

Understanding Data 360 Pricing

Activate your data with flexible, transparent pricing options



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Introduction

Agentic Enterprises need more. More than legacy pricing models were built to deliver.

As data and AI strategies mature, the demands on your platform – and your budget – are evolving faster than ever.

Data 360 pricing is designed around four principles to meet the needs of Agentic Enterprises:

- ✓ **Flexibility** – Shift resources across data and AI investments as your strategy evolves, without being locked into commitments that no longer fit
- ✓ **Simplicity** – Transparent pricing that clearly ties every dollar of spend to business impact, with no hidden fees or complexity to decode
- ✓ **Predictability** – Cost structures aligned to how you plan and measure today, so the entire business stays in sync
- ✓ **Control** – The ability to innovate without limits, backed by greater predictability and the guardrails to manage risk with confidence

We offer **two pricing models** so that you can align your investment with your business strategy and budget goals.

Data 360 Flex Credits

Choose Data 360 Flex Credits Pricing for a flexible, dynamic model that scales alongside your specific consumption

Data 360 Profile Pricing

Choose Data 360 Profile Pricing for a predictable, flat-rate model designed for control.

How to Use This Guide

Feel free to skip to the sections most relevant to you as needed:

- **How our pricing models work** – A plain-language breakdown of credit-based and profile-based pricing models
- **Choosing the right model** – A framework for aligning pricing to your strategy and budget goals
- **Common usage scenarios** – Illustrative examples to help you estimate and plan your spend
- **Getting started** – Next steps, trials, and how to connect with our team

Whichever model fits your goals, transparent pricing ensures total visibility into your investment and its value.

1 How Our Pricing Works

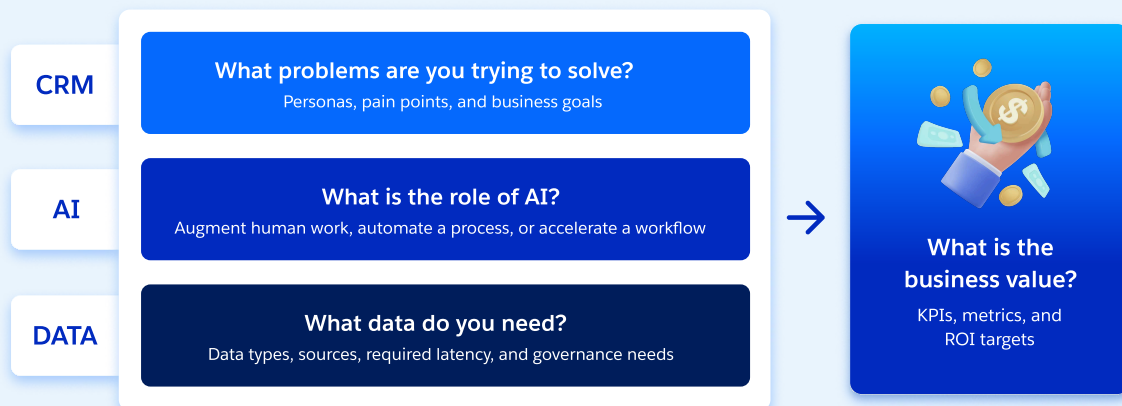
Our data and AI products (Data 360 and Agentforce) are priced on a consumption model – you pay based on what you use. This gives you the flexibility to start small, prove value quickly, and scale as your use cases grow.

Consumption of credits allows you to perform a variety of actions within Agentforce and Data 360 to drive use cases and achieve business goals. Your consumption will depend on what you are doing, how often, and your data volumes.

Before estimating your consumption, you need to understand what you want to achieve – what your use cases and success metrics are. One of the most important levers in accurately forecasting your Agentforce and Data 360 credit consumption is framing your use cases correctly.

Introducing the Use Case Framework

Before estimating consumption, it helps to ground each use case in four questions:



Use Case Prioritization Matrix

A well-defined use case is the foundation for an accurate consumption estimate and the clearest way to demonstrate ROI to your business.

