separate business functions that store data, budgets, and software in silos. This makes collaboration – as well as creating a unified view of each consumer and integrating every touchpoint in the consumer experience – difficult.

Lack of Insights from Data

Today's connected consumer generates more data than many marketers are able to manage. Marketers need the ability to leverage insights from that data to truly personalize consumer experiences and optimize their results.

Disparate Marketing Tools

Marketers need a set of integrated tools to share data and manage all their content and campaigns – and be faster, more efficient, and more productive.
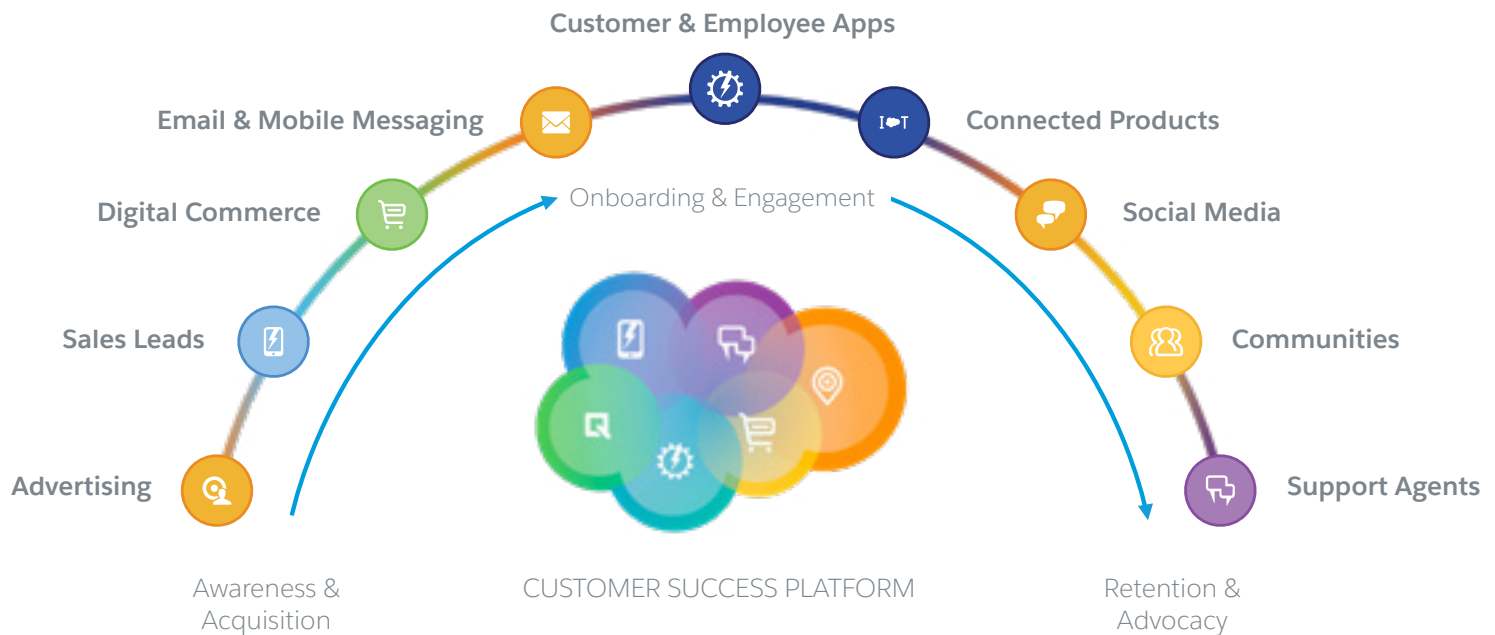
Technology that Doesn't Scale

Some marketers are bound by technology that makes it difficult for them to drive innovation as they grow. Without these tools, opportunities to engage consumers with personalized content in the perfect moment – on the channels each consumer prefers – are missed.

There's one solution to each challenge posed in this chapter:

What Is Salesforce for Marketing?

The Salesforce Intelligent Customer Success Platform is the only complete and integrated solution for consumer engagement at scale. Make smarter marketing with Einstein, and build, execute, and analyze one connected experience across all digital marketing channels, sales interactions, service touchpoints, digital communities, analytics, apps, the IoT, and commerce.

Customer & Employee Apps

Email & Mobile Messaging

Connected Products

Onboarding & Engagement

Digital Commerce

Social Media

Sales Leads

Communities

Advertising

Support Agents

Awareness & Acquisition

CUSTOMER SUCCESS PLATFORM

Retention & Advocacy

Meet the Customer Success Platform

Salesforce for Marketing is built on three important aspects of a personalized marketing strategy:

Journey Management

Listen, connect, automate, and analyze each consumer's journey at scale. Maximize engagement to drive revenue and ROI.

Artificial Intelligence

Predict the best audience, content, channel, and send-time for every consumer interaction – and recommend the best offer – all automatically.

Data Management

Capture data from any source and device. Identify, segment, and activate your audiences, and get a more complete data profile of each consumer.

In the next chapters, we'll address each Salesforce solution that marketers can use to take consumers all the way from awareness to advocacy – and we'll present a customer success story to match each one.

Journey
Management

Artificial
Intelligence
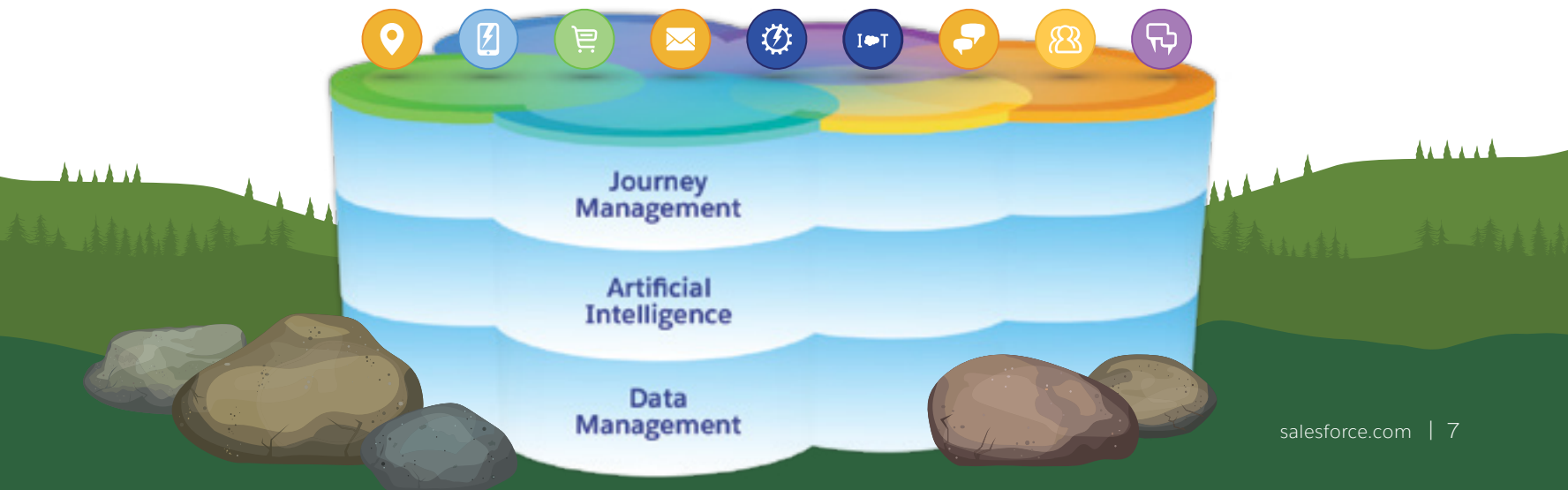
Data
Management

Target Ads that Inspire Action

Drive awareness and acquisition. Here's how:

Capture and activate consumer data from known and unknown interactions.

Build a more complete view of consumers from their identified and anonymous touchpoints with your brand – and the wider digital ecosystem – to more precisely reach your audience across all channels.

Align advertising campaigns with the rest of your consumer experience.

Use Journey Builder to connect advertising to the rest of your business – from your marketing strategy to your sales and customer service teams.

Connect digital advertising across all channels.

Optimize digital advertising across search, social, and display with an intelligent data-driven approach to your campaigns.

Integrate lead generation.

Manage acquisition campaigns across Facebook, and capture leads and new customers directly into Salesforce.

Supercharge Lead Generation and Account-Based Marketing.

Connect your Facebook and Google lead advertising with Pardot and Sales Cloud for integrated lead management from acquisition to nurture to close.

Schedule an Advertising Studio and Salesforce DMP demo today.

