Forward-Looking Statements

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, earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, environmental, social and governance goals, expected capital allocation, including mergers and acquisitions (such as the proposed acquisition of Slack Technologies, Inc.), capital expenditures and other investments, expectations regarding closing contemplated acquisitions and contributions from acquired companies. 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 it makes. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: risks associated with our ability to consummate the proposed Slack Technologies, Inc. transaction on a timely basis or at all; our ability to successfully integrate Slack Technologies, Inc.'s operations; our ability to realize the anticipated benefits of the proposed transaction; the impact of Slack Technologies, Inc.'s business model on our ability to forecast revenue results; disruption from the transaction making it more difficult to maintain business and operational relationships; the impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain service performance and security levels meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; our ability to secure and costs related to data center capacity and other infrastructure provided by third parties; our reliance on third-party hardware, software and platform providers; 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; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services beyond the CRM market; the success of our strategy of acquiring or making investments in complementary businesses and strategic partnerships; our ability to compete in the market in which we participate; the success of our business strategy and our plan to build our business; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the valuation of our deferred tax assets and the release of related valuation allowances; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property; uncertainties regarding the effect of general economic conditions; and risks related to our debt and lease obligations.

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Agenda

Thank you for joining this session!

Today you will learn all about External Actions and walkthrough a few advanced External Action scenarios.

