Einstein Lead Scoring
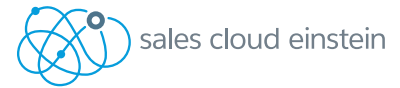## Convert more leads faster.

sales cloud einstein

Leads have varying values, but until now there has been no reliable way to filter out unproductive leads efficiently. You've seen it thousands of times: Your sales reps sift through a sea of leads making decisions based on simplistic criteria like "this one is in my region," or "that one is in our target industry," or even "that company is big." With Sales Cloud Einstein, there is a better way.

Einstein Lead Scoring, a key capability of Sales Cloud Einstein, helps sales reps convert more leads, faster. It uses artificial intelligence to automatically analyze your historical sales data and discover the top factors that determine whether a lead is likely to convert to an opportunity. Sales reps can segment and prioritize leads, and gain insight into the factors that explain why leads are likely to convert or not. The factors are displayed on each lead record, helping sales reps prepare for every call quickly. It's like giving each rep a personal data scientist to take connection and conversion rates to the next level.

> "Square scores 25K leads per month and realized a 64% year-over-year increase in revenue."
>
> Taylor Cascino
> Head of Sales, Square

Data Science That Works Automatically

The magic behind Einstein Lead Scoring is the machine learning that continually improves the accuracy of Einstein's predictions. For example, Einstein might automatically discover, based on your latest data in Salesforce, that VPs in a certain industry who view demos are great leads. In fact, it not only discovers the insight, but it predicts just how likely the lead will be to convert with a smart lead score. Einstein even provides direct insight into how the score was determined automatically.

How Einstein Lead Scoring Works

Einstein Lead Scoring models are built specifically for each customer and organization, which ensures that the models are tailored to the business. How? Einstein Lead Scoring analyzes all standard and custom fields attached to the Lead object, then tries different predictive models like Logistic Regression, Random Forests, and Naive Bayes. It automatically selects the best one based on a sample dataset. There is no need for a Ph.D. in statistical analysis or mathematics because Sales Cloud Einstein has done the heavy lifting by finding the best model to drive lead conversion.

Models are updated monthly to make sure you have the most accurate predictions for your leads. Leads are scored every hour using the latest model. If something changes on one of your leads, it will be rescored within the next hour.

Top Benefits

- **Increase connection and conversion rates**

- **Accelerate engagement with the best leads**

- **Understand lead score factors**

Top Features

- **Zero Setup** – No implementation of or import/export to separate tools

- **Custom Lead Score-Driven Workflows** – Easily assign tasks based on predictive lead scores

- **Smart Lead Lists** – Surface the best leads quickly
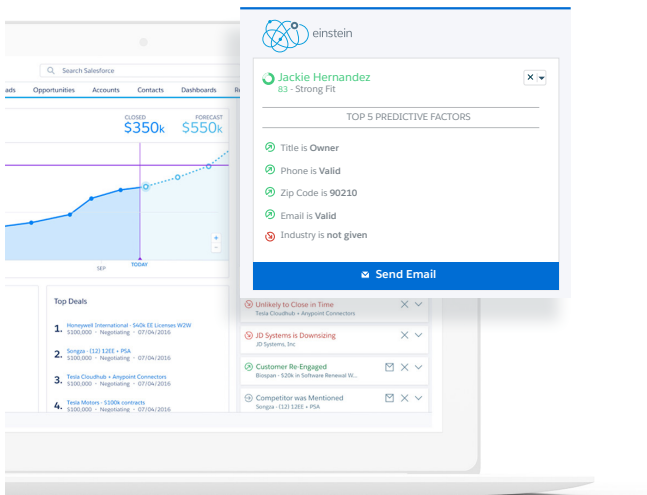
See new leads, lead scores, and the factors behind those lead scores on the Lightning home page and in Lead records.
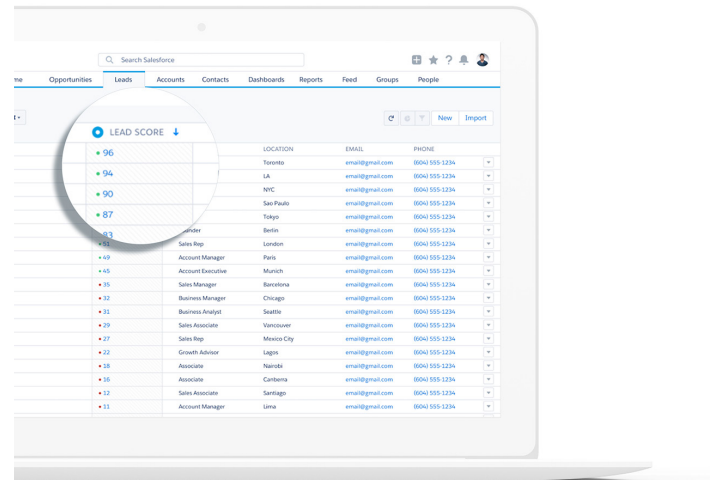
Prioritize leads based on their lead score, quickly and easily.

Technical Specifications

Data Sources	
Standard fields	In Lead object only
Custom fields	In Lead object only
Third-party data (e.g., Bombera, Eloqua scores, SAP data, etc.)	In Lead object only
Scoring Requirements	
Leads must be converted to standard opportunities	✓
Lead conversions per month	20+
Model Development	
Automatic model development and adaptation	✓
Model configuration/manipulation	✗
Marketing Automation Integration	
Consumption of marketing engagement data	Must be imported into Lead object custom field
Native Pardot integration	Must be imported into Lead object custom field*
Native third-party marketing automation vendor integration	Must be imported into Lead object custom field

Sales Cloud Einstein includes Einstein Lead Scoring, Einstein Opportunity & Account Insights, and Einstein Activity Capture, and is $50 per user per month. Existing customers with Sales Cloud Lightning CRM SKU or Service Cloud Lightning CRM SKU EE/UE will be able to buy Sales Cloud Einstein (Spring '17). New customers will be able to purchase Sales Cloud Einstein with the Lightning Sales Cloud SKU and the Lightning CRM SKU at EE/UE. New customers will not be able to buy Sales Cloud Einstein with the Lightning Service Cloud SKU. Sales Cloud Einstein Spring '17 is available in English only.

* Native Pardot integration will be available in a future release.

For More Information
Contact your account executive to learn how we can help you accelerate your CRM success.

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