CONTACT US: *sfdc.co/marketing-cloud-contact*
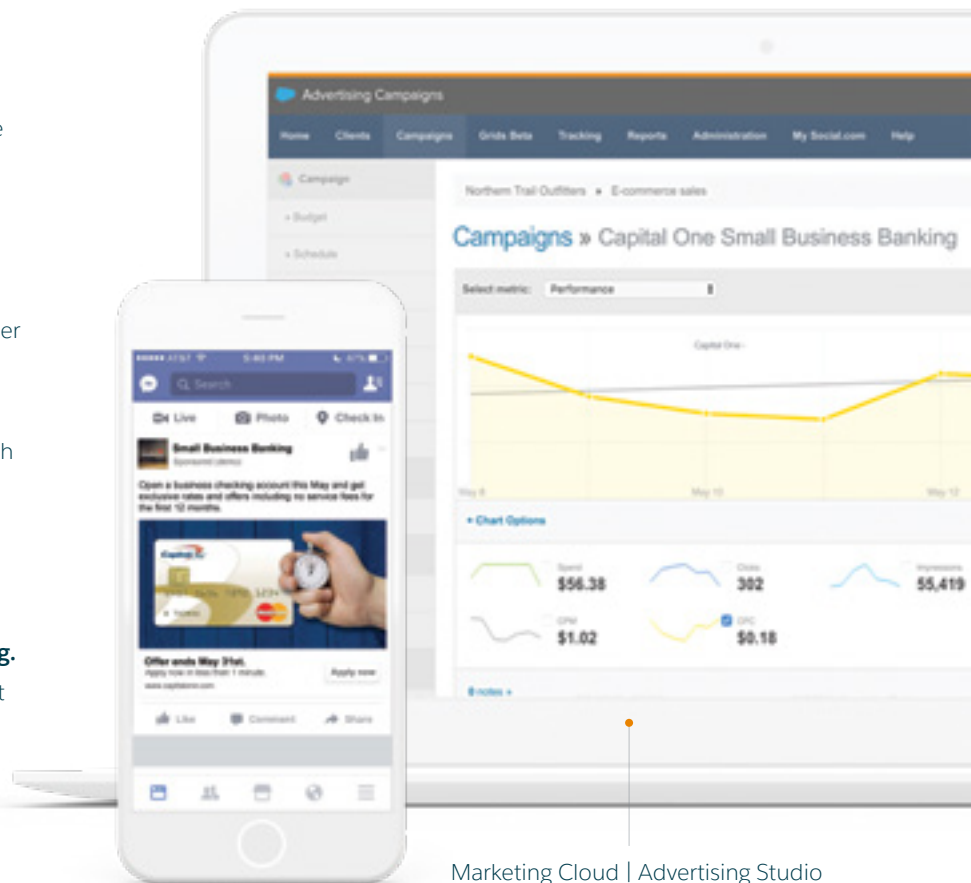
Marketing Cloud | Advertising Studio

Spotlight | Angie's list.

Angie's List, the digital directory of crowd-sourced reviews for local service providers, has a large first-party database. Six million members – spread out over three tiers of membership: free, silver, and gold – use its service to access detailed reviews of over 720 service categories, such as mechanics and plumbers. The marketing team at Angie's list needed to find audiences across email, social, and advertising that matched their gold-tier members.

The team implemented Salesforce DMP to enable differentiated bidding based on the value of the audience – versus simply bidding flatly for digital advertising space. It also incorporated target segments from Email Studio into cross-channel activations and lookalike modeling through Advertising Studio, and the results rolled in: an 18% increase in reach via cross-channel activations and an average 5%–12% lift in return on ad spend.

" Salesforce lets us be more precise with how we create lookalikes based on known audiences and target higher-value members via email, social, and digital ads. **"**

KEARY PHILLIPS
Sr. Director of Digital Marketing
Angie's List
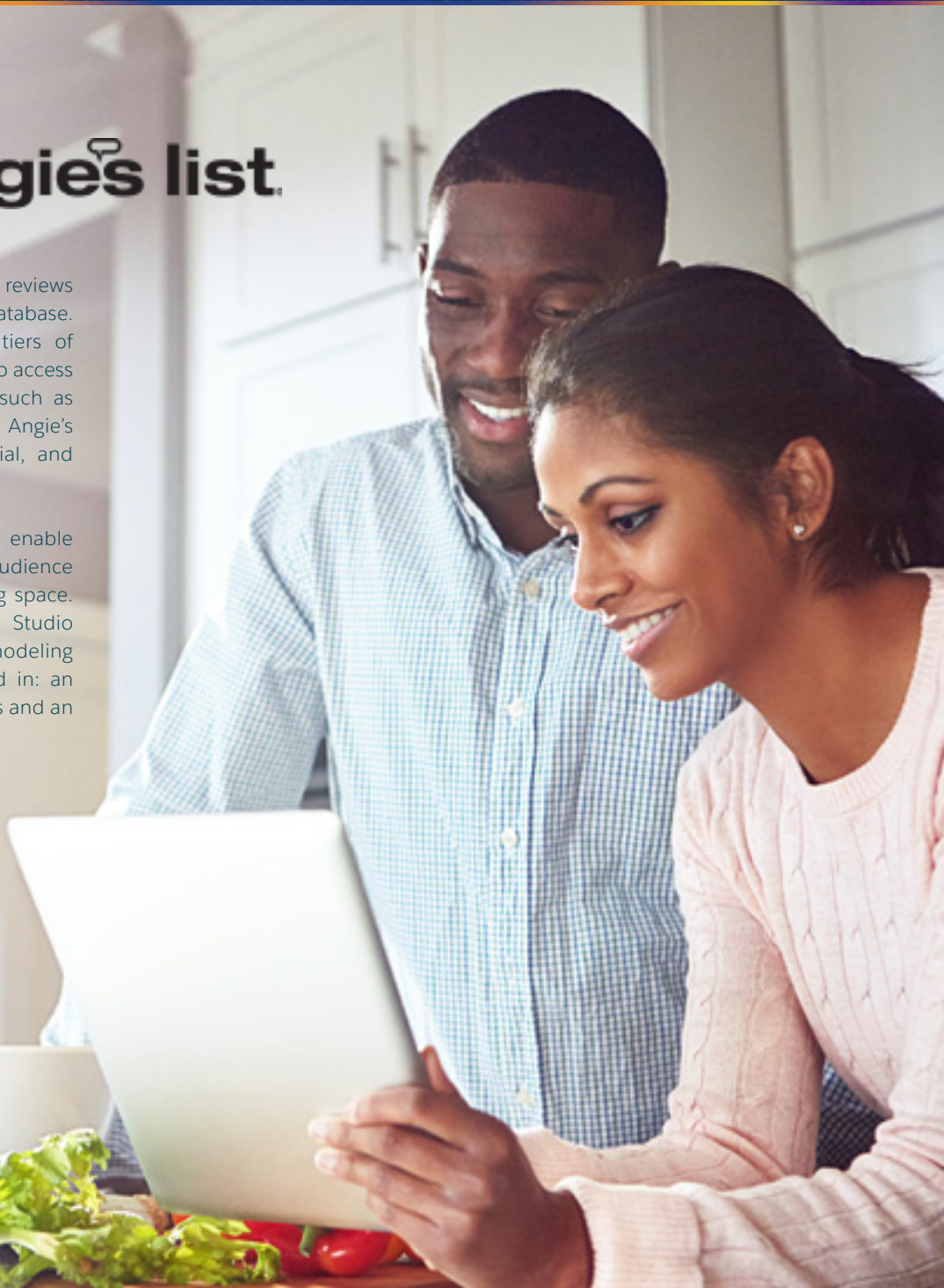
Grows Leads and Pipeline

Help sales close more deals. Here's how:

Grow pipeline with quality leads.

Salesforce can help score your prospects based on how they interact with content, and deliver them to sales at the exact moment in the selling cycle when they are most likely to buy.

Accelerate the sales cycle with personalization.

Capture information at the point of engagement, segment prospects based on what you know about them, optimize your content for your audience, and deliver the most relevant content to the target buyer.

Measure marketing ROI.

Understand marketing influence on revenue when managing your customer lifecycle. Track prospects from lead generation to closed-won deal, and account for every dollar you make – from every dollar you spend.

Schedule a Pardot demo today.

