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Agenda

WELCOME TO

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- (Upcoming) Reality:
  - Einstein GPT (Einstein 1):
    A Brief History.
  - What Einstein 1 for Marketing Does.
  - Use cases available.

- Can GPT Replace a Marketer?
  - Spotlight on three marketing tasks.

- Imagination
  - What would you like to see in the future?

What Does GPT Stand For?

- Generative Pre-trained Transformers.
- GPT is a technology concept, not a specific brand name.

(Upcoming) Reality

EINSTEIN GPT: A BRIEF HISTORY

We've Been Following the Salesforce 'GPT' Adventure

- **March '23:**
  - **Einstein GPT** announced**.** Use cases included Slack, sales, service, marketing, commerce & app builders.
- **May '23:**
  - **Slack GPT, Tableau GPT** & **Tableau Pulse** announced.
- **June '23:**
  - **Marketing GPT** & Commerce GPT
  - **AI Cloud** (now Einstein 1) and "Summer of AI" roadmap revealed.
- **July '23:**
  - **Sales GPT and Service GPT** GA**.**
  - **Einstein Trust Layer** available.
- **September '23:**
  - Big switch to Einstein 1 Platform, relaunching with an 'integrated metadata framework. New naming convention, e.g. Einstein 1 for Marketing.
  - Marketing Cloud & Commerce Cloud advertised 26 generative AI capabilities on the roadmap – with an additional 25+ set to arrive by the end of 2024.s - all built on Data Cloud.

WHAT IS EINSTEIN 1 FOR MARKETING?

More use cases have appeared over time…

- **March '23: Einstein GPT launch "v1"** (*Info*)
  A demo that showed unspecified technology (i.e. was this Marketing Cloud and/or Account Engagement?)
  - Generate personalized content for email, mobile, web, and advertising, amending tone, length etc.
- **June '23: Marketing GPT Launch "v2"** (*Info*)
  Give marketers an AI-connected user interface that augments:
  - Campaign brief conception.
  - Audience/segment discovery.
  - Content creation.
- **September '23: Einstein 1 for Marketing "V3"** (*Info*)
  Too many to name (13 in Marketing Cloud, alone). Examples:
  - Dynamic content.
  - Advertising Audiences and lookalikes.
  - Segment Intelligence.
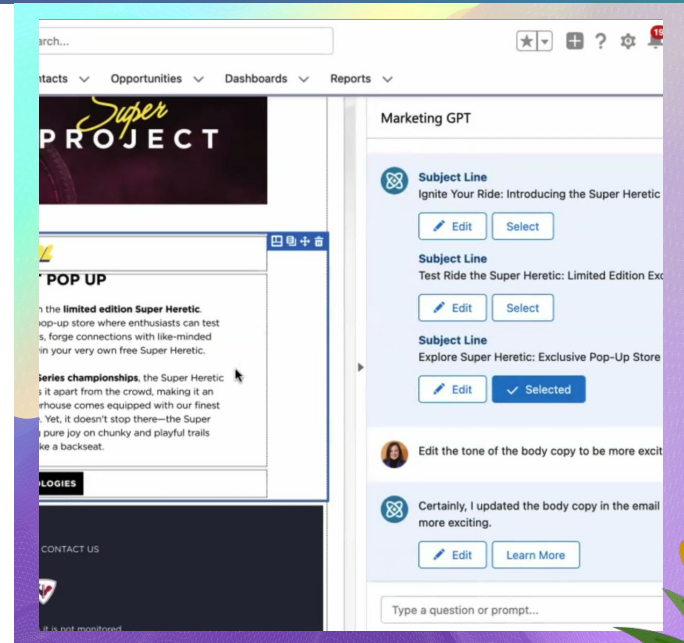
Einstein 1 for Marketing #1
Email and Subject Line Copy

"With Einstein, an email is just a sentence away"