Once you define your use cases, it is essential to map them onto a **prioritization matrix** based on value and efforts to understand where to start first.



The Three Drivers of Consumption

Let's next understand our consumption drivers for our use cases.

In Data 360 and Agentforce, we only charge for actions that deliver business outcomes.



For Data 360, your credit consumption is determined by three levers:

Data Volume

How many rows of data need to be processed?

Run Frequency

How often does data need to be updated?

(Real-time, hourly, daily, or ad hoc)

Usage Type

What actions need to happen to the data?

(Ingestion & Integration, Data Processing & Transformation, or Segmentation & Activation)

For Agentforce, consumption is driven by the number of agentic actions performed.

For example, summarizing a case, answering a question with knowledge, or changing a customer's address.



Actions

The functions your agent executes on the platform to get information or perform tasks.



Changing a Customer Address



Scheduling a Service Appointment



Summarizing a Case



Answering a Question with Knowledge

Action | 20 Flex Credits

Voice Action | 30 Flex Credits

No credits are used for a simple conversational chat or when the agent is not performing a task.

Now that we understand how consumption pricing works, let's break down our credit-based consumption model.

2

Introducing

Data 360 Flex Credits

Let's break down the Data 360 Flex credit-based consumption model we referenced earlier.

Data 360 Flex Credits

- ✓ A flexible, consumption-based model. Pay for exactly what you use, with the ability to scale seamlessly as your data and AI strategy evolves.
- ✓ Flex Credits are a unified consumption currency across Data 360 and Agentforce.
- ✓ Flex Credits are charged when Data 360 and Agentforce agents take actions. They are fully fungible – meaning credits purchased for one use case can be applied to any other, giving you the freedom to shift investment as your data and AI strategy evolves.

Cost Alignment

Scale spend to the value delivered

Adaptability

Pilot and expand your data and AI strategy

Visibility

Track usage over time with Digital Wallet

Pricing: \$500 per 100,000 Flex Credits



How Data 360 Flex Credits Are Consumed

Bringing data into Data 360 is free – you pay when you actually drive results.

The Flex Credit Meters

Category	Usage Type	Description	Unit	Credits
Ingestion		Free batch data ingestion and Zero-Copy integrations	Free	Free
Prep, Harmonize & Unify	Data 360 Prep	Clean, normalize, and prepare data for activation	Per 1M rows processed	40
	Data 360 Unification	Match and merge customer records across sources	Per 1M rows processed	75,000
Segment & Query	Data 360 Segmentation	Build and manage targeted audience segments	Per 1M rows processed	50
	Data 360 Queries	Surface customer insights on demand for teams and agents	Per 1M rows processed	3
Activate	Data 360 Activation	Send customer data segments and insights to downstream destinations	Per 1M rows processed	60
	Data 360 Zero Copy Sharing Out	Grant secure direct access to your data without duplication or movement	Per 1M rows processed	60
Process Unstructured Data	Data 360 Unstructured Processing	Analyze and extract insights from docs, text, audio & other unstructured sources	Per 1MB processed	150
	Data 360 Intelligent Processing	Use advanced AI-driven process to handle complex content with tuning for higher accuracy	Per 1MB processed	600
Streaming & Real-Time	Data 360 Streaming Pipeline	Continuous data flows to Data 360 downstream actions/systems	Per 1M rows processed	3,500
	Data 360 Real-Time Pipeline	End-to-end processing at sub-second speed for live customer data	Per 1M rows processed	250,000

Learn more about Data 360 and Agentforce meters on our Flex rate card.