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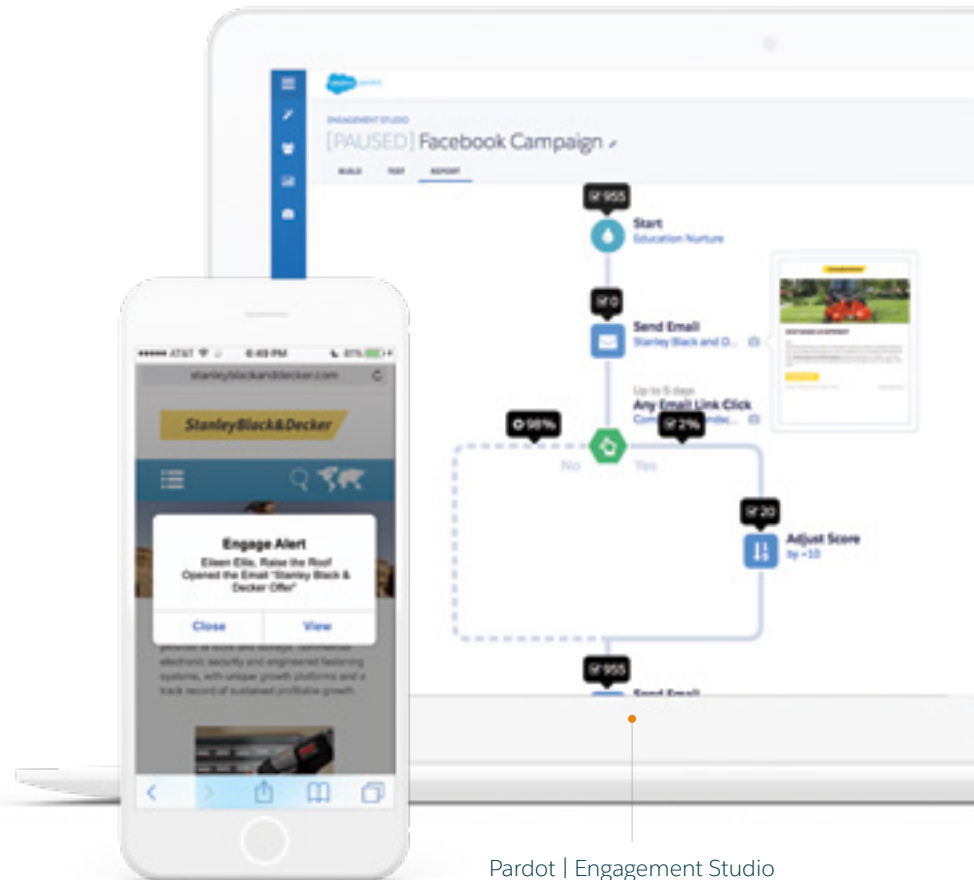
Pardot | Engagement Studio

Spotlight | **StanleyBlack&Decker**

The team at Stanley Black & Decker, the world's largest tool manufacturer, chose to run their B2B business on the Customer Success Platform due to its depth of functionality. They use segmentation rules to target their audience, and prospects are added to a nurture program tailored to their interests. Because they're measuring all prospect activities and interactions – website visits, pageviews, email clicks and opens, and more – they know when a prospect is engaged enough to be "sales ready." This helps their sales reps to focus on the most qualified leads that have the highest chance of turning into sales.

As a result, Stanley Black & Decker reduced the sales cycle for industrial storage and automotive by 30% in the first year of implementation, and another 25% in the second year. Some 60% of leads were determined not to be sales ready and were sent to nurture instead – and passed to sales only when they were most likely to close.

> " Being a customer company is imperative to us. We want to make every customer a brand loyalist for life. "

ROBERT HOLMES
Marketing Director, Mac Tools
Stanley Black & Decker

Drive Commerce – Anywhere It Happens

Deliver unified shopping experiences, whether online or in your stores. Here's how:

Coordinate shopping experiences across digital channels.

Transform the digital retail experience across all digital channels including, web, mobile, and social.

Execute store transactions and manage store operations.

Deliver point-of-sale capabilities so retailers can execute real-time transactions and manage in-store operations such as sales, returns, and exchanges.

**Embed predictive intelligence in offers and communications.**

Weave personalization into the fabric of the unified commerce experience through predictive recommendations on the web and via email.

Enhance commerce services to increase satisfaction.

Every client and partner works with the same version of the software – the current version. Salesforce users are part of a large community of peers that share ideas, insights, and inspiration.

Schedule a Commerce Cloud demo today.

CONTACT US: *sfdc.co/demandware_contact*

Commerce Cloud
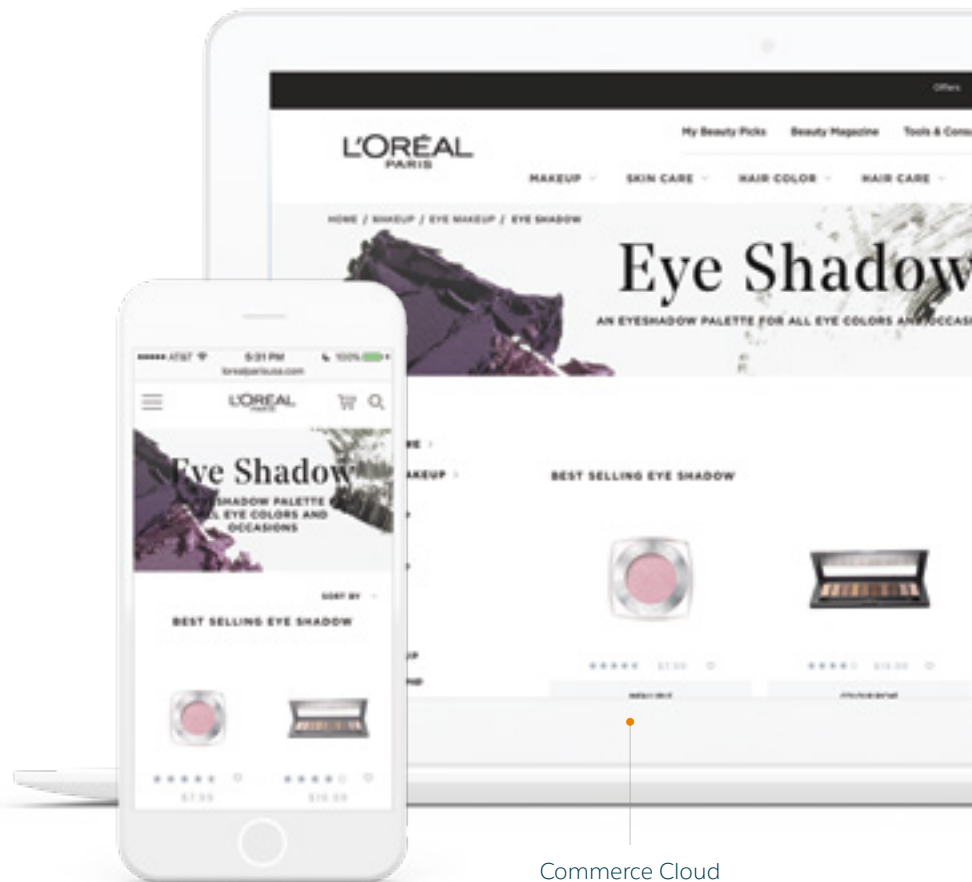
Spotlight | L'ORÉAL®

NYX, a division of L'Oréal, is a digital innovator in the color cosmetics industry. The team at NYX relies on Salesforce to integrate imagery and shoppable videos of real people applying makeup so potential customers can see what an item might look like on them.

L'Oréal is making the ecommerce experience as personal as possible – and it's making the in-store experience more digital. The team crowdsources approved selfies from social media to use in their online store. Algorithms analyze the images for quality, and those that lead to actual sales are flagged as successful and fed back into the system for reuse.

In retail stores, a customer can scan a product barcode with a smartphone to see images that portray that specific product on real people. These pictures are the same user-generated images that an online shopper might see, which creates continuity in content across both the digital and in-store experiences.

" You could be shopping for a NYX product on your phone and be in a mall and wander into a store, and it's a very seamless experience. **"**

BERNICE MERLINI
Ecommerce Marketing Manager
L'Oréal/NYX Cosmetics

Deliver Email that Delivers Results

Personalize relevant emails at scale and enjoy the #1 marketing ROI generator. Here's how:

Build great emails quickly with tools for collaboration.

Store and share pre-approved assets, and set custom approval rules to help teams build engaging emails and campaigns quickly.

Create intelligent messages.

Place relevant content in emails based on consumer behavior and attributes using a powerful scripting language and dynamic content.

Adopt a mobile-first mindset.

Create custom templates that make emails look great on mobile devices, where the majority of email subscribers check their messages.

Send millions of messages in minutes.

Whether working with a team of three marketers, or several floors of a large marketing team, create and send personalized emails more efficiently than ever.

Schedule an Email Studio demo today.

