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.

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**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.

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

**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.

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

**Room&Board**

150% higher conversion rate for customers engaged with predictive content

**Block Diamond**

9.6% increase in conversion rate

**METRO GROUP**

15.5% increase in revenue per visitor

30% higher close rate

2900% annual ROI
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.