- Leveraging External Services to create an Integration to Twilio SMS.
- Execute sub-flows as part of your marketing journey.
- Create a prospect webhook to trigger a Zapier Zap.
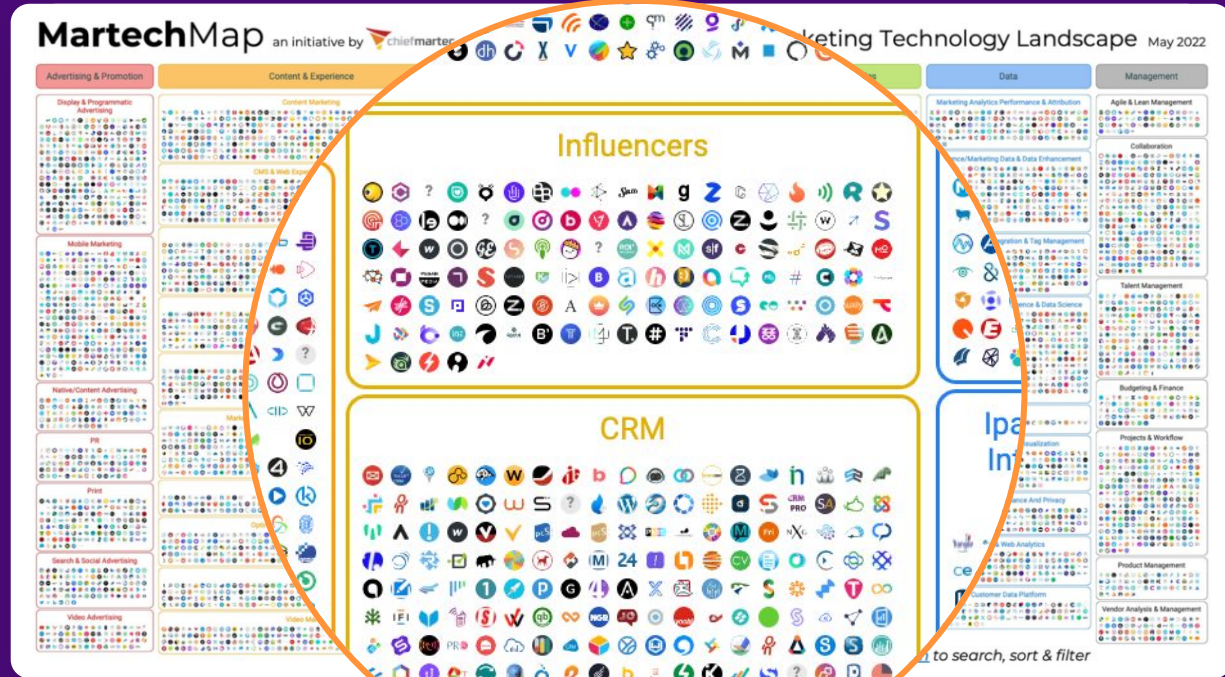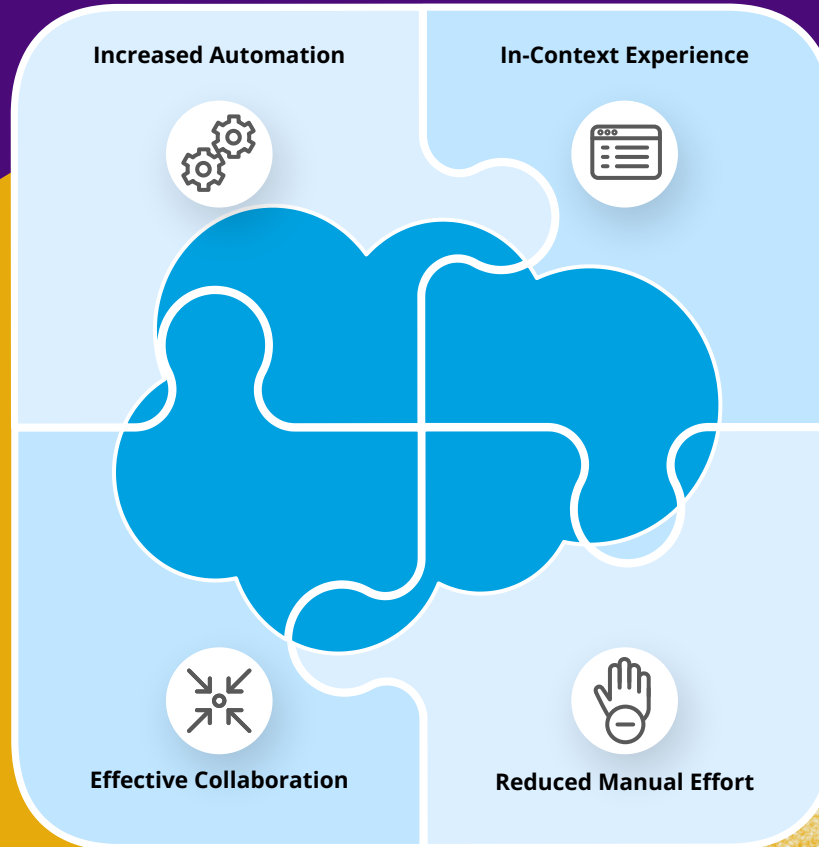
Marketer's Dilemma

Data Analytics App

SMS App

ABM App

Webinar App

Social Media App

Marketer Expectations .... **MarTech Expansion**

- Expand Marketing Channels
- Transform to Digital First
- Gain Deeper Marketing Insights