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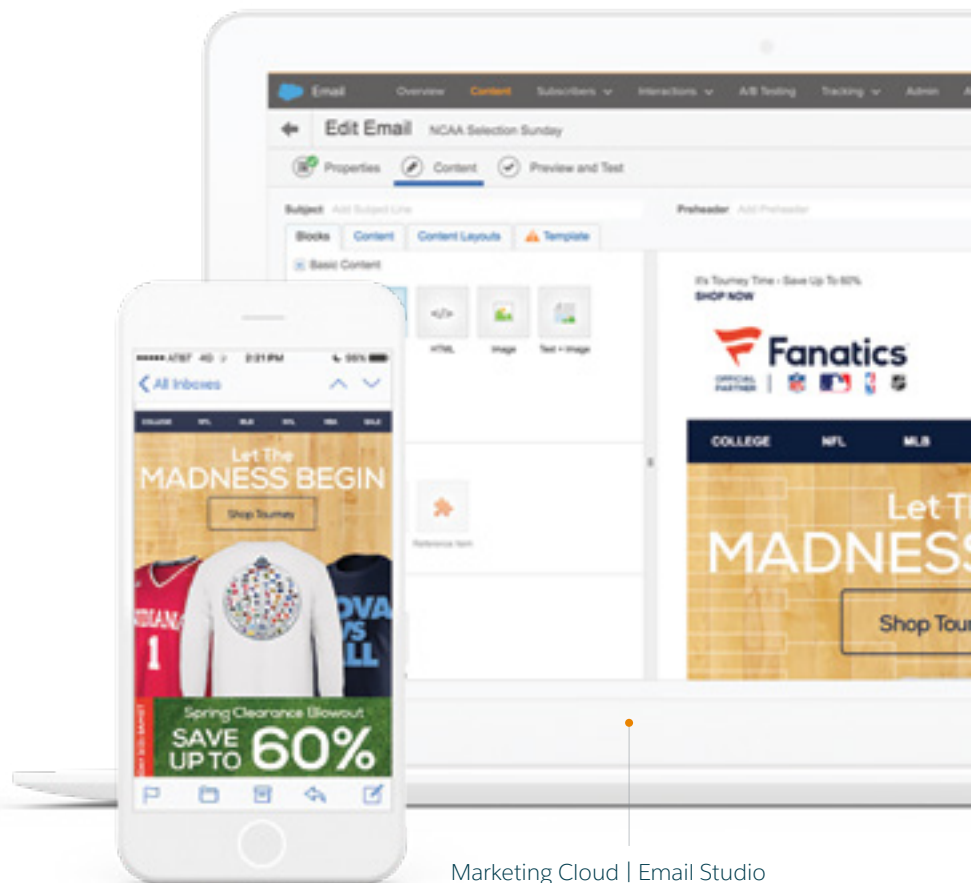
Marketing Cloud | Email Studio

Spotlight | **F Fanatics**

Fanatics' ability to engage with consumers around the biggest sporting events, in real time, is unmatched – cementing it as the world's largest online retailer of sports merchandise. The company uses Salesforce to personalize email campaigns at scale. "Multiply a thousand teams by an endless stream of sports news, and you've got billions of emails being sent to fans each year," said Jonathan Wilbur, Director of CRM.

With Salesforce's templates and tools, including AMPscript for dynamic content, the team at Fanatics can seize the moment when big sports news breaks. They built scripts that search consumer data to display fans' favorite teams, pull in real-time scores and stats from vendor feeds, and personalize branding using partner IDs. The result is campaigns customized according to multitier segments. In other words, Fanatics delivers merchandise that's relevant to their customers and their favorite teams – at the right time.

> " We're actually able to stand up a campaign in a matter of minutes. In 2015, we sent about 3.5 billion messages. "

JONATHAN WILBUR
Director of CRM
Fanatics

Connect in Moments that Matter with Mobile

Send alerts based on consumer behavior and actions through SMS, push notifications, and group messaging. Here's how:

Send time-sensitive alerts or reminders instantly.

Send notifications of a promotion or sale, and respond in an instant to trends in your industry with relevant mobile content.

**Target consumers based on geofencing technology.**

Engage consumers when they're closest to you by using geofencing technology to send messages based on their proximity to your store or event.

Link your mobile strategy with other channels.

Use mobile strategies to drive email subscriptions. Increase fans and followers on social networks, and inspire visits to your website or online store.

Schedule a Mobile Studio demo today.

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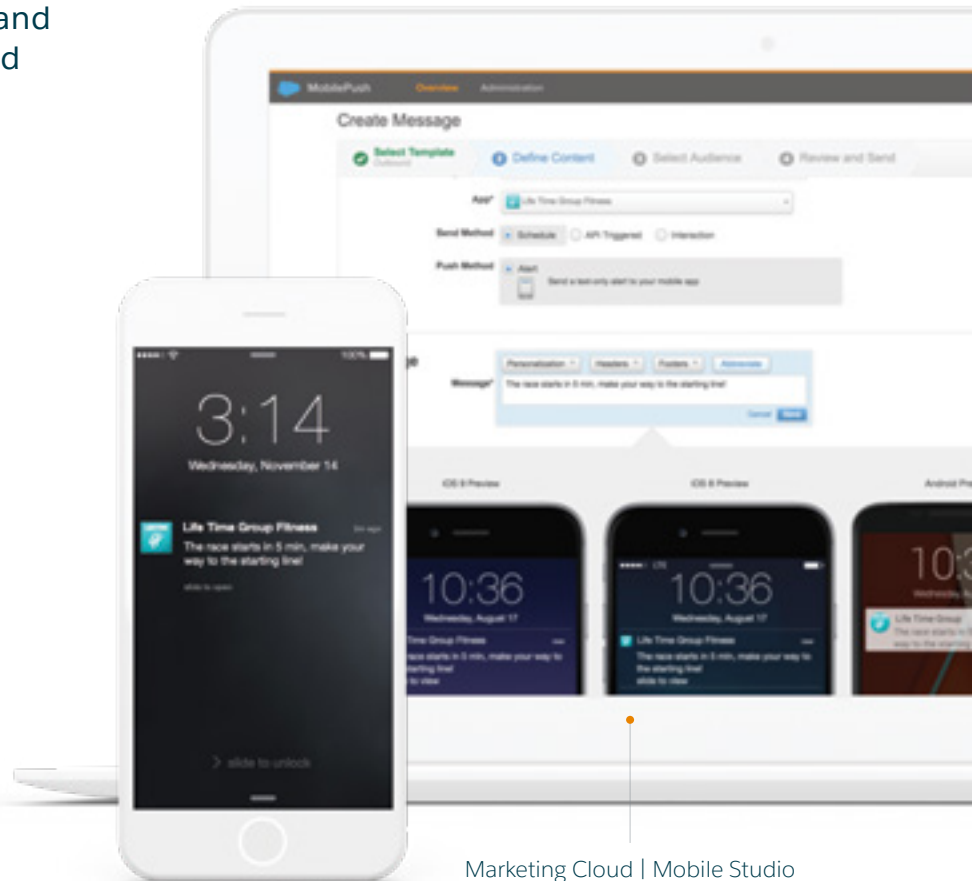
Marketing Cloud | Mobile Studio

Spotlight

LIFE TIME
THE HEALTHY WAY OF LIFE COMPANY

Life Time, the Healthy Way of Life Company, is transforming the way it communicates, employing a seamless multichannel experience that uses member data to create personalized communications, netting a 154% ROI.

Each of Life Time's members has unique fitness goals. For example, if a member comes in with her two children, the team at Life Time knows that they need to be able to communicate differently with her than with someone who is training for a triathlon. Each of those members has a unique journey and needs different information to achieve their health objectives, athletic aspirations, and fitness goals.

" The content of every communication via email, online, mobile texts, or mobile notifications are helping [customers] walk through that journey to get them to where they personally want to go. "

RENEE MAIN
VP Marketing, Member Acquisition, and Retention
Life Time

Build Apps Lightning Fast

Build interactive apps quickly to drive consumer engagement. Here's how:

Build, deliver, monitor, and scale apps on a cloud-based platform.

Build apps quickly on the leading cloud application platform.

Drive loyalty and commerce.

Increase engagement by rewarding your best customers, and use consumer data to power sales promotions through branded app experiences.

Integrate all Salesforce data to deliver more personalized app experiences.

Use consumer data from sales, service, and marketing to power messaging in mobile apps. Tailor relevant push notifications, offers, products, and more.

Schedule a Salesforce Platform demo today.

CONTACT US: *sfdc.co/salesforce-platform-contact*

Salesforce Platform

Spotlight

Red Robin
GOURMET BURGERS AND BREWS

With the Red Robin Royalty app powered by Salesforce, the restaurant offers standard rewards, such as free burgers or coupons, as well as exclusive, fun rewards tailored to the individual. For example, elite customers might get invited to tour a new restaurant or try a new menu item before the general public. Or, mothers might be invited to a special meal on a day in May.

Additionally, Red Robin delivers a great customer experience to millions of Royalty program members by giving internal teams access to all the member data they need, with a "single point of truth" view for each customer.

