

salesforce

Artificial Intelligence De- mystified: How Models and Data Work Together for Success

EEC 2020



Forward-Looking Statement



Statement under the Private Securities Litigation Reform Act of 1995

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This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.



Today's Panelists



Veda Kumarjiguda

Product Marketing Manager



Tim Delles

Sr. Marketing Manager, Orvis



Use AI to Anticipate Customer Needs



73%

of customers expect companies to understand their needs and expectations.



Innovation is the #1 Focus for Marketers



Priorities

1 Innovating

2 Engaging with customers in real time

3 Complying with privacy regulations

Challenges

1 Engaging with customers in real time

2 Innovating

3 Creating cohesive customer journeys across channels and devices

186%
growth in AI use by
marketers since
2018

73%
AI use by marketers
to bridge online &
offline experiences





Elevate Your Marketing Organization

3 ways to power scalable growth

Center Your Marketing
Around Customer Experience

Drive Personalization
Through The Entire Journey

Integrate Artificial Intelligence To
Turn Insights Into Action



Einstein Customer Momentum



11B
predictions per day

- asics
- Leave a Nest
- hulu
- college forward



Einstein Content Selection



Automated, intelligent, real-time message personalization at scale

Boost Your Click-to-Open Rate

AI-led content curation selects the most relevant asset at the moment of open

Build Engaging Emails Quicker

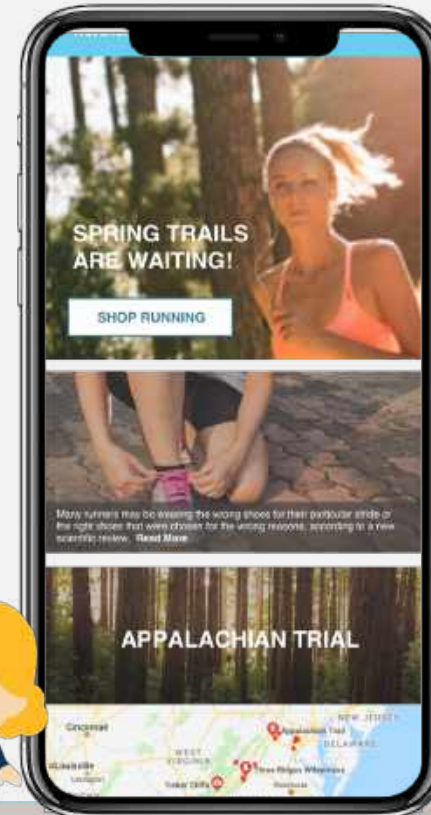
Create one email and let the AI automate a unique message for every subscriber

Optimize at the Asset Level

Track asset performance across messages in real-time to inform content strategy

Layer on Marketer Expertise

Define rules to increase the lifetime of assets and meet your business goals



Einstein Send Time Optimization

Send email at the right time for each subscriber

Now
available in
MobilePush



Deliver email on the customer's terms

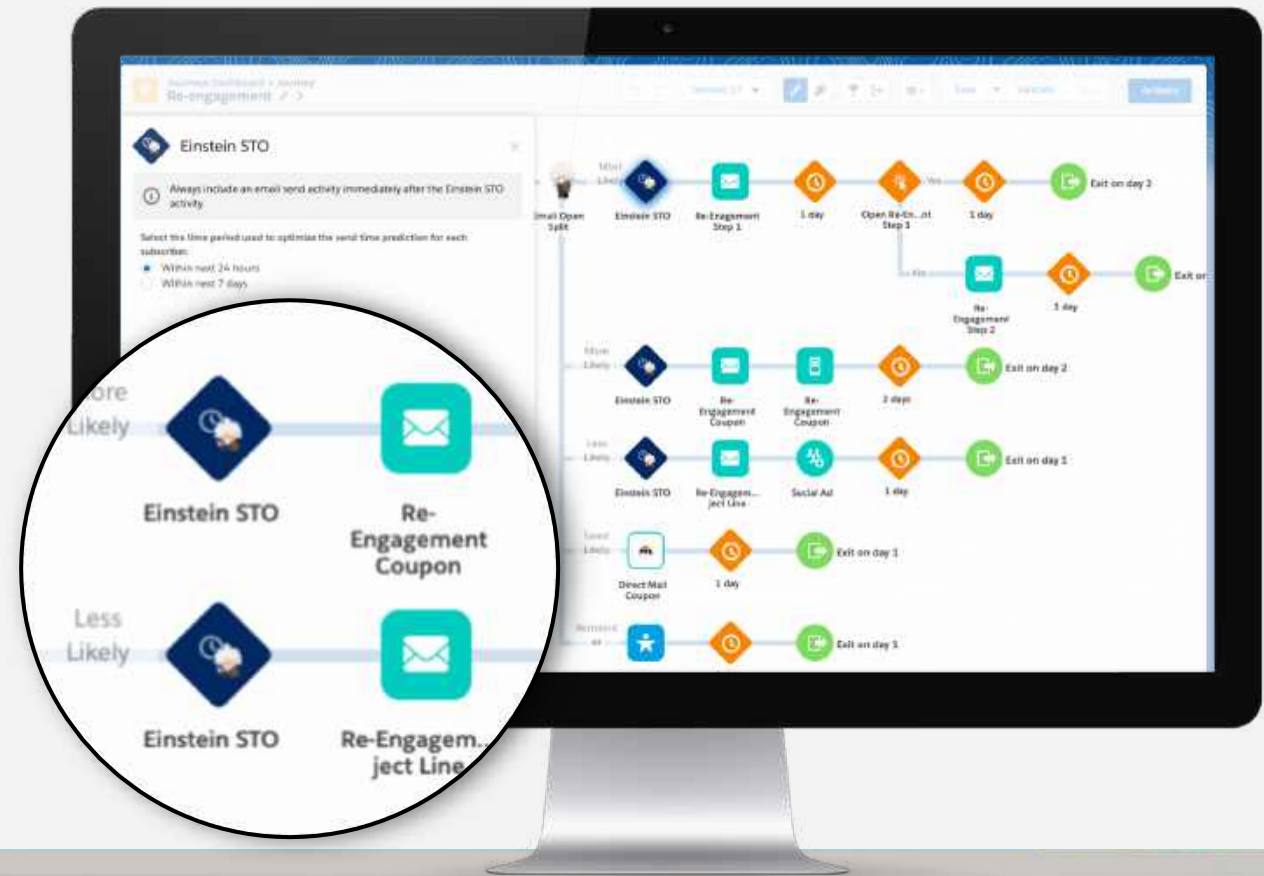
Einstein analyzes and predicts the optimal engagement time for each subscriber, maximizing opens and engagement.

