



MARKETING

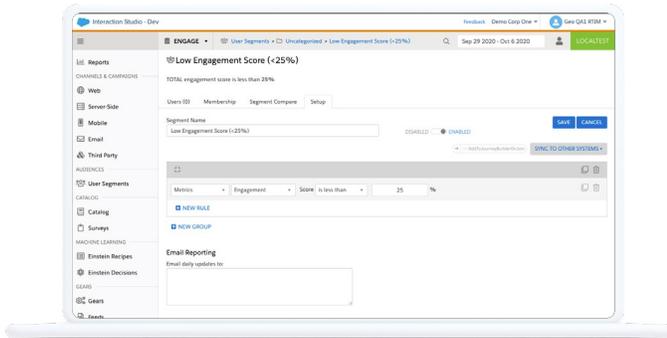


Did you know most features come standard with your initial purchase? Maximize your ROI with the latest innovations across the Customer 360 platform.

[SALESFORCE.COM/RELEASES](https://www.salesforce.com/releases)



Marketing Cloud



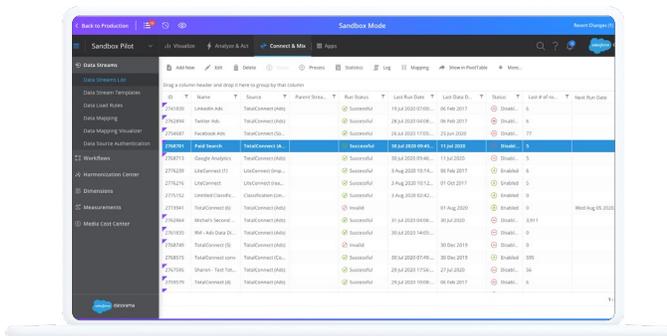
BUSINESS USER, ADMIN

Interaction Studio: Real Time Segment Triggers for Journey Builder

Interaction Studio: Triggers for Journey Builder allows our customers to create segments in real time based on the actions their customers/visitors take on a website, with an email, on the mobile app, and more. These segments are activated in Journey Builder to present real time, 1-to-1 content based on affinities.

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ADMIN, DEVELOPER

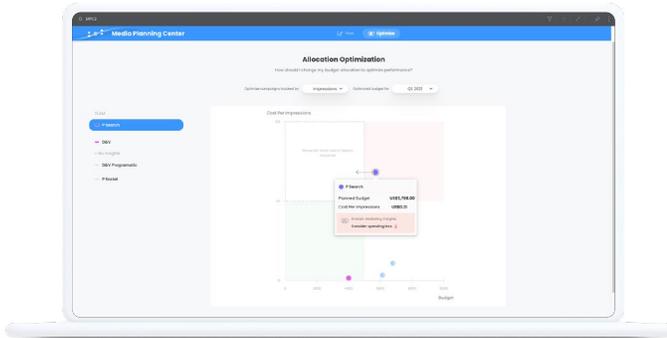
Sandbox for Datorama

Ensure data governance best practice with a dedicated testing environment. Sandbox for Datorama gives admins the ability to test setup configuration and data changes in an isolated development environment that is always in sync with production.

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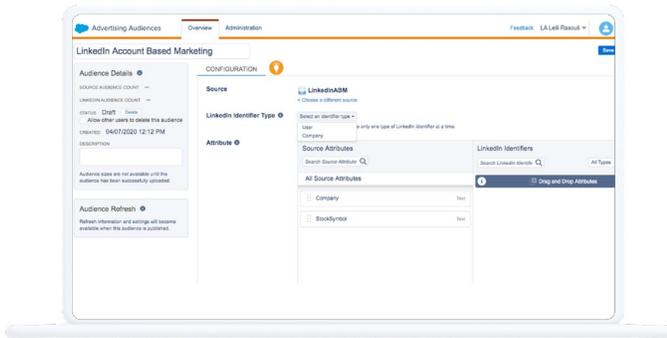


BUSINESS USER, ADMIN

Datorama Media Planning Center

Optimize your media budget allocations with advanced planning tools. With the Media Planning Center, you can create, manage, and analyze media plans; identify media plan optimization opportunities; and use Einstein AI to model your media mix and test scenarios.

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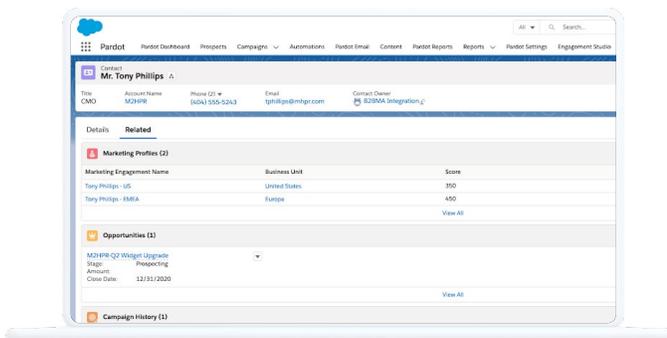
BUSINESS USER

Advertising Studio Integration with LinkedIn Matched Audiences Enhancements

With LinkedIn Matched Audiences, customers now have access to unique targeting capabilities that give you the ability to combine LinkedIn's powerful professional data with your own first-party data.

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Pardot



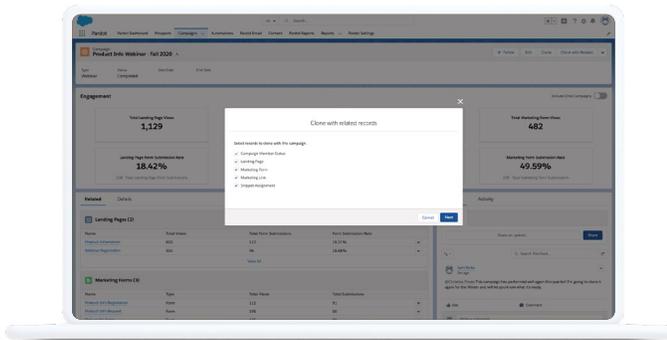
BUSINESS USER

Pardot: Cross Business Unit Leads and Contacts

Additional platform flexibility which will allow customers to prevent sync conflicts on the Pardot proprietary fields (score, grade, etc), ultimately allowing a single lead or contact to sync to more than 1 business unit.

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BUSINESS USER

Pardot: Campaign Cloning

Save time and boost efficiency with reusable marketing assets. With this latest enhancement, you can now effortlessly clone landing pages, forms, form handlers and links related to a campaign.

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