" Salesforce truly makes this whole thing fly. If we didn't have that, I can't even fathom the effort it would take to build it ourselves. "

EVAN EAKIN
Vice President, IT
Red Robin

Make Marketers Faster and More Productive

Turn your marketing team into a high-performing, efficient machine. Here's how:

Increase employee collaboration.

Use out-of-the-box apps such as group chat, docs, spreadsheets, and file sharing to inspire planning and collaboration. Inspire employee communication across all departments.

Learn more about Quip: *sfdc.co/Quip_Contact*

Boost productivity with apps from the #1 business app marketplace.

Install and configure thousands of apps with ease. Get more done, no matter the size of your marketing team.

Learn more about AppExchange: *sfdc.co/AppExchange_Contact*

Build custom marketing apps with clicks or code.

Create, manage, deploy, and optimize apps with ease for budgeting, events, PR, and campaigns. Build with drag-and-drop tools or open frameworks to be more efficient – and more effective.
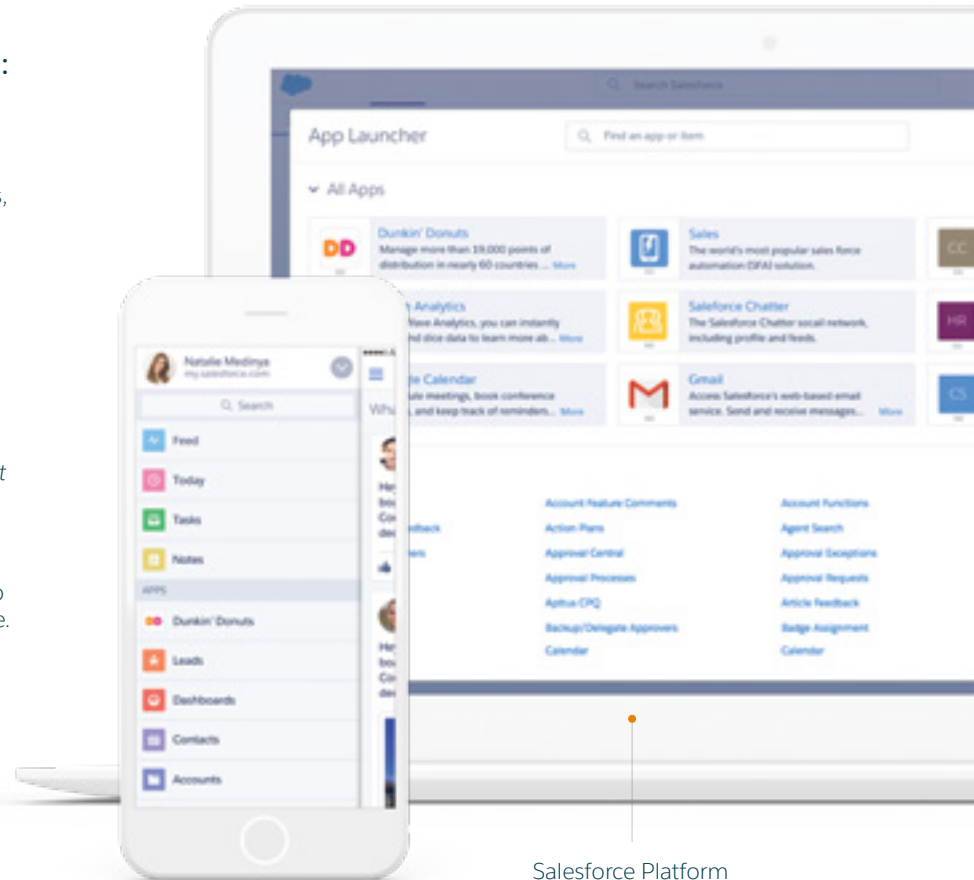
Learn more about Force.com:

sfdc.co/salesforce-platform-contact

Run marketing from anywhere.

Stay up-to-date on your marketing efforts at all times, from anywhere, and take actions within campaigns such as pause, resume, cancel, approve, and send.

Learn more about the Marketing Cloud mobile app:
sfdc.co/marketing-cloud-contact

Salesforce Platform

Spotlight | dunkin' brands®

Dunkin' Brands has earned the #1 ranking for customer loyalty in its category for nine years running, and it's out to make the guest experience even better. Technology has transformed the way Dunkin's customers interact with it, and the marketing team knows that customer expectations are higher than ever. The team at Dunkin' knew that improving the customer experience needed to start internally.

Dunkin' began by building an internal franchise approval process on Salesforce and has grown into multiple other applications built on the Customer Success Platform, including apps for its media buying team and legal team. Plus, Dunkin' has transformed the application for someone signing up as a franchise owner. The process is now automated for scale and presents an easy, seamless experience to the franchiser.

> " We have to build a very focused, personalized 1-to-1 journey with our consumers – a way to reach them with the right offer, at the right time, at the right place. Salesforce helps us deliver that. "

SCOTT HUDLER
Chief Digital Officer
Dunkin' Donuts

Make Data-Driven Decisions

Help your team perform with an informed view of your strategy, results, and the ability to optimize as they go. Here's how:

See marketing's direct impact on revenue.

Tie marketing to sales outcomes by storing and displaying all data in one place with visual, customizable dashboards.

Access your data with ease.

Explore multiple data sources to intelligently improve campaign performance in the moment it's needed.

Act quickly on your insights.

Share your thoughts from any device and quickly take data-driven actions as a team to maximize engagement – and ultimately increase ROI.

Schedule an Einstein Analytics demo today.

CONTACT US: *sfdc.co/Einstein-Analytics-Contact*

Einstein Analytics

Spotlight | COX AUTOMOTIVE™

Cox Automotive is the world's leader in vehicle remarketing services and automotive digital marketing and software – with a portfolio of brands including AutoTrader, Manheim, Kelley Blue Book, and many others. The team at Cox had a legacy system in place for data management, but their business was growing, and they needed a better and faster way to report on marketing results. They aimed to keep data management simple and be able to innovate for scale, all while embracing the lifecycle of their marketing tools.

Cox Automotive chose Salesforce for its extremely robust analytics platform that seamlessly integrates with third-party data sources. Cox gained the ability to see marketing insights in seconds – not days or weeks. The team members at Cox Automotive leverages their Marketing Cloud data in Einstein Analytics to evaluate marketing performance, track customer touchpoints across their various business units, and make fast, insightful decisions that drive their business.

> **"** We needed to bring our brands together to create a 1-to-1 relationship with our dealers. Salesforce helped us make it real. **"**

REBEKAH KING
Senior Manager, Marketing Systems
Cox Automotive

CONNECTED PRODUCTS

Transform Products into Connected Experiences

Enable connected products with the internet of things. Here's how:

Connect to any data source at massive scale.

Capture billions of events from any connected product, service, device, or app.

**Create consumer journeys through connected products.**

Build real-time logic to create journeys that cross sales, service, and marketing.

Send proactive, real-time messages to every consumer at the right moment.

Re-engage consumers who have stopped interacting with your product, or respond to a recent surge in product engagement by sending the right message at the right moment.

Schedule a Salesforce IoT demo today.

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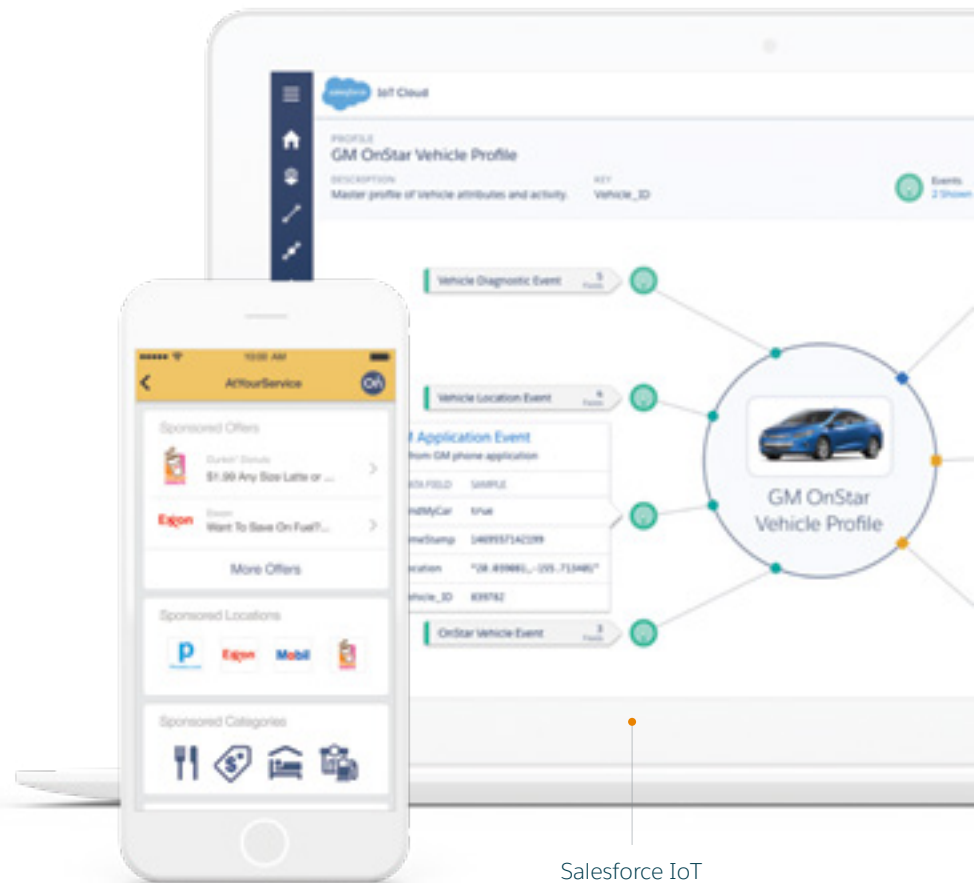
Salesforce IoT