Beat out your inbox competition

Be above the fold (and your competitors) in the email inbox to capture the attentions of your subscribers.

Automate sending to save time

Replace manual queries with a drag-and-drop activity to automate sending at the best time for each subscriber.



Introducing Orvis

The Great Awaits!



International,
Multi-Channel Retailer
79 Stores in the US
18 Stores in the UK
1,700 employees



Founded in 1856 in
Manchester, VT
163 years old



Rooted in Sporting
Traditions
Fly Fishing, Wing
Shooting, Dogs

Where We Started

Everyone has a mold to break!

One Size Fits All

- Product-focused sends
- Everyone received the same email at the same time
- Personalization determined by basic behavior

Product Segmentation

- Email segmentation based on direct mail best practices
- Recency / frequency

Direct Attribution

- Email attributed to click-through sales only
- Fought with other channels on last-click attribution



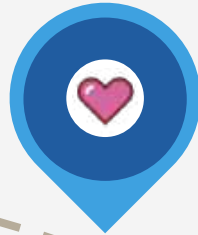
We Needed to Evolve

Build trust in the inbox



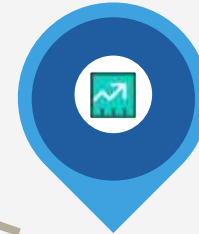
Consumer-First, Not Product

- Focus on Consumer
- Deliver more Storytelling
- Improve Personalized Experiences



Create Customer Connections

- Drive brand loyalty
- Increase advocacy



Omni-Channel Impact

- Breakdown the silos of attribution
- Value content and experiences holistically



How AI Helps Orvis

1:1 connections are key



Understand the Individual

Not the segment, the individual!

Basic personalization isn't enough



Connect Content to Individuals

Don't let your content dictate who gets to see it – the individual

Consumers are looking for more than a transactional relationship



Deliver Timely Personalized Experiences

Email content and send time based on the individual

Combine content and what you know about consumers



Let's Walk Through the Experience

1:1 connections are the key to engagement



Camila

She is an early riser, who always checks her email before heading to the gym at 6AM.

She is the proud parent to a puppy named Jasper.

On the weekend, she loves to go on long hikes with her dog!

Leo

He loves to sleep in as late as he can before rushing out the door to start his morning.

He is a fly fishing enthusiast, always looking to find the newest gear!

He has a passion for the outdoors and nature conservation.





Let's Jump into SFMC!