- Generate messaging faster…
- …and the end result reflects what has done well in your organization in past campaigns.
- Adjust and refine the tone, e.g. generate three variations, based on top performers.
- The marketer has the decision making power to accept the suggestions, or they can opt to A/B test.
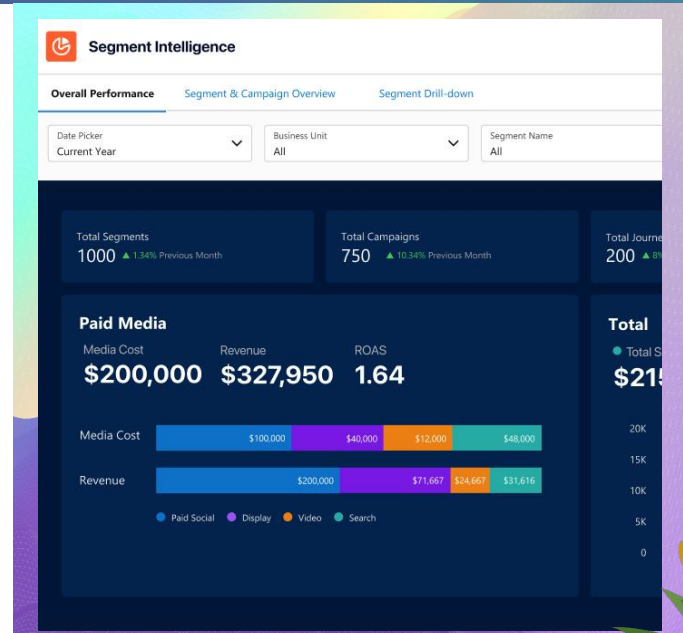
FKA. Marketing GPT

Einstein 1 for Marketing #2
Audience Segmentation (Mostly Advertising)

- **Advertising Audiences**:
  - Reach existing customers with targeted messaging,
  - Acquire new customers by creating seed audiences (lookalikes).
- **Segment Creation** (Data Cloud)**:** Use natural language prompts to query Data Cloud, plus recommendations. *(Shown on the next slide →)*
- **Segment Intelligence** (Data Cloud): To understand campaign performance, based on an audience segment.
- **Einstein Lookalikes:** Generates segments that share the same characteristics to other desirable contacts in your database

*FKA. Marketing GPT

Einstein 1 for Marketing #2
Audience Segmentation (Mostly Advertising)

*FKA. Marketing GPT

Can GPT Replace a Marketer?

The short answer... No.

- Marketers need to be adaptable, but not lose sight of their value (+ ensure others don't undermine them).
- 'Human in the loop', 'intentional friction'.
- With the increasing pressure that's being placed on us, it's about time that we can:
  - Get support from a companion/virtual assistant.
  - Accelerate the most time-consuming/mundane tasks.
  - Flex our creative muscles.
  - Take our 'tech curiosity' further – working smarter.

Disclaimer: What follows (after the survey results that are featured on the next slide), is opinion-based. We have determined this content from a) Salesforce technology progression, b) anecdotes from marketers, and c) marketing technology thought leaders beyond the Salesforce ecosystem.

How Marketers Use Generative AI

Basic content creation	76%
Write copy	76%
Inspire creative thinking	71%
Analyze market data	63%
Generate image assets	62%

Among marketers who are using generative AI

How Generative AI is Transforming Marketers' Job

Analyze market data	58%
Analyze performance data	58%
Create groups or segments for marketing campaigns	57%
Create marketing campaign and journey plans	55%
Personalize messaging content	54%
Conduct copy testing and experimentation	53%
Build and optimize SEO strategy	53%

Among total marketers

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Source: Salesforce Research

There's more to Marketing than Salesforce...

Marketer's Task	Covered by Einstein?	GPT Impact Rating
Content Creation	✅	**High**
Segment Creation	✅	**High**
Inbound Marketing (Lead Funneling)	～	**High**
Analytics	～	**High**

Campaign Briefs	✅	**Medium**
Documentation	～	**Medium**
Social Media	❌	**Medium**
Configuration/ Architecting	❌	**Low**
Campaign Execution	❌	**Low**
User Adoption	～	**Low**

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Spotlight

Analytics (High)

Social Media (Medium)

User Adoption (Low)

Analytics

Impact Rating: High; Covered by Einstein: Kind-of.