MartechMap an initiative by chiefmartec ...keting Technology Landscape May 2022

Influencers

CRM

Harmonized Ecosystem

Increased Automation

In-Context Experience

Effective Collaboration

Reduced Manual Effort

Account Engagement Extensibility Suite

External Activity
Trigger automations

API V5
Integrate data and services

External Actions
Invoke reusable logic
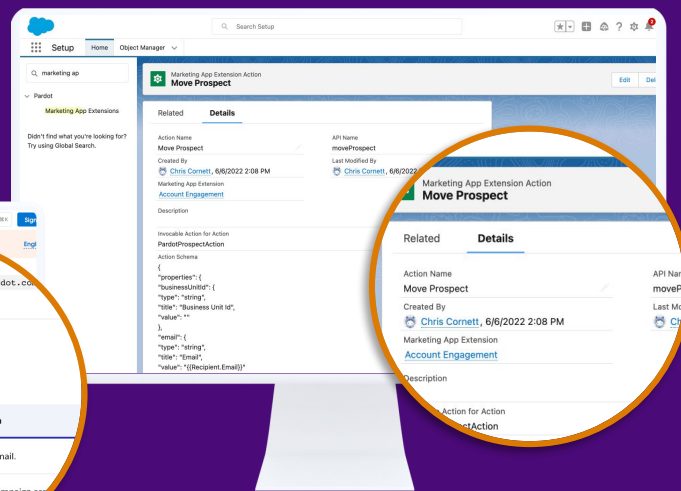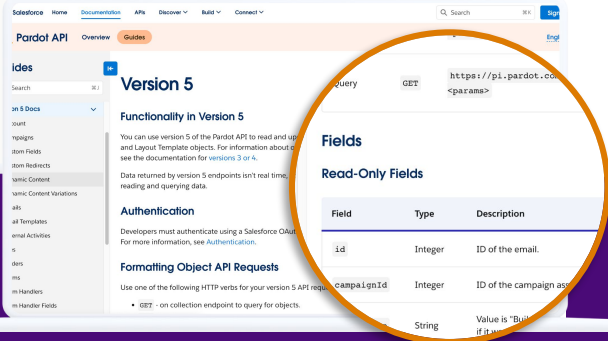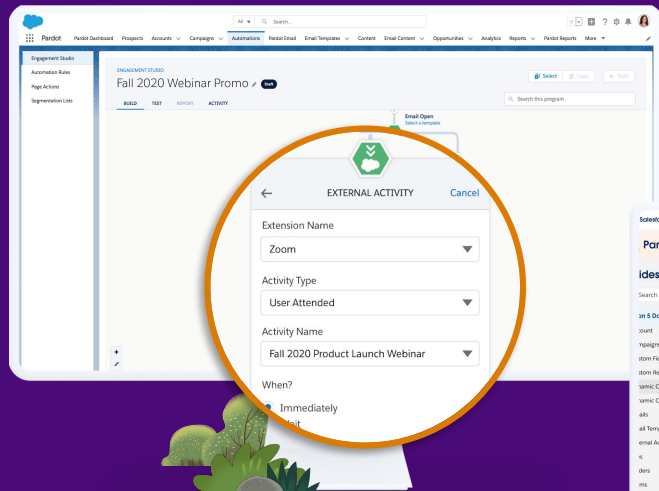
External Actions

Expand your automation capabilities across systems
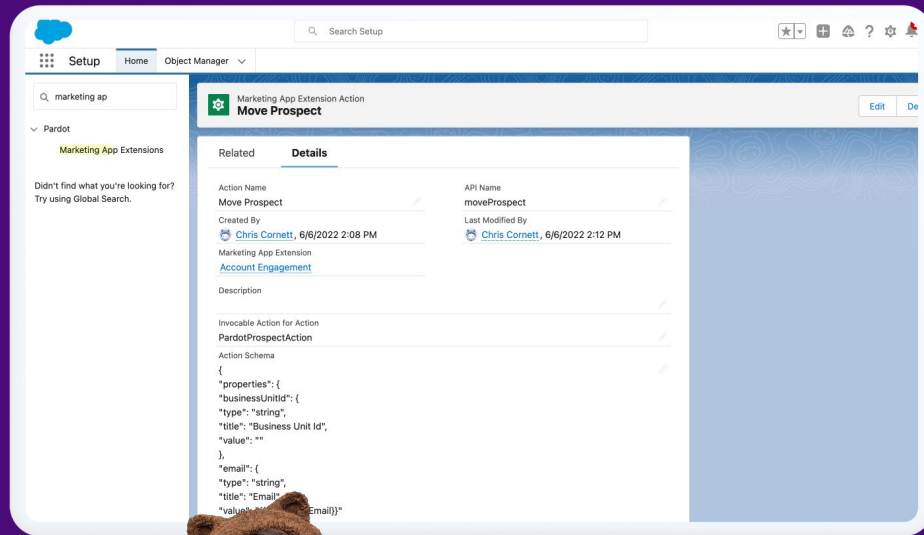
Call External Actions from Engagement Studio Programs

Register for a webinar, send an SMS text, etc.

