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SALESFORCE EINSTEIN

YOUR SMART CRM ASSISTANT



Get more done faster with Einstein, your smart CRM assistant. Built into the Salesforce Platform, Einstein is a layer of artificial intelligence that makes your employees more productive and your customers happier. With Einstein powering Salesforce's core applications, any user can automatically discover relevant insights, predict future outcomes, see recommendations in-context, and even automate tasks and workflow. And with the Einstein Platform, Salesforce admins and developers can build customized, AI-powered apps – using clicks or code.

NEW IN THIS RELEASE

Einstein Predictions

Harness the power of point and click predictions and automated data discovery with Einstein Prediction Builder (beta) and Einstein Discovery.

\$75/user/month

EINSTEIN FOR LINES OF BUSINESS



SALES	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Lead & Opportunity Scoring	Prioritize the leads and opportunities most likely to convert	Sales Cloud Einstein Add-on: \$50 per user per month (Includes both Salesforce Inbox and Sales Analytics)
Einstein Account & Opportunity Insights	Observe key developments on your accounts and opportunities	
Einstein Forecasting	Easily Predict Sales Forecasts inside of Salesforce	
Einstein Activity Capture & Einstein Automated Contacts	Automatically capture data and add new contacts to your CRM	
Einstein Recommended Connections	Get insights about your team's network to see who knows your customers and can help out on a deal	



MARKETING	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 <i>(From Salesforce DMP)</i>	Understand your entire customer base across clusters of personas and devices	
Einstein Journey Insights <i>(From Salesforce DMP)</i>	Uncover the optimal sequence of events to optimize every journey <i>(Premium & Enterprise packages only)</i>	20% of Data Collection Events
Einstein Recommendations	Deliver the next best product, content or offer	
	Pro Edition <i>(Includes email recommendations only)</i>	\$1,250/mo.
	Corporate <i>(Includes email and web recommendations)</i>	\$3,750/mo.
Einstein Vision for Social Studio	Discover rich insights from your customers' images on the social web <i>(Includes 3 million image classifications)</i>	\$15k (\$1,250/mo.) add-on to any Social Studio Edition
	Additional image classifications	\$5 (per 1,000)
Einstein Engagement Scoring	Score every customer's likelihood to engage with your emails or convert on the web	Included with Enterprise and Corporate Editions
	Add-on to Pro Edition	\$15k (\$1,250/mo.)
	All Editions <i>(except existing Corporate/Enterprise customers)</i>	Price per contact increase of \$0.05
Einstein Splits	Send customers on the right journey path in Journey Builder based on their Einstein Engagement Score or Persona	Included as part of EES; Must also have Journey Builder to use
Einstein Lookalikes <i>(From Salesforce DMP)</i>	Expand an audience by finding other users in the DMP universe who are similar to your best users	Included in Marketer/Publisher Basic, Professional & MA
Einstein CDIM <i>(From Salesforce DMP)</i>	Expand an audience by including devices probabilistically associated with those from the original segment	Included in Marketer/Publisher Professional & Multichannel Audiences Add-on in Marketer/Publisher Basic



SERVICE	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Bots	Augment agents for maximum productivity	Included with Live Agent chat or Unlimited Edition licenses*



COMMERCE	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Product Recommendations	Serve up personalized recommendations to every shopper	Included with Commerce Cloud Digital
Einstein Search Recommendations	Anticipate shopper search intent before she types with personalized type-ahead search	
Einstein Commerce Insights	Transform customer data into actionable merchandising insights	
Einstein Predictive Sort	Use customer data to deliver more tailored product sorts	
Einstein Search Dictionaries	Drive conversion with better search experiences for shoppers	

EINSTEIN PLATFORM



EINSTEIN PLATFORM	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Predictions		
Einstein Prediction Builder <i>(Beta)</i>	Create custom predictions on any object in Salesforce	\$75/mo. (Includes both Einstein Prediction Builder and Einstein Discovery)
Einstein Discovery	Automatically analyze millions of data combinations in minutes	
Einstein Vision		
Einstein Object Detection	Identify the quantity, size, and location of objects within an image	FREE trial (2k predictions/mo.) \$4k (1M predictions/mo.)
Einstein Image Classification	Recognize and classify images specific to your business, at scale	
Einstein Language		
Einstein Sentiment	Classify the sentiment of unstructured text into positive, negative and neutral classes	
Einstein Intent	Categorize the intended meaning of any text into user-defined labels	

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.einstein.com.



*Limited quantities and restrictions apply. Please contact your AE to learn more.