How GPT could have an impact:
- Create a data repository, use prompts to surface what you need. (Segment Intelligence for Data Cloud)
- No sifting through rows of data, or multiple pages in Google Analytics.
- Google Big Query + Open AI (secure environment).

Why there needs to be a 'human in the loop':
- Actioning insights!
- The 'trust' issue – do the results look right, or are anomalies being exacerbated? Are the inputs (i.e. data sources) still connected up correctly?
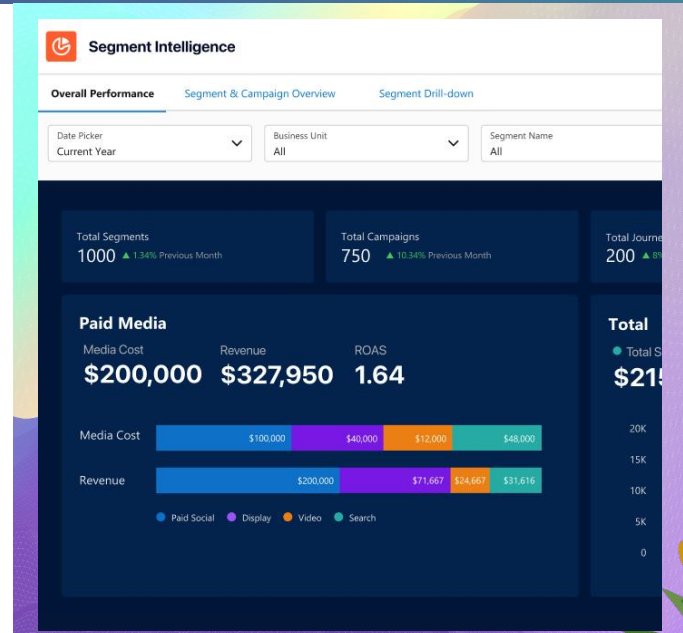
Social Media

Impact Rating: Medium; Covered by Einstein: No.

How GPT could have an impact:
- Respond faster, accurately, with something valuable.
- Social content creation, generating suggested replies.
- Determining optimal send times, identifying target customer segments, predicting customer behaviors.

Why there needs to be a 'human in the loop':
- Creativity to help brands stand out from the crowd.
- Still need to validate the outputs for accuracy.
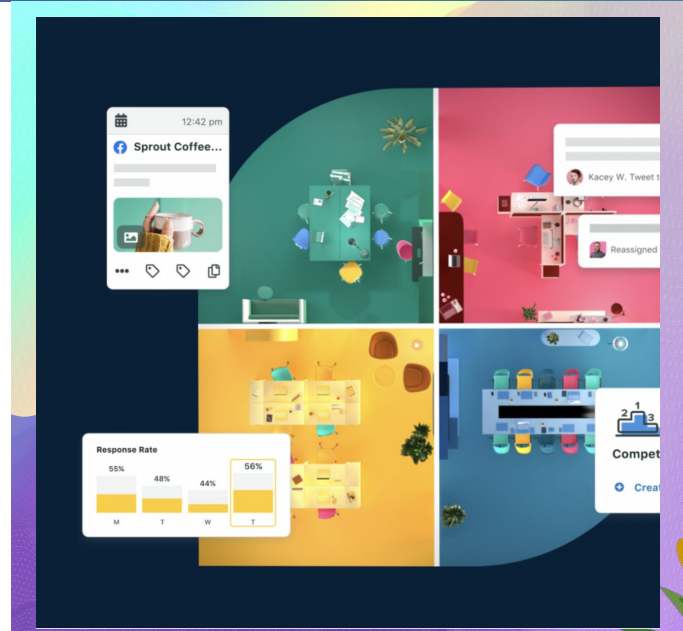
User Adoption
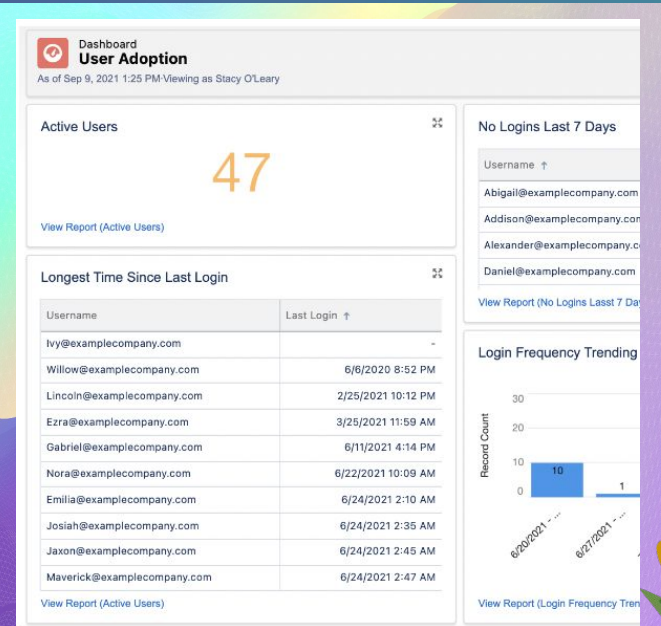
Impact Rating: Low; Covered by Einstein: No.

