



Beyond the Hype: Let's Talk About the 'Real' Use Cases for Data Cloud



Vicki Moritz-Henry
SAMA
Head of Architecture &
Enablement



Melissa Hill Dees
Agile Cloud Consulting
Digital Transformation
Strategist

Thanks To Our Incredible Sponsors

SERCANTE
A Trilliad Company



TRILLIAD
A Growth Services Provider

stensul

storylane


Trailblazer
COMMUNITY

 **AuctusIQ**

**JU
ST**

SANDLER



SAMA - Specialists at Marketing
Automation

Head of Architecture & Enablement

Salesforce MVP

Marketing Champion

Certified Instructor

22X Salesforce Certified

CoFounder Automation Dreamin'

Mom of 3



Agile Cloud Consulting

Digital Transformation Strategist

Salesforce MVP

12X Salesforce Certified

Founder & CEO, askaiai

CoFounder NonProfit Dreamin'

CoFounder #foodforce

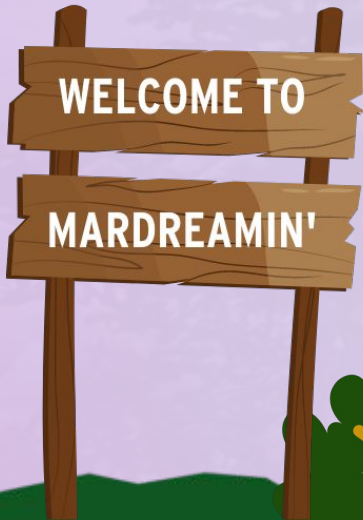
Author: *Accelerating Nonprofit Impact
with Salesforce*

#brilliantBeautifulBold



Goals

Data Cloud



What & why?

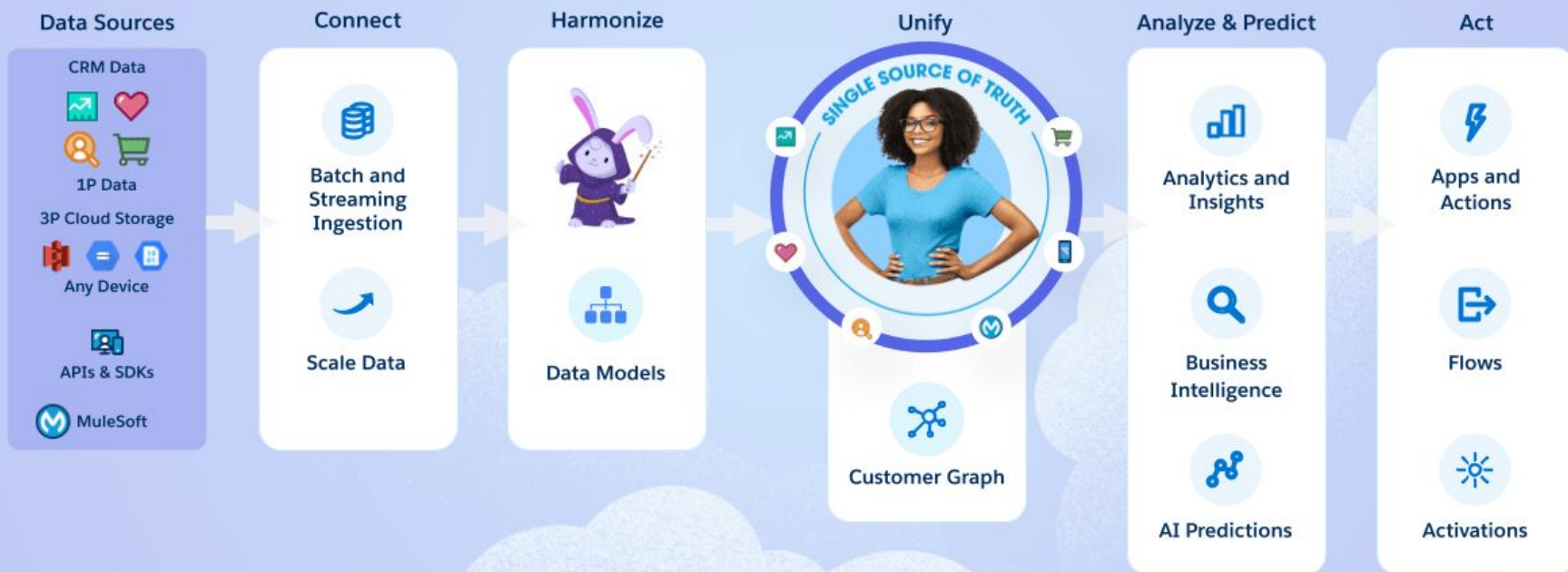
Beyond the hype

Future-proofing



What does Data Cloud do?

How Data Cloud works its magic



The background features a soft-focus illustration of a mountain range in shades of blue and purple. A large, semi-transparent smartphone is overlaid on the right side of the image. In the bottom-left corner, there is a small cluster of green plants with yellow flowers.

What is all the hype about?

Making your CRM more effective

**Saving and visualizing
your customer's
marketing
interactions**

**Winning over the
reluctant Salesforce
adopters**

**Avoiding the LDV
(Large Data Volume)
headaches**

A decorative illustration of a green plant with long, pointed leaves and several small yellow flowers, located in the bottom-left corner of the slide.