Leverage Salesforce Invocable Actions

Use APEX, External Services, and/or Salesforce Flow to develop the External Action

Package External Actions

Leverage custom packages and the AppExchange to install External Actions

Lightning App Required

Interview w/ Harry Barry

Longtime St. Louis Developer

Lead Developer - Custom Customs

25 Years Experience

A developer wildman who jumps into any project.

External Activity Dev Previewer

Built the three examples we will cover today.

Chris Cornett - Sr. PM
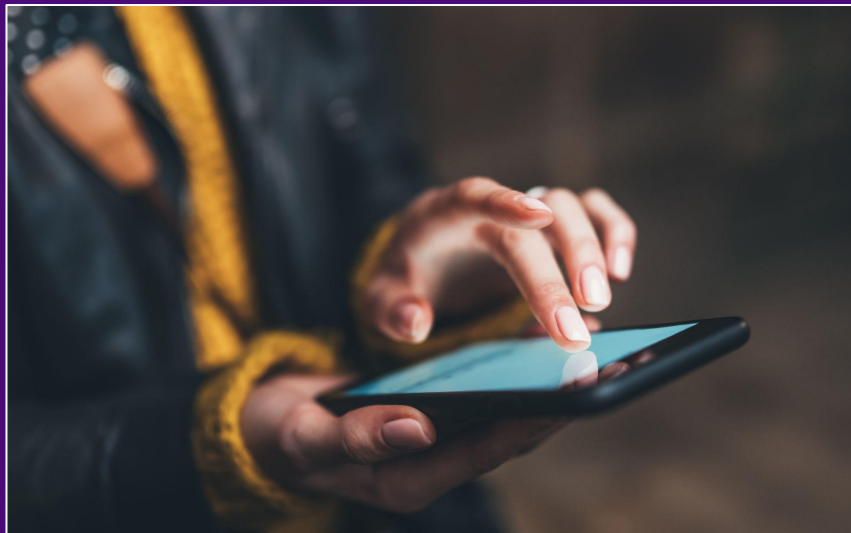
Use Case: Send an SMS Text

Objective: Engage prospects via SMS

Provider: Twilio

Features Leveraged:
- Named Credentials
- External Services
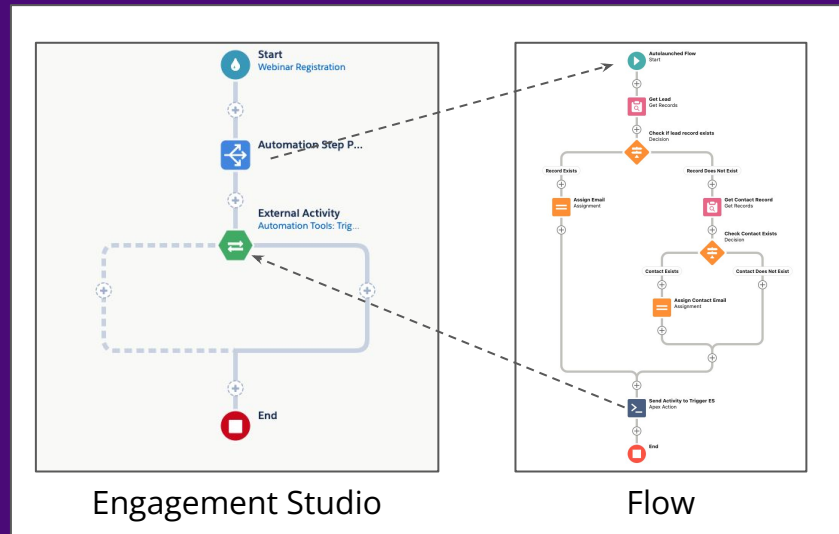- External Actions

Use Case: Automation Subflows

Objective: Leverage another Automation Process to Extend Engagement Studio

Provider: Salesforce Flow

Features Leveraged:
- Auth. Provider
- Named Credentials
- Apex
- Autolaunched Flow
- External Actions
- External Activity