How GPT could have an impact:
- Summarize large amounts of information about the solutions you've implemented.
- Change the tone to make it more understandable to a wider audience.

Why there needs to be a 'human in the loop':
- Change management* is a valuable soft skill that requires a human-to-human approach.

  (How organizations implement and adopt changes, and then iterate upon them over time).

Dashboard
User Adoption
As of Sep 9, 2021 1:25 PM·Viewing as Stacy O'Leary

Active Users
47
View Report (Active Users)

No Logins Last 7 Days

Username ↑
Abigail@examplecompany.com
Addison@examplecompany.com
Alexander@examplecompany.c
Daniel@examplecompany.com

View Report (No Logins Lasst 7 Day

Longest Time Since Last Login

Username	Last Login ↑
Ivy@examplecompany.com	
Willow@examplecompany.com	6/6/2020 8:52 PM
Lincoln@examplecompany.com	2/25/2021 10:12 PM
Ezra@examplecompany.com	3/25/2021 11:59 AM
Gabriel@examplecompany.com	6/11/2021 4:14 PM
Nora@examplecompany.com	6/22/2021 10:09 AM
Emilia@examplecompany.com	6/24/2021 2:10 AM
Josiah@examplecompany.com	6/24/2021 2:35 AM
Jaxon@examplecompany.com	6/24/2021 2:45 AM
Maverick@examplecompany.com	6/24/2021 2:47 AM

View Report (Active Users)

Login Frequency Trending
30
20
10   10   1
0

View Report (Login Frequency Tren

Imagination

Marketing GPT: Optimizer
For Account Engagement

- Gives you the big-picture view – If items need your attention, they'll be flagged.

An injection of predictive insight?

- Not only performance **now**/**has been**, but also running **"what-if" scenarios**
(e.g. connector sync capacity if you were to add more marketing assets or prospect records).

*Featured in: [6 Einstein 1 Marketing Features I'd Like To See](#)*
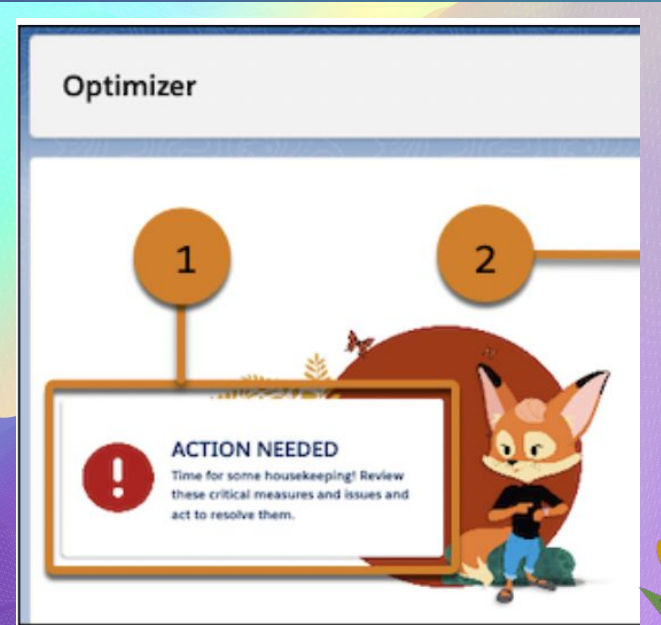
Marketing GPT: Sync Error Diagnosis

- You could log on in the morning to find thousands of errors between Salesforce/Account Engagement's sync.