[Learn more](#)

Flex Credit Example: Agenforce Use Case

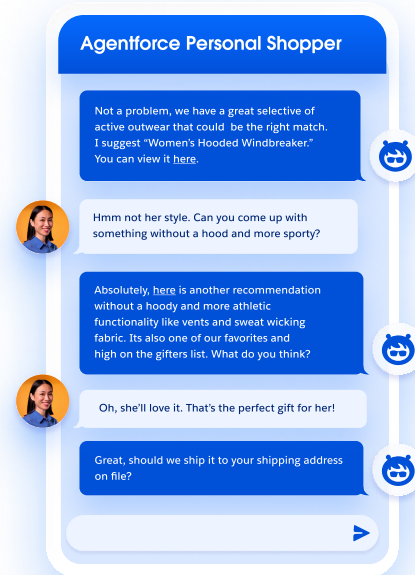
Now let's take a look at how to forecast and estimate consumption with a use case example.

The Scenario

Let's assume you are Northern Trail Outfitters, a retailer that sells outdoor and hiking gear. You want to launch an AI-powered personal shopper that uses customer data and behavior to deliver personalized product recommendations and guide purchases in real time.

The agent provides product recommendations based on customer profiles and conversation, with the ability to transact directly in the Agentforce experiences:

- **20% increase** in average order value
- **15% overall** reduction in returns



Question	What to Define
What problems are you trying to solve?	You want to solve for: <ul style="list-style-type: none">• High shopping cart abandonment rates• Low conversion rates
What is the role of AI?	You want AI to help analyze: Customer preferences and purchase history to provide personalized product recommendations
What data do you need?	The agent will need: Customer profile and purchase history data, as well as product catalog data and knowledge articles to be able to answer customer questions
What is the business value?	You want to achieve: 20% increase in average order value 15% overall reduction in returns

Now we can start to look at how we estimate consumption, starting with the consumption levers.

Data 360

- **Usage types:** What needs to happen to the data to drive experiences
- **Data volume:** How many rows of data need to be processed
- **Run frequency:** How often does the data need to be updated

Agentforce

- **Actions:** How many actions the agent will perform to complete the task
- **Sessions:** How many sessions you are expecting per year

Step	Usage Type	Data Volume & Run Frequency	Rows Processed	Rate	Flex Credits
Ingest customer profile, purchase history data, and product catalog data to answer customer questions	Batch Ingestion	Ingest 10M rows of profile data. Ingest 20M rows of purchase history & product catalog data each.	50M	0	Free
Clean, normalize and prepare that data. For example, converting purchase dates from across countries to the same format	Data 360 Prep (transforms)	50M rows, 25% used in transforms, 365 days	50M x 25% x 365 days = 4.5B rows	40 / 1 M rows	180K
Each day, roughly 3% of the 10M profile records change. Identity is resolved only on those changed records	Data 360 Unification	10M profiles initial upload with 3% change daily, 365 days	10M + (10M x 3% x 365) = 120M rows	75,000 / 1M rows	8.9M
Unstructured data from Knowledge articles is processed	Unstructured Data Processed	900 Knowledge Articles, 1 MB each	900 MB processed	150 Flex Credits / 1MB processed	135K
Agentforce will execute data queries during interactions, looking up profiles and searching for info	Data Queries	3M records per query, 1 row data/record, 500 daily conversations with 1 query	3M rows x 500 queries x 365 days = 548B rows	3 Flex Credit / 1M row	1.7M
Agentforce interacts with customer on the website, delivering personalized recommendations and answers	Agentforce Actions	3 actions/conversation, 500 daily conversations	548K actions	20 credits /action	11M



