



# 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?
<b>Einstein Lead &amp; Opportunity Scoring</b>	Prioritize the leads and opportunities most likely to convert	
<b>Einstein Account &amp; Opportunity Insights</b>	Observe key developments and create dashboards related to your accounts and opportunities	
<b>Einstein Forecasting</b>	Easily predict sales forecasts inside of Salesforce	Sales Cloud Einstein Add-on: \$50 per user per month (Includes both Salesforce Inbox and Sales Analytics)
<b>Einstein Activity Capture &amp; Einstein Automated Contacts</b>	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
<b>Einstein Email Insights</b>	Prioritize your inbox with actionable intelligence	
<b>Einstein Recommended Connections</b>	Get insights about your team's network to see who knows your customers and can help out on a deal	
<b>Einstein Activity Metrics</b>	Get insight into the activities you enter manually and automatically by Einstein Activity Capture	
<b>Einstein Behavior Scoring</b> <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
<b>Einstein Campaign Insights</b> <i>(From Pardot)</i>	Maximize campaign effectiveness in real time	
<b>Einstein Pricing Guidance</b> <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?
<b>Einstein Bots</b>	Augment agents for maximum productivity	Included with Live Agent chat or Unlimited Edition licenses
<b>Einstein Case Classification</b>	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)
<b>Einstein Next Best Action</b>	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?
<b>Einstein Engagement Scoring</b>	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)
<b>Einstein Engagement Frequency</b>	Know exactly how many emails to send to customers to maximize engagement	Included as part of Einstein Engagement Scoring
<b>Einstein Splits</b>	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
<b>Einstein Send-Time Optimization</b>	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
<b>Einstein Content Tagging</b>	Use image recognition to automatically and accurately tag thousands of images within a content library	Included with Pro, Corporate, and Enterprise Editions
<b>Einstein Content Selection</b>	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
<b>Einstein Email Recommendations</b>	Drive conversion with the next best product or piece of content in email	Included with Pro, Corporate, and Enterprise Editions. Consumes Super Messages
<b>Einstein Web Recommendations</b>	Drive conversion with the next best product or piece of content on the web	Included with Pro, Corporate, and Enterprise Editions. Consumes Super Messages
<b>Einstein Social Insights</b>	Gain deeper insight into your customers by analyzing social conversations	Included with Marketing Cloud Social Studio
<b>Einstein Vision for Social Studio</b>	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)
<b>Einstein Segmentation</b> <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
<b>Einstein Journey Insights</b> <i>(From Salesforce DMP)</i>	Uncover the optimal sequence of events to optimize every journey <i>(Premium &amp; Enterprise packages only)</i>	Included with DMP Multichannel Audiences
<b>Einstein Lookalikes</b> <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
<b>Einstein CDIM</b> <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
<b>Einstein Marketing Insights</b> <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?
<b>Einstein Analytics Plus</b>	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)
<b>Einstein Analytics for Financial Services</b>	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)
<b>Einstein Analytics for Manufacturing</b>	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)
<b>Einstein Analytics for Communities</b>	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
<b>Einstein Predictions</b>		
<b>Einstein Prediction Builder</b>	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)
<b>Einstein Discovery</b>	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?
<b>Einstein Vision</b>		
<b>Einstein Object Detection</b>	Identify the quantity, size, and location of objects within an image	FREE trial (2K predictions/mo.)
<b>Einstein Image Classification</b>	Recognize and classify images specific to your business, at scale	\$4K (1M predictions/mo.)
<b>Einstein Language</b>		
<b>Einstein Sentiment</b>	Classify the sentiment of unstructured text into positive, negative, and neutral classes	FREE trial (2K predictions/mo.)
<b>Einstein Intent</b>	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?
<b>Einstein Search Recommendations</b>	Anticipate shopper search intent before they type with personalized type-ahead search	
<b>Einstein Commerce Insights</b>	Transform customer data into actionable merchandising insights	
<b>Einstein Predictive Sort</b>	Use customer data to deliver more tailored product sorts	Included with Commerce Cloud Digital
<b>Einstein Search Dictionaries</b>	Drive conversion with better search experiences for shoppers	
<b>Einstein Product Recommendations</b>	Personalize mobile and desktop shopper experiences with one-to-one product recommendations	



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