An injection of predictive insight?

- Be alerted to sync errors?
- Have AI analyze the root cause?
- Could actually fix, or recommend fixes?

*Featured in: [6 Einstein 1 Marketing Features I'd Like To See](#)*
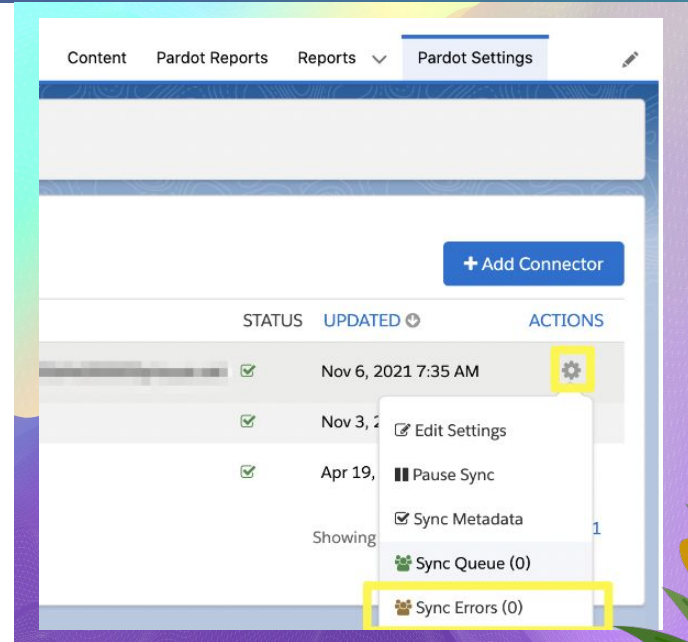
Marketing GPT: Testing Marketing Assets

- How do you know that the assets and automation are working correctly, and working together?

An injection of predictive insight?

- Test automation goes systematically through each possible scenario.
- Make the process more robust.

Featured in: [6 Einstein 1 Marketing Features I'd Like To See](#)
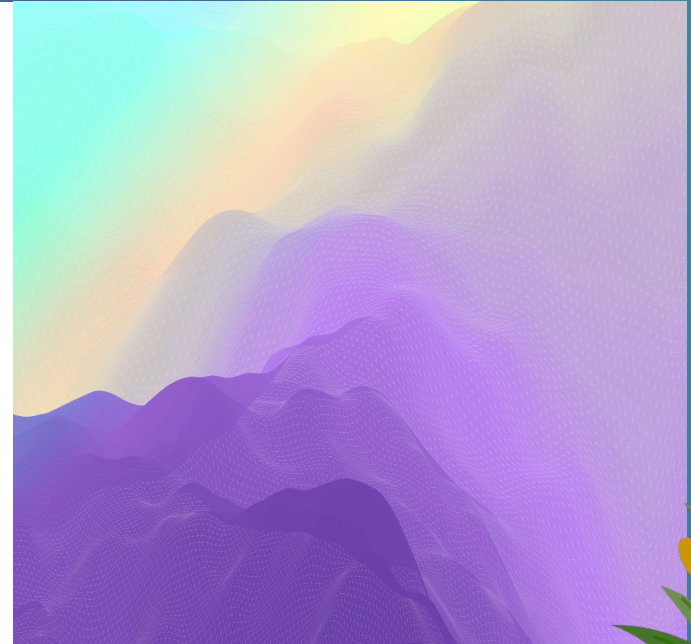
Can ChatGPT Replace a Salesforce Marketer?

Can ChatGPT Replace a Salesforce Admin?

Can ChatGPT Replace a Salesforce Developer?

Can ChatGPT Replace a Salesforce Architect?

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Thank You!