Total: ~22M credits

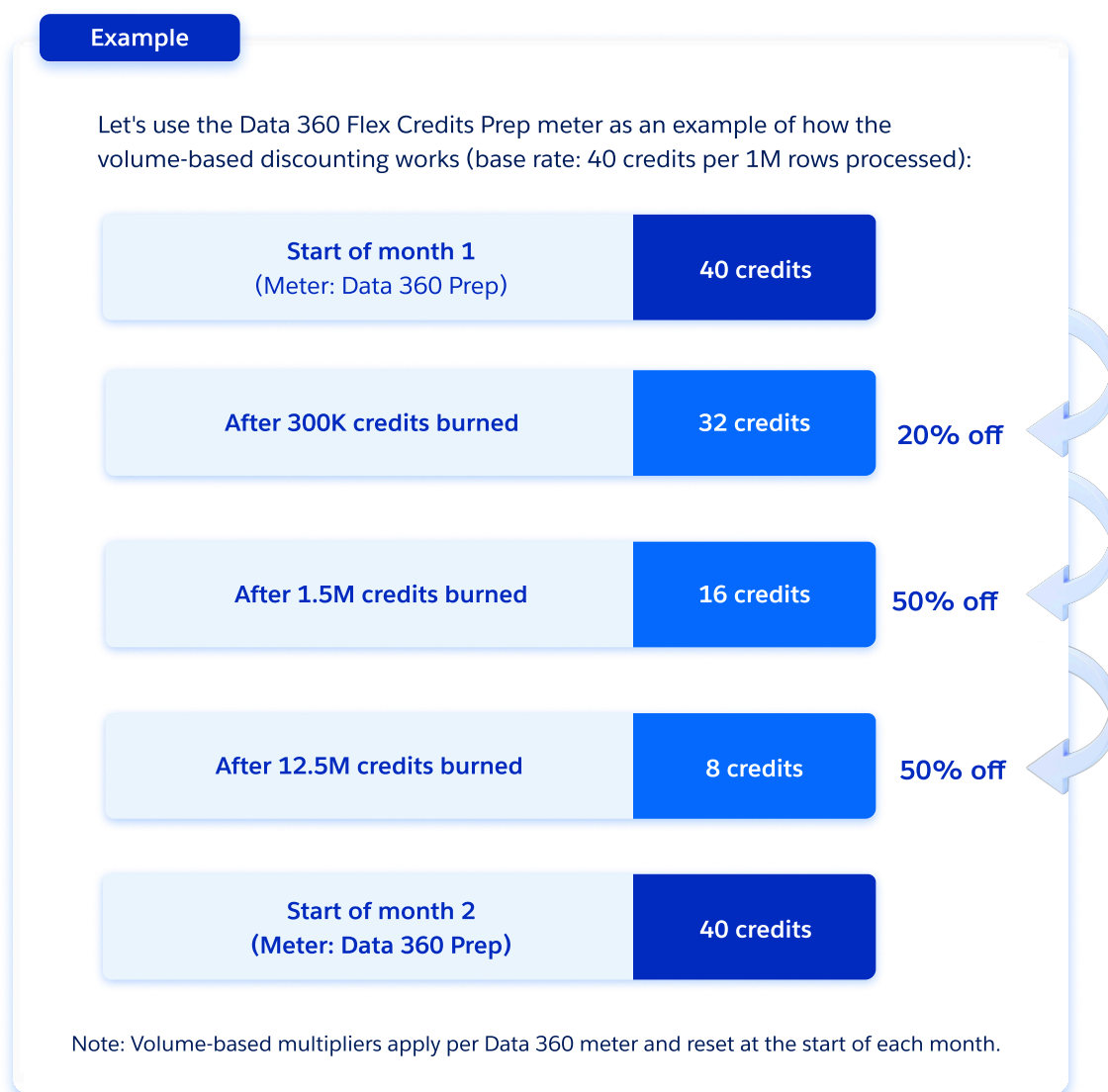
Approximately \$110K/year at list price (given \$.005 cost per credit).

Congrats! You've just estimated Flex Credits for your use case!

Introducing Volume-Based Multipliers: Automatic Discounts as You Scale

Now you've learned how to estimate Flex Credits across use cases.

Next, let's explore a key part of the process: automatically unlocking discounts as your consumption grows.



This tiered model rewards scale – the more you use, the more cost-efficient your consumption becomes. Volume-based multipliers only apply to Data 360 usage types on Flex Credits.

