



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 (AI) 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 workflows. And with the Einstein Platform, Salesforce admins and developers can build customized, AI-powered apps – using clicks or code.

NEW IN THIS RELEASE

New Features for Marketers

Use **Einstein Content Selection** to increase customer engagement by delivering the most relevant, personalized content for the subscriber at the moment of open.

Learn about the new release [here](#).

EINSTEIN FOR SALES	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Lead & Opportunity Scoring	Prioritize the leads and opportunities most likely to convert	
Einstein Account & Opportunity Insights	Observe key developments and create dashboards related to your accounts and opportunities	
Einstein Forecasting	Easily predict sales forecasts inside of Salesforce	Sales Cloud Einstein Add-on: \$50 per user per month (Includes both Salesforce Inbox and Sales Analytics)
Einstein Activity Capture & Einstein Automated Contacts	Automatically capture data and add new contacts and events to your CRM	* All new Sales Cloud Lightning customers will get Einstein Activity Capture for free for up to 100 users
Einstein Email Insights	Prioritize your inbox with actionable intelligence	
Einstein Recommended Connections	Get insights about your team's network to see who knows your customers and can help out on a deal	
Einstein Activity Metrics	Get insight into the activities you enter manually and automatically by Einstein Activity Capture	
Einstein Behavior Scoring <i>(From Pardot)</i>	Know how interested a prospect is from their buying signals and engagement patterns	All features included in Pardot Advanced Edition + Salesforce Enterprise or Unlimited + Lightning
Einstein Campaign Insights <i>(From Pardot)</i>	Maximize campaign effectiveness in real time	
Einstein Pricing Guidance <i>(From CPQ)</i>	Guide your team to close based on historical deals and product pricing trends	Available for Salesforce CPQ+ users. The "Create Pricing Guidance" page is available for Salesforce CPQ+ users with an Einstein Analytics Plus license

EINSTEIN FOR 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
Einstein Case Classification	Automatically populate or recommend picklist and checkbox field values for new cases	Service Cloud Einstein Add-on: \$50 per user per month (includes Service Analytics, unlimited case field recommendations for Einstein Case Classification, and unlimited requests for Einstein Next Best Action)
Einstein Next Best Action	Deliver optimal recommendations at the point of maximum impact to your employees and customers	Einstein Next Best Action Additional Requests Add-on: \$50 per org per month for 10K requests Einstein Next Best Action Freemium (5K requests per org per month)

EINSTEIN FOR MARKETING	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Engagement Scoring	Score every customer's likelihood to engage with your emails or convert on the web	\$15K (\$1,250/mo.) Add-on to Pro Edition Included with Enterprise and Corporate Editions (Additional price per contact charge)
Einstein Engagement Frequency	Know exactly how many emails to send to customers to maximize engagement	Included as part of Einstein Engagement Scoring
Einstein Splits	Send customers on the right path in Journey Builder based on their Einstein Engagement Score or Persona	Included as part of Einstein Engagement Scoring; must also have Journey Builder to use
Einstein Send-Time Optimization	Send emails at the optimal time of engagement to keep every subscriber engaged	Included in Pro Editions w/Journey Builder Add-on, Corporate, and Enterprise Editions
Einstein Content Tagging	Use image recognition to automatically and accurately tag thousands of images within a content library	Included with Pro, Corporate, and Enterprise Editions
Einstein Content Selection	Deliver the most relevant, personalized content for the subscriber at the moment of opening the email	Included with Pro, Corporate, and Enterprise Editions. Consumes Super Messages
Einstein Email Recommendations	Drive conversion with the next best product or piece of content in email	Included with Pro, Corporate, and Enterprise Editions. Consumes Super Messages
Einstein Web Recommendations	Drive conversion with the next best product or piece of content on the web	Included with Pro, Corporate, and Enterprise Editions. Consumes Super Messages
Einstein Social Insights	Gain deeper insight into your customers by analyzing social conversations	Included with Marketing Cloud Social Studio
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 Segmentation <i>(From Salesforce DMP)</i>	Understand your entire customer base across clusters of personas and devices	Add-on to Professional Edition for Audience Studio Included with DMP Multichannel Audiences
Einstein Journey Insights <i>(From Salesforce DMP)</i>	Uncover the optimal sequence of events to optimize every journey <i>(Premium & Enterprise packages only)</i>	Included with DMP Multichannel Audiences
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, and MA
Einstein CDIM <i>(From Salesforce DMP)</i>	Expand an audience by including devices probabilistically associated with those from the original segment	Add-on in Marketer/Publisher Basic Included in Marketer/Publisher Professional and multichannel audiences
Einstein Marketing Insights <i>(From Datorama)</i>	Complete the picture of total marketing performance management by making your most crucial insights rise to the top	Included with Datorama



EINSTEIN ANALYTICS	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Analytics Plus	Native, actionable analytics embedded right into Sales Cloud, Service Cloud, and Salesforce Platform. Includes a visual data prep layer to access, blend, and transform Salesforce and non-Salesforce data, as well as machine learning-based predictions and recommendations.	\$150 per user per month (includes Einstein Prediction Builder and Einstein Discovery)
Einstein Analytics for Financial Services	Includes everything from Einstein Analytics Plus, but is tailored with out-of-the-box templates and KPIs for wealth, retail banking, and insurance (pilot)	\$150 per user per month (requires Financial Services Cloud license)
Einstein Analytics for Manufacturing	Includes everything from Einstein Analytics Plus, but is tailored with out-of-the-box templates and KPIs for manufacturing businesses.	\$150 per user per month (requires Manufacturing Cloud license)
Einstein Analytics for Communities	Drive sales through your distribution channels by providing a complete, AI-powered analytics solution that's native to Salesforce	\$10 per user per month for login communities users \$25 per user per month for member community users
Einstein Predictions		
Einstein Prediction Builder	With automated machine learning (feature selection, model management, model metrics), create and deploy custom predictions on any Salesforce object – standard or custom – using clicks, not code	Einstein Prediction Builder Freemium (1 FREE prediction)
Einstein Discovery	Create and deploy custom machine learning predictions using Salesforce and non-Salesforce data with explanations of business outcomes, recommendations on how to improve, and transparent model metrics	\$75 per user per month (includes both Einstein Prediction Builder and Einstein Discovery)

EINSTEIN PLATFORM	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Vision		
Einstein Object Detection	Identify the quantity, size, and location of objects within an image	FREE trial (2K predictions/mo.)
Einstein Image Classification	Recognize and classify images specific to your business, at scale	\$4K (1M predictions/mo.)
Einstein Language		
Einstein Sentiment	Classify the sentiment of unstructured text into positive, negative, and neutral classes	FREE trial (2K predictions/mo.)
Einstein Intent	Categorize the intended meaning of any text into user-defined labels	\$4K (1M predictions/mo.)

EINSTEIN FOR COMMERCE	WHY IS IT SO GREAT?	WHAT DOES IT COST?
Einstein Search Recommendations	Anticipate shopper search intent before they type 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	Included with Commerce Cloud Digital
Einstein Search Dictionaries	Drive conversion with better search experiences for shoppers	
Einstein Product Recommendations	Personalize mobile and desktop shopper experiences with one-to-one product recommendations	



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