Salesforce Marketing Intelligence: The Next Step Toward a Fully Integrated Marketing Experience

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IDC'S QUICK TAKE

Salesforce announced Marketing Intelligence (MI), a new solution that continuously ingests and transforms marketing data into insights. Data Cloud, Agentforce, AI, and Tableau Next are built into the platform to simplify connecting marketing data, building dashboards, and optimizing campaign performance.

PRODUCT ANNOUNCEMENT HIGHLIGHTS

Marketing Intelligence is a new marketing analytics solution built on the Salesforce Platform. It aims to improve campaign performance and reduce wasted marketing spend by automating data management and analysis.

Key Innovations Coming with Marketing Intelligence:

- **Paid Media Optimization:** Agentforce helps marketers optimize paid media by autonomously identifying and pausing low-performing ads, recommending optimizations, and adjusting metrics with auto-created goals.
- **Marketer Homepage:** Enriched data feeds and alerts to help marketers and AI agents act quickly on actionable insights and recommendations to improve campaign performance with AI-generated summaries of a marketing campaign's performance (channel, metrics, and goal insights).
- **Data Enrichment:** Use AI to automatically enrich data to create additional attributes for analysis
- **Data Pipelines** are prebuilt connectors that require 3 clicks to ingest, transform, and map third-party marketing data.
- **Total Connect** allows marketers to easily ingest and transform flat file data (e.g. a data from a source without an API) into Marketing Intelligence
- **Goal Management:** Pre-packaged dashboards and industry-specific KPIs enable monitoring of a campaign's performance against user-defined targets.

Salesforce plans to expand the API connector library, enhance agentic capabilities, and provide a holistic view of marketing performance across paid, owned, and earned media.

IDC'S POINT OF VIEW

One could argue that Marketing Intelligence (MI) is the culmination of Salesforce's vision of layering Agentforce on top of their massive acquisitions of Tableau, Slack, MuleSoft, and a variety of other marketing and AI entities. MI delivers on the promise of easy access to aggregated customer data, automated analytics, and performance monitoring. It has taken years to get here but enterprise infrastructure the breadth, depth, and scale that Salesforce offers requires several mountains worth of code to come together as one. However, one could also argue that this is the unfulfilled promise that the entire martech industry has been making to marketers for a decade, the realization of which until now, required inordinate amounts of DIY integration and customization.

The emergence of Agentic AI as the glue that can fill the operational and technical gaps of a complex customer experience ecosystem is a game changer for everyone and Salesforce is clearly on the leading edge with its Agentforce platform. Automating data connectivity and normalization, managing demand from analytic use cases, and highlighting insights across vast measurement streams is no mean feat. MI gives marketers increasing power to personalize customer experiences at scale, which is still beyond current practice at most enterprises. IDC research has consistently found that marketers are unable to provide highly personalized experiences more than 50% of the time in any channel, and significantly less channels other than email even though personalization typically results in more than 30% improvement in marketing KPIs such as open, conversion, cart value, churn, and lifetime value. As a result, IDC expects Marketing Intelligence to become the performance catalyst not only for media, but across all channels and the source of truth for marketing reporting at all levels.

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