Spotlight

GM OnStar has evolved from a safety and security service to a comprehensive connected car experience. The team at OnStar has embraced the power of 4G LTE connectivity to enhance each driver's experience. They chose Salesforce to collect vehicle data, assess driver behavior, power predictive offers and product recommendations, and to reach their mobile customers in the right moment – wherever they are.

For example, when using OnStar's AtYourService feature, drivers can see nearby suggestions for restaurants, shopping centers, gas stations, and more. Customers can set their preferences, and OnStar partners with businesses to deliver relevant offers to drivers when they are within a certain distance of their favorite places.

" We chose the Customer Success Platform because it was very simple to bring communities of merchants together with our millions of consumers who are driving in 4G LTE-connected vehicles. "

MARK LLOYD
Consumer Online Officer
GM OnStar

Turn Social Fans and Followers into Loyal Customers

Engage prospects and customers on social while promoting cross-channel campaigns. Here's how:

Listen to the social conversation.

Analyze social conversations from millions of different sources with social media monitoring software. Discover what consumers are saying about your brand, products, and competitors.

**Publish across multiple social networks.**

Plan, schedule, publish, and promote social posts across multiple accounts and networks. Create and approve content, route for approval, and publish relevant messages at the right moment.

Engage with fans and followers – from anywhere.

Manage social strategies from anywhere, anytime, with the Social Studio mobile app.

Schedule a Social Studio demo today.

CONTACT US: *sfdc.co/marketing-cloud-contact*
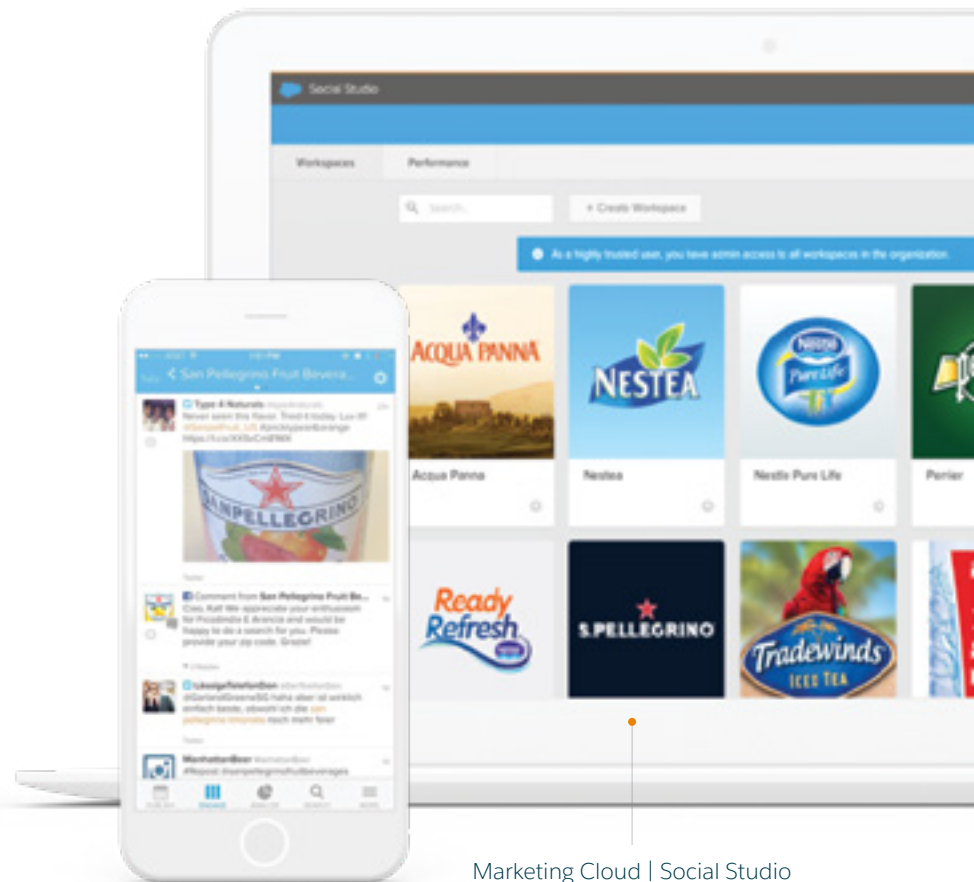
Marketing Cloud | Social Studio

Spotlight

From conversations on Facebook and Twitter to digitally connected coolers in grocery stores, the team at Nestlé Waters is reinventing consumer engagement in the digital age. They use Journey Builder and predictive intelligence to personalize experiences for millions of customers.

The team at Nestlé Waters uses Salesforce to manage its content marketing efforts, drive traffic and leads to their ecommerce business, and create amazing customer experiences through social engagement. They use a marketing command center that tracks their brands, millions of customer interactions, and all marketing campaigns.

" This is not about marketing and sales. It's about holistically managing the relationship with our consumer across brands and functions. "

ANTONIO SCIUTO
EVP of Brands and CMO
Nestlé Waters North America

Build Communities That Bring People Together

Create branded online community experiences for customers, partners, and employees to engage. Here's how:

Build and launch a mobile engagement hub quickly.

Create a branded environment for your customers and employees to engage and interact with each other, from anywhere.

Recognize and reward your most valuable members.

Use badges and leaderboards to recognize your brand loyalists, and remind them of their importance to the success of your company, brand, and products.

Deliver personalized content, products, and services in a branded environment.

Tailor every communication in a closed-access online community to maximize engagement and conversions.

Intelligently guide customers to the experts, articles, and support they need.

Anticipate and prepare for customer concerns before they arise by listening to the conversation in your branded community.

Schedule a Communities demo today.

CONTACT US: *sfdc.co/communities-contact*

Communities

Spotlight | Sea Ray®

Sea Ray, the world's largest manufacturer of superior-quality pleasure boats, uses Salesforce to power an online destination for the Sea Ray Owners Club that highlights events and self-service resources.

The team at Sea Ray can seamlessly connect detailed watercraft data and sales, marketing, and customer service information to the customer experience in the community through each boat owner's unique hull identification number. With integrated access to owner data, Sea Ray representatives can work with customers to facilitate quick boating help, answer equipment questions, and contact preferred dealers on a customer's behalf.

The online Owners Club community also consolidates storage of boating documentation such as manuals, technical resources, and FAQ. In the site's first three months, the team at Sea Ray saw the company's highest customer time spent onsite ever. Boat owners engage with the brand longer and more frequently through the community, returning to see what's new and to engage with other community members and Sea Ray employees.

> " Salesforce is a robust, up-to-date database for all boat-owner information, so staff and customers can now find the answers they need in one easy place. We now have so much more to offer as part of this online community. "

SHELBY KIRBY
Senior Marketing Manager
Sea Ray

"Wow" Them with Customer Care

Turn every service interaction into a reason to love your brand. Here's how:

Store all marketing, sales, and service data in one contact record.

Create a single view of every customer across departments, so everyone from service agents to sales reps can deliver a personalized customer experience.

Listen for service activities, and follow up with the right message across channels.

Predict customer concerns, and proactively address them with marketing messages that reach the right customer, in the right moment.

**Automatically open or close service cases based on customer behavior.**

Monitor customer activity and instantly trigger highly customized communications and service engagements based on each customer's behavior and attributes.

Message appropriately to customers with open service cases.

Monitor service cases to avoid overmarketing to those with concerns, and automatically reduce messaging for prospects and customers who aren't ready to receive them.

Schedule a Service Cloud demo today.