Learn more about the volume based multipliers on our rate card.

[Learn more](#)

How to Get Started with Flex Credits

Data 360 on Flex Credits is available now, with options to fit every stage of your journey:

Data 360 Provisioning \$0	Data 360 Starter \$60,000 / YR
<div>Editions</div> <div><div>EE/UE/PE</div>250K Flex Credits (Annually)</div> <div><div>A1E</div>2.5M Flex Credits (Annually)</div>	<div>All Customers</div> 10M Credits (Annually)
<div>1 TB of Storage</div> <div>1 Data 360 Instance</div> <div>1 Data Space</div> <div>1 Admin</div> <div>100 Business Users</div>	<div>5 TB of Storage</div> <div>1 Data 360 Instance</div> <div>1 Data Space</div> <div>1 Admin</div> <div>100 Business Users</div>
<div>Flex Credit Add-on \$500 / 100K credits</div> <div>Stackable – buy as many as you need</div>	

Data 360 Provisioning sets up your Data 360 org for FREE and includes Flex Credits to get started. You can continue to add Flex Credits as your use cases grow.

Summary

We've walked through:

- ✓ How consumption-based pricing works
- ✓ The drivers of consumption-based pricing
- ✓ What Flex Credits are and how they are calculated across use cases



Remember, Data 360 Flex Credits is a flexible, consumption-based model. Pay for exactly the value you get, with the ability to scale seamlessly as your data and AI strategy evolves.

3

Introducing Data 360 Profile Pricing

Now, we recognize that while some customers want flexibility, others value predictability, especially for their core-based workloads. Because of this, we have introduced a hybrid pricing model called **Data 360 Profile Pricing**.

The underlying model is the Flex Credits model with the Data 360 actions that are used to form a profile being bundled into a flat, per profile cost.

This pricing model is ideal for customers that are unifying profiles for their core workloads like CDP/ marketing use cases, and customer service use cases.

What are profiles

Data 360 Profiles offer a predictable, flat-fee pricing model for customers who value cost certainty for their core profile-based workloads. Rather than paying per unit of work, you pay a fixed annual fee per 1,000 profiles – a metric that directly aligns with your own customer base size.

Profiles are persistent digital representations of an entity – they can represent Customers, Accounts, Stores, Financial Accounts, Vehicles, Households, Products, and more.

Profiles unify all data and activities around a single, consistent identity.



Predictable Pricing for Profile-Based Workloads

Profile pricing is a hybrid model – the flat fee covers core profile-based workloads while Flex Credits are used for easy scaling, experimentation, and growth.

Pricing: \$240 or \$420 per 1,000 Profiles/Year



What's Included in Each Profile-Pricing Tier

Data 360 Profiles \$240 per 1,000 profiles/year	Data 360 Enterprise Profiles \$420 per 1,000 profiles/year
100 Segments	500 Segments
25 Calculated Insights (CIs)	100 Calculated Insights (CIs)
25 Transforms	100 Transforms
1 Flex Credit per profile/year	2 Flex Credit per profile/year
	Incl. Dynamic Data Masking (Governance SKU)
	5x Ad Audiences (for advertising use cases)
Note: You can have 100 Segments, 25 CIs, and 25 Transforms running concurrently at any give time	Note: You can have 500 Segments, 100 CIs, and 100 Transforms running concurrently at any give time

What's Covered by the Flat Fee vs. Flex Credits

With Profile pricing, your core workloads are unmetered under the flat fee:

Flat Fee (Unmetered)	Pay with Flex Credits
Unification	Unstructured Processing
Prep	Intelligent Processing
Segmentation	Zero-Copy Sharing
Activation	Queries
	Streaming Pipelines
	Real-Time Pipelines

This means you can run unification, segmentation, and activation jobs without accumulating additional per-row charges for those workloads.

For incremental workloads - such as real-time agent queries, unstructured data processing, or streaming pipelines - you can supplement with Flex Credits as needed.

