Salesforce Einstein

Powering the World's Smartest CRM

The World's #1 CRM is now the World's Smartest CRM. Think of Salesforce Einstein like a personal data scientist – it infuses advanced AI capabilities into your apps so everyone can deliver more personalized and predictive customer experiences. Salesforce Einstein automatically discovers relevant insights, predicts future outcomes, proactively recommends best next steps, and even automates tasks. And since it's built right into the Salesforce Platform, it enables anyone to build AI-powered apps – using clicks or code – so everyone can get smarter with every customer interaction.

How is Salesforce Einstein different from other AI platforms?

DATA IN SALESFORCE

Einstein learns from and makes predictions on all the customer data already in Salesforce. Insights, predictions, and recommendations are served up seamlessly in Salesforce. No data prep needed.

TAILORED PREDICTIONS

Multi-tenant, automated machine learning means every customer has a unique model built for their specific use case and data. Now every one of Salesforce's 100,000+ customers can have the best predictive model, custom-built for them. No PhD required.

PART OF THE SALESFORCE PLATFORM

Einstein is part of Salesforce's trusted Platform, meaning our customers can take advantage of the same model management and monitoring tools they've come to know and love. No production headaches here.

SILVERLINE
Shaping Cloud Solutions

Einstein Activity Capture saves reps 1 hour per day in manual data entry.

Einstein Opportunity Insights identifies risk, so salespeople can focus on the right pipeline to increase win rates.

30%
higher close rate

Room&Board

Einstein Recommendations incorporates online reviews, in-store sales, and more to deliver highly accurate product recommendations in every email.

150%
higher conversion rate for customers engaged with predictive content

2900%
annual ROI

Black Diamond

Einstein Recommendations models shopper activity and affinities in real-time to predict the most relevant products for each individual shopper, regardless of whether they're known or anonymous.

9.6%
increase in conversion rate

15.5%
increase in revenue per visitor

METRO GROUP

Einstein Vision augments restaurant, hotel, and catering leads with image data to improve the lead qualification process.

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SALES CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Opportunity Insights	Know which opportunities are most or least likely to close and why	
Einstein Account Insights	Always know what's impacting your customers' companies	Sales Cloud Einstein Add-on
Einstein Lead Scoring	Prioritize the highest value leads and always know who to call	$50 per user per month *(Includes all 4 features)*
Einstein Activity Capture *(also available in Salesforce Inbox)*	Automatically log customer engagements and spend more time selling	

SERVICE CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Supervisor Insights	Empower managers with real-time, omni-channel insights and AI-powered analytics to efficiently manage service operations at scale	Omni-channel Supervisor: included with Service Cloud Enterprise edition and above Service Wave: $75+ per user per month Smart Data Discovery: pricing based on data and users

APP CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Vision	Transform your apps with Computer Vision	
	1,000 predictions/mo.	Free Trial
Heroku Add-on	10,000 predictions/mo.	$40/mo.
	250,000 predictions/mo.	$850/mo.
	1M predictions/mo.	$3,400/mo.
Force.com APEX API	1M predictions/mo.	$4,000/mo.

COMMERCE CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Email	Provide tailored content for each customer email	Additional charge based on # of contacts
Einstein Recommendations	Serve up personalized recommendations to every shopper	Included with Commerce Cloud Digital
Einstein Commerce Insights	Transform customer data into actionable merchandising insights	Included with Commerce Cloud Digital

COMMUNITY CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Recommendations	Serve up the most relevant and tailored content to every community member	Included with Community Cloud
Einstein Experts	Help members find certified experts on the topics that matter most to them	Included with Community Cloud
Einstein Trending Posts	Intelligently display the most interesting discussions within your company	Included with Community Cloud

MARKETING CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Social Insights	Gain deeper insight into your customers by analyzing social conversations	Included with Marketing Cloud Social Studio
Einstein Segmentation *(Powered by Krux)*	Build the best audience for every campaign *(Enterprise package only)*	20% of Data Collection Events
Einstein Journey Insights *(Powered by Krux)*	Uncover the optimal sequence of events to optimize every journey *(Premium & Enterprise packages only)*	20% of Data Collection Events
Einstein Recommendations	Deliver the next best product, content or offer	
	Pro Edition *(Includes email recommendations only)*	$1,250/mo.
	Corporate *(Includes email and web recommendations)*	$3,750/mo.
	Enterprise Edition *(Includes email and web recommendations)*	Custom

ANALYTICS CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Data Discovery	Automatically analyze millions of data combinations in minutes	Pricing coming soon!

Salesforce Einstein will be available to customers throughout all Salesforce clouds. Many new features powered by Salesforce Einstein will require an additional charge; others will be included as part of existing Salesforce licenses and editions. Pricing for each Salesforce Einstein feature, including pilots, will be announced as they are made generally available.

Visit **salesforce.com/einstein** for more info or take one of our Einstein trails at **trailhead.salesforce.com**.

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