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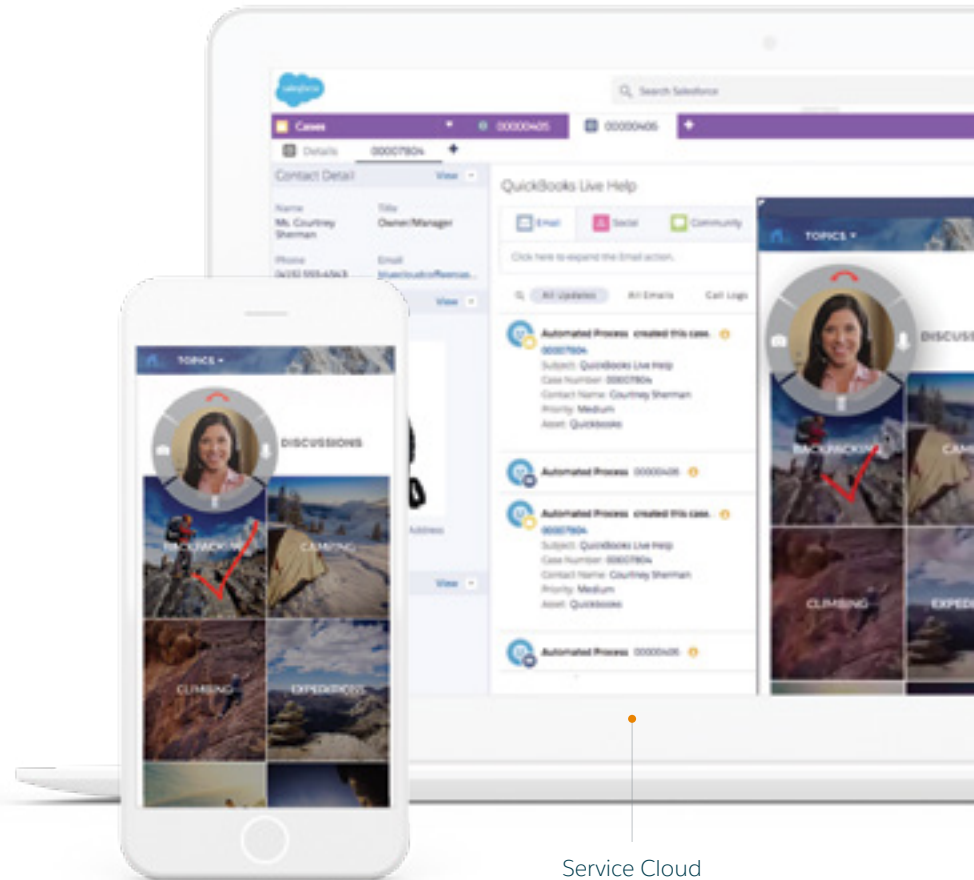
Service Cloud

Spotlight

AMERICAN EXPRESS ®

American Express's Global Corporate Payments division is revolutionizing customer service for corporate accounts. By processing the business world's payments, American Express gets a broad view into client spending patterns – and Salesforce helps turn that data into insights that drive marketing and customer service strategies.

"American Express wants to take service into the 21st century by redefining what it means," said Susan Sobbott, President of Global Corporate Payments. "The way we redefine it is by being so real-time and so in the know that we can actually anticipate what customers need." For the Age of Intelligent Marketing, that means using data to help customers solve problems and make key business decisions.

" The power for us is the information we have, the trust we have with our customers, and our employees' ability to deliver on that. Salesforce enables us to connect these dots. "

GREG KEELEY
EVP of Global Corporate Payments
American Express

Build Personalized Consumer Journeys

Personalize every interaction across digital channels – and with your employees and products. Here's how:

Listen for customer cues across all touchpoints with your brand.

Marketers can meet their customers where they are by anticipating – and reacting to – events as they happen.

Connect across one seamless consumer experience.

Onboard, engage, re-engage, sell, and support by aligning your strategy across marketing, sales, and service.

**Automate 1-to-1 interactions.**

Build a strategy once, then offer a unique consumer journey for every individual at massive scale – so you can focus on growing your business.

Analyze and optimize as you go.

Remain agile in your marketing by understanding what's working and what's not. Pivot easily when needed, and get the best results as customers evolve.

Schedule a Journey Builder demo today.

CONTACT US: *sfdc.co/marketing-cloud-contact*
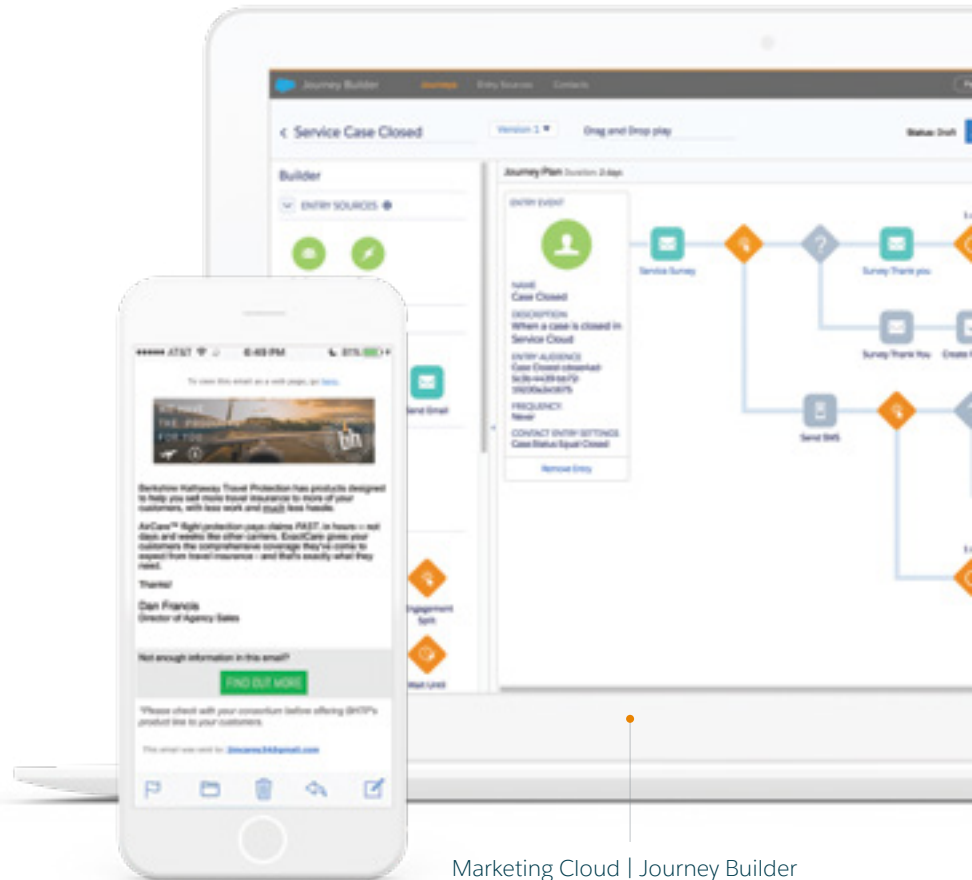
Marketing Cloud | Journey Builder

Spotlight

Berkshire Hathaway Travel Protection's sales reps experience a journey to connect human resources, sales, and marketing.

When a potential sales rep visits the Berkshire Hathaway website and signs up to learn more, Journey Builder triggers an email outlining various Berkshire Hathaway benefits. When the recruit interacts with the email, a Sales Cloud opportunity is opened and the individual receives a personal phone call from the team at Berkshire Hathaway to discuss the benefits of selling their products. Once the sales rep joins the team, Berkshire Hathaway stays top of mind by sending regular emails and SMS messages about new products, training opportunities, and the rep's progress toward sales goals.

With Salesforce's journey mapping capabilities, Berkshire Hathaway has seen a 300% to 400% increase in the number of travel agencies the sales team can onboard in one week. This will save over two to three months of effort for the sales team each year.

" With Salesforce, we are connecting sales, service, and marketing interactions to create a cohesive and differentiated experience for each customer, based on how they're interacting with the brand. **"**

BRAD RUTTA
VP of Marketing
Berkshire Hathaway Travel Protection

Market Smarter with Salesforce Einstein

Infuse advanced AI capabilities with your business for better marketing.

Message with confidence.

Predict who is most likely to open and engage with emails, unsubscribe, or make a purchase – and when.

Automate campaign testing.

Align with consumer interest and sentiment by running image and content A/B tests for email and social campaigns.

Get smarter across the consumer lifecycle.

Perfect acquisition, onboarding, engagement, and retention processes with data that automatically determines the right next steps.

Build AI-powered apps.

Anyone can create apps – using clicks or code – for getting smarter with every consumer interaction.