Engagement Studio   Flow
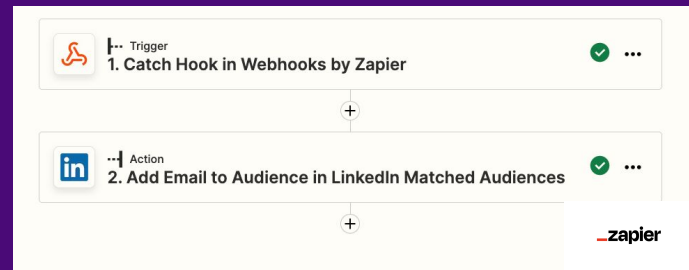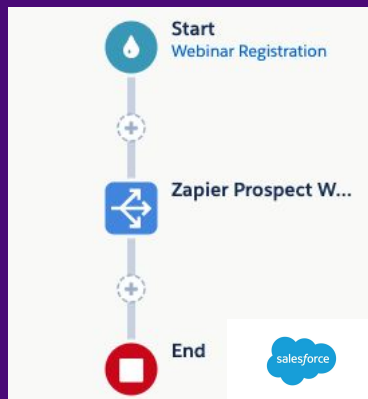
Use Case: Trigger a Zap

Objective: Leverage my already existing integration service

Provider: Zapier

Features Leveraged:
- Remote Site Settings
- Apex
- External Actions

Resources

- External Actions Developer Guide

- External Actions Help Documentation

- External Actions Developer Blog

- External Actions Video Series (In Progress)

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Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

Christopher Cornett
christopher.cornett@salesforce.com

Welcome Speakers!

The MarDreamin' Team would like to thank you for your participation in this incredible event. It is because of you that we are able to provide a global community of Marketers with the best tips and tricks in the world of Salesforce and marketing automation.

Sharing our knowledge is one of the key goals for this event. We understand that by doing so we are growing the community which ultimately means growing the "pie" - and that means more opportunities for everyone. Whether you're joining us from California, Spain or even Australia we welcome you to this event and hope you share our enthusiasm.

Again, thank you for your time and for sharing your gift with others.

You're all incredible trailblazers!

If you have any questions please don't hesitate to reach out to us.

Branding

FONTS
Please stick to the following fonts when designing your presentation

Open Sans
This font is used in the body and subtitles. For body text select 14px (or as close as possible - adjust as needed); for subtitles select 18px; normal font-weight

Overpass
This font is used for headers. For slide headers select 30px; bold font-weight

Arial
This font can be used to substitute either font should they not be available to the presenter(s)
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Please stick to the following colors when designing your presentation

HEX Color Codes (*As Displayed in Google Sheets*)

Dark Purple - #4AOA77FF

Violet Purple - #7A27B7FF

Teal - #5AC8CFFF

Black - #000000
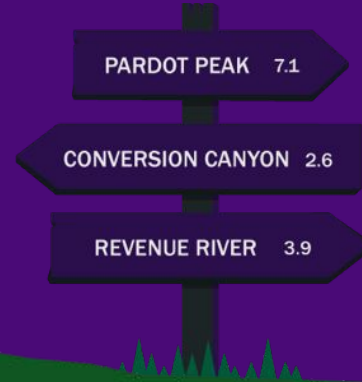
Charcoal - #12171A

White - #FFFFFF

Branding

Assets

Please use the following assets as you see fit through your presentation.

