

SALESFORCE EINSTEIN

EVERYONE'S DATA SCIENTIST

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.



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

30%
higher close rate

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



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.



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	Sales Cloud Einstein Add-on \$50 per user per month (Includes all 5 features)
Einstein Account Insights	Always know what's impacting your customers' companies	
Einstein Lead Scoring	Prioritize the highest value leads and always know who to call	
Einstein Activity Capture (also available in Salesforce Inbox)	Automatically log customer engagements and spend more time selling	
Einstein Automated Contacts	Automatically add new records to your CRM based on email and calendar data	

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
<i>Heroku Add-on</i>	10,000 predictions/mo.	\$40/mo.
	250,000 predictions/mo.	\$850/mo.
	1M predictions/mo.	\$3,400/mo.
<i>Force.com APEX API</i>	1M predictions/mo.	\$4,000/mo.

COMMERCE CLOUD	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Recommendations	Serve up personalized recommendations to every shopper	Included with Commerce Cloud Digital
Einstein Commerce Insights	Transform customer data into actionable merchandising insights	
Einstein Predictive Sort	Use customer data to deliver more tailored product sorts	

EINSTEIN ANALYTICS	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Discovery	Automatically analyze millions of data combinations in minutes	Contact your Salesforce Account Executive for Pricing

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	
Einstein Feed Insights	Intelligently display the most interesting discussions within your company	
Einstein Feed Search	Get the top-ranked answers to searches based on relevance and engagement signals	

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 Salesforce DMP)	Build the best audience for every campaign (Enterprise package only)	20% of Data Collection Events
Einstein Journey Insights (Powered by Salesforce DMP)	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

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.