Learn more about Einstein for Marketing.
sfdc.co/marketing-cloud-einstein
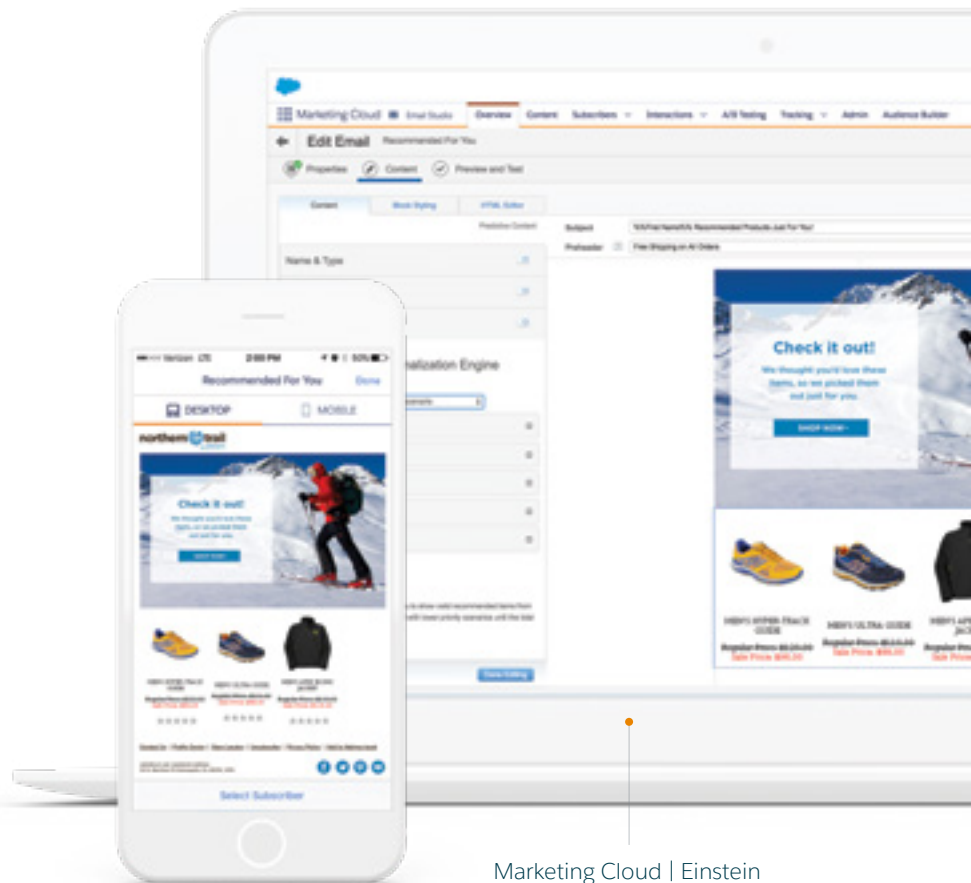
Marketing Cloud | Einstein

Spotlight

American Musical Supply (AMS) – an *Internet Retailer* Top 500 musical instrument retailer – delivers smarter website and email experiences with artificial intelligence by Salesforce Einstein.

Customers share interests in a new subscriber journey, and predictive intelligence leverages these details to automate real-time offers in email and on the web. With Einstein, AMS collects data such as purchases, browse history, and click-through origin to build segments – so offers on specific items reach the customers most likely to engage with that instrument, in the right time frame, boosting engagement rates to more than double their usual result. Likewise, AMS has begun to tailor ads and content to burgeoning personas like female acoustic guitar players and young EDM musicians.

Abandoned cart, browse, and other emails from AMS contain additional AI recommendations. It's this data-driven personalization that increases the brand's conversion and revenue.

> " When we have that [data], it helps us hone in on what the interests of the customers are, and how we can serve them best. "

ERIC FEIN
Email Marketing Manager
American Musical Supply

Capture, Unify, and Activate Consumer Data without Limits

Engage current customers – and find new ones.

Create a complete consumer data profile to power 1-to-1 marketing.

Gain unique insights on every consumer to deliver better advertising, content, and commerce experiences.

Optimize multichannel consumer engagement.

Leverage the largest native device graph to connect with consumers as they move across devices and channels.

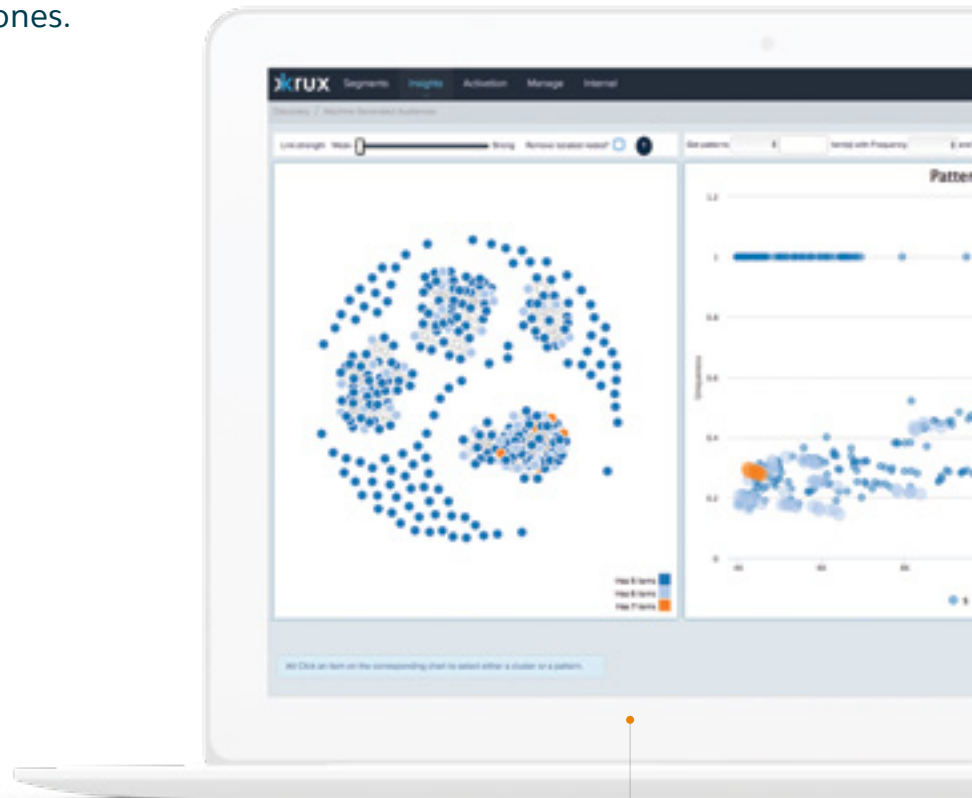**Activate everywhere with increased efficiency and effectiveness.**

Create performance lift, reduce costs, and increase reach through better activation.

Democratize data science.

Business users can surface actionable campaign and consumer insights from billions of data signals.

Learn more about Salesforce DMP.

CONTACT US: *sfdc.co/dmp*

Salesforce DMP

Spotlight

CONAGRA
· B R A N D S ·

Conagra Brands is keeping pace with its customers' growing expectations for personalized brand and content experiences with Salesforce DMP. The marketing team at Conagra takes a data-focused approach to target individuals across channels and devices with tailored and relevant messages.

Conagra chose Salesforce DMP to act as the brain of its new data-focused marketing efforts for its ability to collect and unify all of its disparate sources of data, including offline data from its CRM system. Once unified, the team at Conagra created the customer and prospect segments most likely to be receptive to dynamically-targeted creative. For its Hunt's brand, the team targeted environmentally conscious consumers with content that focused on Hunt's sustainability messages, leveraging unique second-party data from quality publishing partners only found in Salesforce DMP.

Conagra saw quick results. The team saw a 300% increase in consumers that said they will use Hunt's tomatoes. Additionally, Hunt's also saw a nearly 200% increase in brand recognition.

> " Salesforce DMP enabled Conagra to move from a 'one consumer, one message' approach to our marketing to a dynamic, targeted approach that allowed us to test and learn which messages and strategies resonated with consumers. This targeting is already showing results and is now an integral part of our marketing. "

HEATHER DUMFORD
Global Marketing Director
Conagra Brands

Summary

The Age of Intelligent Marketing is officially here. Drive your marketing across sales, service, products, and more with the world's smartest CRM for 1-to-1 consumer journeys.

Collect data from all touchpoints with your brand. Create personalized experiences at every interaction – no matter when or where they occur. Drive value, measure results, and show impact to the bottom line. Prove ROI. Grow your team. Grow your budget. Grow your career.

That's Salesforce for Marketing.

Text "DEMO" to 56237 and watch our product videos to see how Salesforce works for marketers.