Profiles Example: Financial Services

Let's take a look at a use-case example.

The Scenario

A regional bank with two million customers wants to unify customer profiles across their core banking, credit card, and mortgage systems to power personalized service and marketing experiences.

Profile Scoping Questions	Answer
How many unique profiles do you have?	2M unified customer profiles
How many segments will you have running concurrently at any given time?	<ul style="list-style-type: none">• This bank has divided their customers into 50 segments based on attributes like customer preferences, geography, customer status, lifetime value, and more• They refresh and run their segments 2x/day
How many calculated insights do you want to run/day?	<ul style="list-style-type: none">• Calculated insights are user-created metrics like lifetime value, affinity scores, credit scores, and more• This bank wants to run 10 calculated insights per day (ie, lifetime value, credit score, etc)

Recommended Tier

Customer is well within the Data 360 Profiles standard limits provided for segments, calculated insights, and transforms - no enterprise upgrade needed at this time.

Purchase Data 360 Profiles at \$240 per 1,000 profiles/year

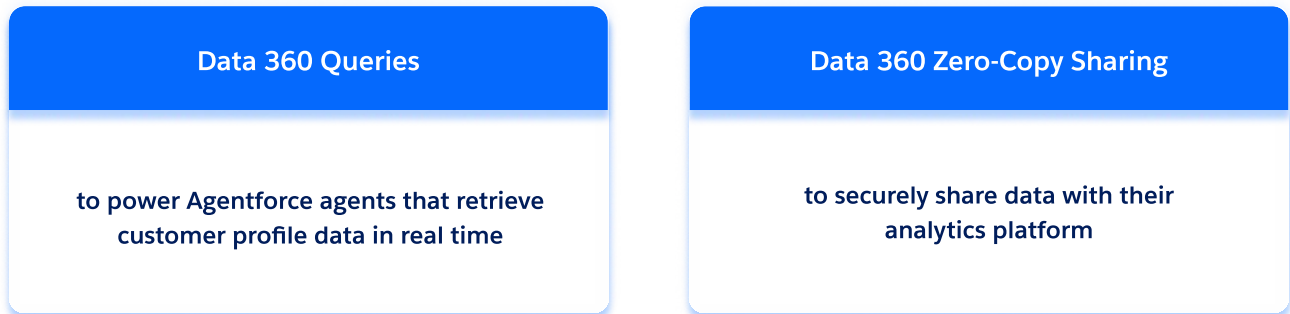
Annual flat-fee cost (at list price):
 $2,000 \times \$240 = \$480,000/\text{year}$



Under the flat fee, the bank can run daily profile unification across its source systems, build and run up to 100 audience segments for marketing campaigns, and activate those segments to downstream channels - at a fixed price.

Profiles Example: Financial Services (continued)

For additional services, the bank uses Flex Credits:



The included Flex Credit per profile per year (2M credits) covers a portion of these incremental workloads, while additional credits can be purchased as usage grows.

How to Get Started with Profiles

- 1 Estimate your unified profile count** – Understand the number of deduplicated customer or entity records you plan to maintain in Data 360
- 2 Choose Data 360 Profiles (\$240)** for standard workloads, or **Data 360 Enterprise Profiles (\$420)** for more segments, additional calculated insights, and transforms
- 3 Identify your incremental workloads** – Determine which services fall outside the flat fee for your use cases (queries, streaming, zero-copy, unstructured) and estimate your supplemental Flex Credit needs
- 4 Reach out to your sales team** to complete your purchase of Data 360 with Profile Pricing

4

Choosing the Right Pricing Model for You

Remember, Data 360 offers two pricing models, designed to give every customer the flexibility and predictability they need:

Data 360 Flex Credits

A flexible, consumption-based model. Pay for exactly the value you get, with the ability to scale seamlessly as your data and AI strategy evolves.

Data 360 Profile Pricing

A predictable, flat-fee model tied to your customer profile count. Ideal for organizations that value cost certainty for their core profile-based workloads.