The Customer Experience With AI



A single Email Send, powered by AI delivered unique experiences that are highly relevant, without the need for coding



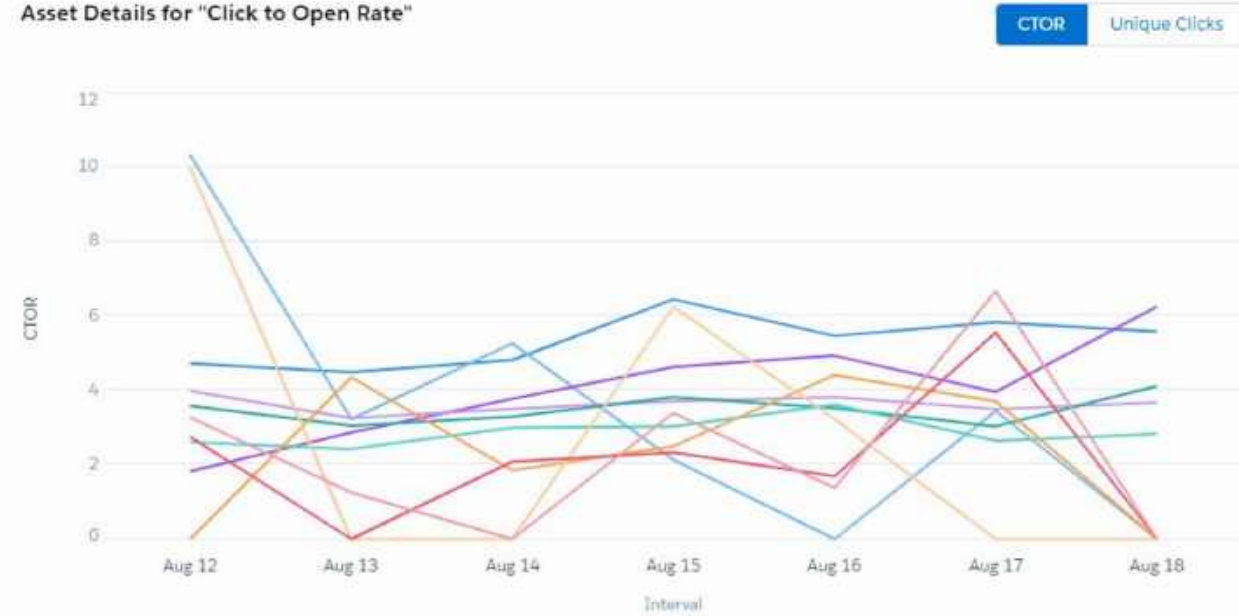
Content Selection Results



Asset Details for "Selections"



Asset Details for "Click to Open Rate"

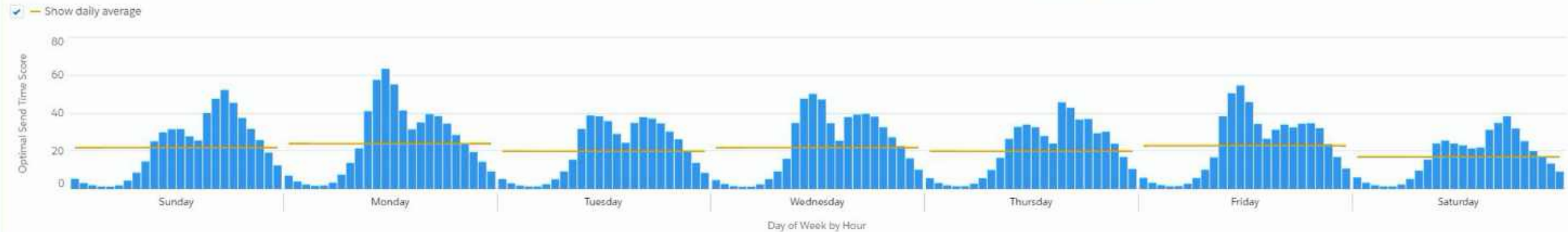


STO Results



When Are Messages Likely To Be Opened?

Einstein generates an optimal send time score (0-100) for each contact for each hour in a week. This graph shows the average score for each hour based on all **1,657,527 personalized email addresses**. [How the Model Works](#)



When Would Einstein Send?

This graph shows the hours that Einstein would select as the best hour for all **1,657,527 personalized email addresses** in this business unit.





Orvis Automates Email Personalization At Scale With Artificial Intelligence

Creates a deeply personalized email experience by serving the most relevant content at open for each customer

Optimizes send-time for email outreach to maximize engagement

Saves time from setting up manual queries/schedules, building AI-powered emails in minutes instead of hours

Increases engagement and traffic to ultimately drive online purchases

ORVIS



+5%
lift in Open
Rate

+16%
lift in Click to
Open Rate

+22%
lift in Click
Rate

6x
decrease in time
to deploy content



MARKETING



EINSTEIN

What's next for Orvis?



QUESTIONS?



A wooden sign with a wood grain texture is mounted on a stone wall. The sign is the central focus, with text on it. The background is a stylized illustration of a forest with green trees and a blue sky with white clouds. The sign is supported by two wooden posts. The stone wall is made of rectangular blocks in shades of tan and brown. There are green bushes and plants in the foreground and background.

The Ultimate Guide To Dynamic Content

How dynamic content helps create
email experiences that keep your
subscribers and customers coming
back for more

thank you

