

BUILD CONNECTED, DIGITAL EXPERIENCES FAST WITH SALESFORCE EXPERIENCE CLOUD



It's never been faster to deliver contextual, data-powered sites, portals, and applications.

Your brand experience is your most valuable asset. Now you can create seamless and contextual digital experiences that extend CRM data and processes to your customers, partners, and employees – powered by Customer 360.

LAUNCH SITES, PORTALS, AND ADAPT – FAST, AND ADAPT

Build Fast with a Declarative Builder

Experience Builder is our declarative builder that empowers anyone in your organization to build powerful websites, portals, forums, and mobile applications with drag-and-drop capabilities.

Start with Templates

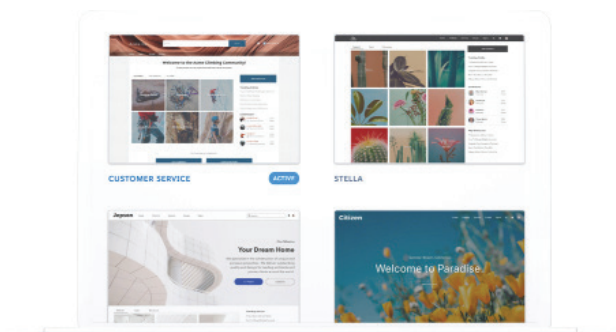
Four out-of-the-box templates preconfigured with pages, components, and business processes, all designed to help you launch faster, or you can build your own template.

Add Components

Hundreds of prebuilt drag-and-drop components make building fast and easy, prepackaged with feature functionality from your CRM. With components, configure experiences for your customers, partners, employees, and industries in weeks – or even days, instead of months.

Beautify with Design Themes

Start with prebuilt themes and add your own branding. Drag-and-drop content built with Salesforce Content Management System, our hybrid CMS allows you to create, manage, and deliver content to any channel inside or outside of Salesforce. Adjust pages, content, and experiences to be pixel-perfect with the design panel.



Get started fast by choosing from a library of prebuilt themes or customize your experience down to the pixel.

Make It Mobile

Convert any experience to a mobile application for your customers on the go, with Mobile Publisher. The mobile experience combines an elegant, easy-to-use interface with powerful Salesforce functionality. All Experience Cloud digital experiences are 100% mobile optimized.



UNLOCK DATA AND BUSINESS PROCESS

Instantly Extend Salesforce Apps and Processes

Experience Cloud is natively connected to Sales, Service, and Marketing Cloud, so you can seamlessly connect leads, opportunities, cases, and campaigns. Process flows and business data are automatically extended into the experience, based on the sharing and permissions you choose.

Create Tailored Experiences for Each User

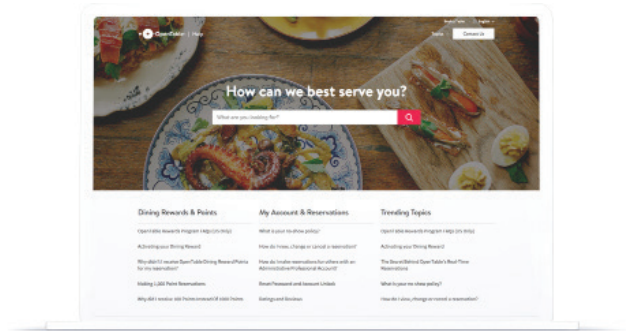
Use Audience Targeting to control which page, theme, or component is visible to your customers and create a custom experience for groups or individuals. Use CRM data to define audiences by fields on a CRM object, user profiles, location, referring domain, and record types.

Embed AI Throughout

Experiences are made even smarter with Einstein Intelligence features embedded throughout each experience. Enable users to discover relevant content, groups, people, and files.

Automate Decision-Making

Adapt to an ever-changing market with intelligent decision-making based on insights. Evolve experience journeys based on user feedback to drive engagement.



Open Table transforms its customer service experience with a self-service site built with Experience Cloud.



↓66%

Reduced Launch Time *



+\$987k

Additional Business Value *



+39%

Net Promoter Score **



+25%

Increase in Partner Sales ***

CONNECT THE CUSTOMER JOURNEY ACROSS EVERY SYSTEM

Connect Third Party Systems and Unlock Back Office Data

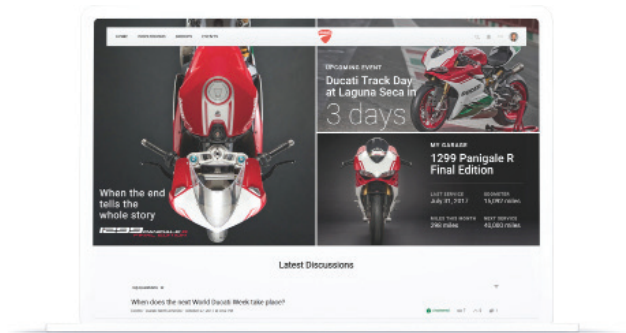
Connect and access data from external sources and legacy systems (SAP, Oracle, Microsoft, you name it) in real time using drag-and-drop Salesforce application objects. Dramatically reduce integration time to unlock and modernize back-office systems.

Turn Data into Content

Quickly create, manage, and deliver content with clicks using Salesforce Content Management System. You can take CRM data and objects – such as product lists, inventory, and service cases – and transform them into rich, engaging content.

Extend Content to Any Channel

Salesforce CMS is a hybrid CMS allowing you to create content and extend it to any Salesforce touchpoint – such as a commerce site, marketing email, or experience portal. Additionally, you can extend that same content to any external touchpoint, providing the customer with a seamless, connected experience across any interaction with your brand.



Ducati wins customer loyalty with personalized owner experiences built with Experience Cloud.

BUILD AND DEPLOY FASTER WITH PREPACKAGED SOLUTIONS

Accelerate with Partners

Take advantage of prebuilt components and apps created by our ecosystem of partners and get up and running fast. Quickly install apps and components for every department or industry into your Salesforce org.

Launch Faster with Apps for Your Customers, Partners, and Employees

Target specific use cases for your users, like customer account portals, partner selling portals, and employee intranets. These applications are natively connected to Salesforce and prepackaged with the pages, components, themes, and business processes you need to deploy quickly.

Get to Market First with Tailored Industry Solutions

Deliver rich experiences for financial services, retail, manufacturing, healthcare, and more with solutions built by Salesforce and our ecosystem. With our Experience Cloud industry solutions, solve specific

“85% of executives with service oversight believe customer experience is a key competitive differentiator.”

“State of the Connected Customer,” Salesforce Research, October 2016

industry challenges with easy-to-launch loan application portals, patient portals, franchise management, and more. Lightning Bolts are packaged solutions built by our partners and contain industry process flows, apps, and Lightning components that you can integrate seamlessly into your digital experience.

TRAILBLAZERS RELY ON EXPERIENCE CLOUD FOR THEIR DIGITAL TRANSFORMATION



Sources

* *The Total Economic Impact™ of Salesforce Community Cloud For Partner Community, September 2018*, A commissioned study conducted by Forrester Consulting on behalf of Salesforce.

** *The Total Economic Impact™ of Salesforce Community Cloud For Customer Community, September 2016*, A commissioned study conducted by Forrester Consulting on behalf of Salesforce.

*** *Salesforce Customer Success Survey, Conducted from March 2015 to June 2017.*