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

Title

Optional description

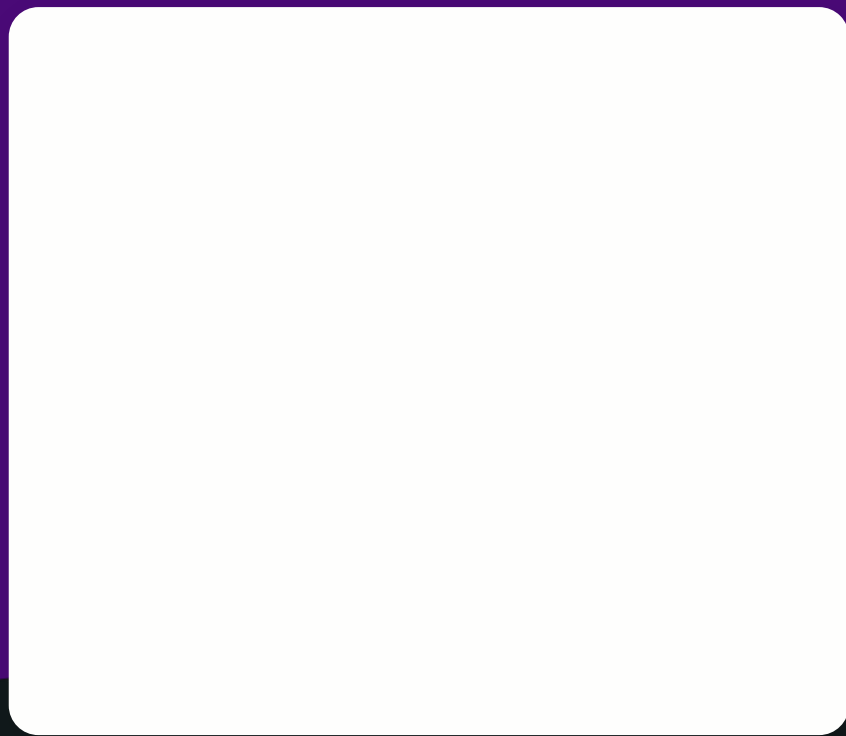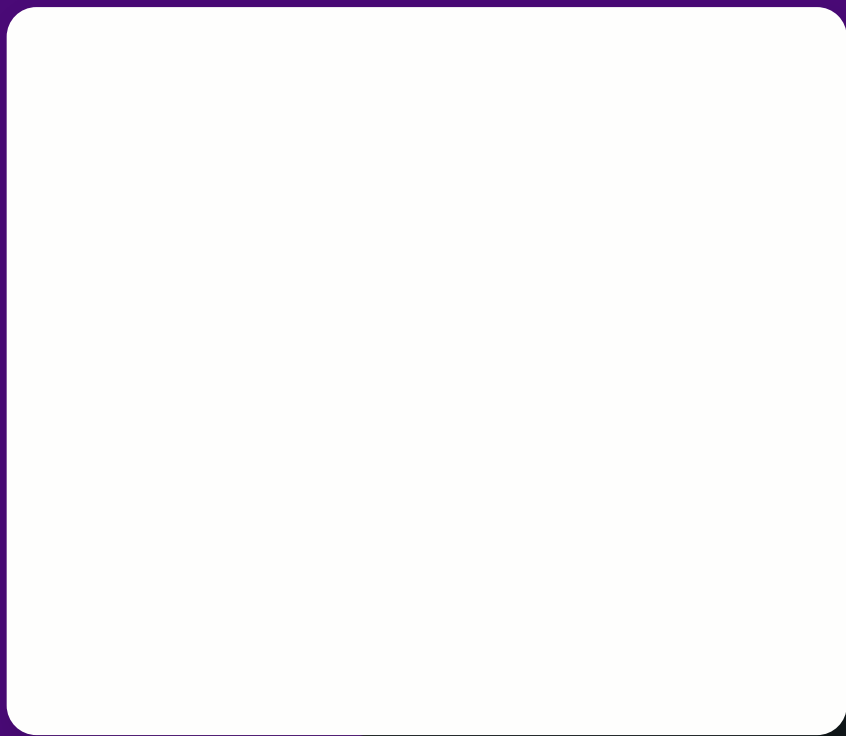**Title**

Optional description

Title

Optional description

Step 1

Step 2

Step 3

PARDOT PEAK   7.1

CONVERSION CANYON   2.6

REVENUE RIVER   3.9