	Flex Credits	Profiles
Best for	Variable, evolving workloads across data and AI	Core workloads around a profile like identity resolution and segmentation
Pricing	\$500 per 100,000 credits	\$240 or \$420 per 1,000 profiles/year
Key Benefit	Shift spend across Data 360 and Agentforce as priorities change	Flat-fee predictability tied to your customer base size
Use Case Examples	<p>Agentforce agents that use unstructured data processing and search retrievers for context</p> <p>Data queries that power Tableau dashboards or surface unified CRM data for service agents</p> <p>Real-time experiences that use streaming data like web personalization</p> <p>Automated workflows across apps with real-time data</p>	<p>Activate fully connected customer journeys using unified profiles across channels</p> <p>Personalize marketing experiences with unified profiles for conversion and loyalty</p> <p>Proactive sales outreach driven by unified profile data</p> <p>Cross-sell and upsell offers personalized by unified profiles</p>

5

Consumption Tools

Now, you have a better understanding of how Data 360 pricing works. Let's look at the consumption tools you can use to estimate your usage before you buy, as well as track ongoing usage once you are up and running.

Flex Credit Pricing Calculator

Before you buy, the Data 360 Flex Credit Pricing Calculator lets you model real scenarios and estimate your consumption based on your industry, company size, and expected use cases – before you ever deploy.

Use the calculator to:

- **Translate** your use cases into a realistic Flex Credit or Profile estimate
- **Model** Data 360 and Agentforce consumption side by side
- **Plan** multi-year consumption forecasts with confidence



This tool is designed to help you go from a use case to a realistic consumption estimate quickly, so you can confidently explore how Data 360 and Agentforce will power your business.

Data 360 Pricing Calculator

Digital Wallet

Once you are up and running, we know how important it is to have real-time visibility into how you are consuming credits so you can manage, track, and optimize your usage across Data 360 and Agentforce. Introducing Salesforce Digital Wallet.

What Salesforce Digital Wallet provides:

- **Centralized Visibility** – View consumption across all your usage-based products in one place, with close-to-real-time updates
- **Actionable Trends & Insights** – Understand how your consumption changes over time using out-of-the-box dashboards and reports, or build your own in Tableau Next
- **Proactive Alerting** – Receive configurable notifications when you are approaching capacity thresholds, so you can act before credits run out



For Flex Credits, Digital Wallet provides a full breakdown by entitlement type with further detail by meter and volume-based multiplier tiers, giving you the clarity to optimize your usage and forecast future needs.

Digital Wallet

Summary

Five Steps to Confidently Estimate Data 360 Consumption

We've covered a lot, so let's recap what you've learned:

- 1 Start with your use case** – Define the problem and the metrics of success using the four-question framework
- 2 Apply the consumption levers** – Data volume, run frequency, and usage types for Data 360; actions and sessions for Agentforce
- 3 Use the Pricing Calculator** – Use the calculator to estimate your consumption for your use cases before you commit
- 4 Choose the right pricing model** - Pick the right pricing model that matches your business strategy and budget goals.
- 5 Track with Digital Wallet** – Monitor usage in near-real time, set proactive alerts, and optimize as you scale

Learn More

We are here to support you on your journey. Learn more with these additional resources:

- | | |
|---|--|
| 1. Data 360 Pricing Page | 5. Digital Wallet (Help Doc) |
| 2. Data 360 & Agentforce Flex Credits Rate Card | 6. Flex Credit Pricing Calculator |
| 3. Flex Credits Billable Usage Types (Help Doc) | 7. The Fast-Start Playbook to Data 360 ROI |
| 4. Digital Wallet | 8. Data 360: Flexible Pricing to Scale Data and AI with Confidence (Webinar) |



This guide is intended for informational purposes. Pricing is subject to change.

Contact your Salesforce account executive for a customized quote and to explore the right pricing model for your organization.



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