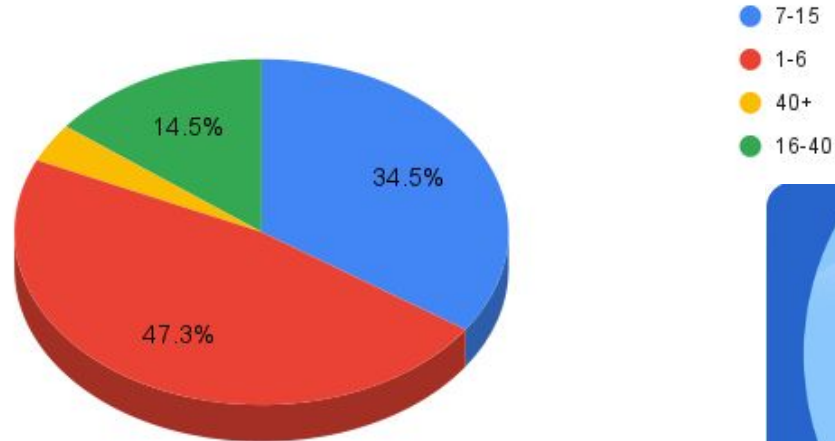


**DO YOU KNOW
WHO I AM? NETFLIX**



Don't you know who I am?!?

How many external applications does your organization use that do not talk to Salesforce?



The average enterprise uses 991 applications.

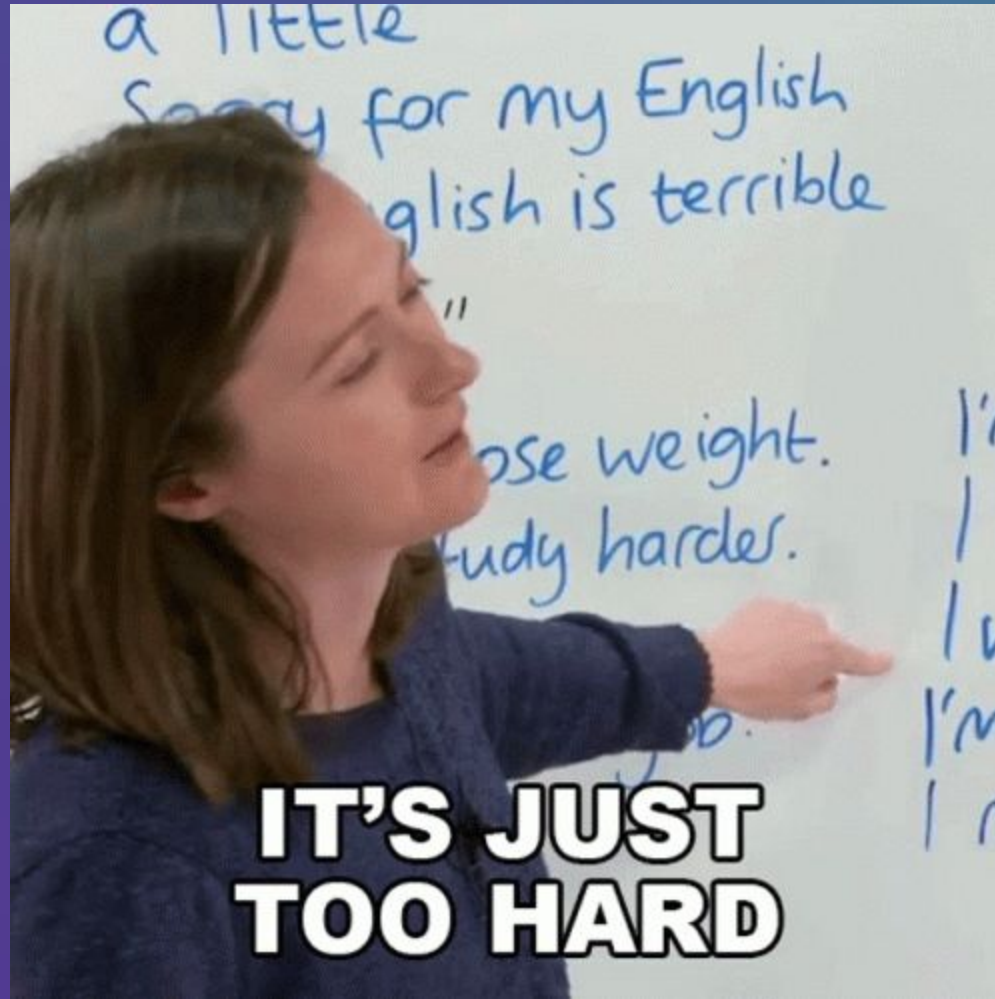
Identity Resolution for the win!

**Consolidate your
interactions**

**Getting to the *actual*
numbers**

**And what are the
unintended
consequences of
getting it wrong?**



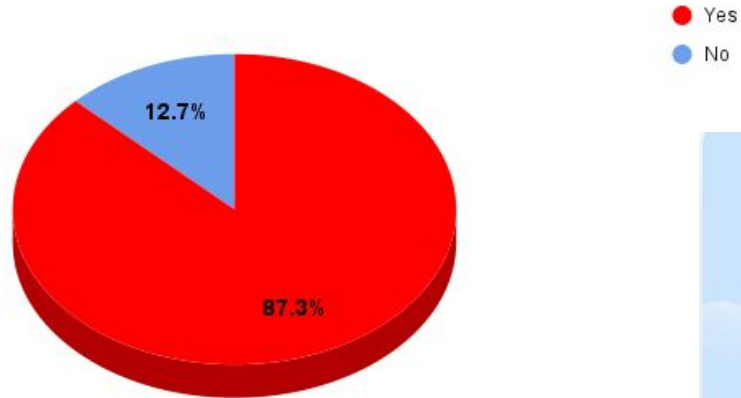


**IT'S JUST
TOO HARD**



Don't make me think!

Do your constituents interact with you via 2 or more external applications?



80% of customers say experience is just as important as products.



Future-Proofing Your Investment



Preparing for the Future

**Getting your data
squared away**

To better leverage AI

**And all the future
Salesforce products /
updates**



“

Sexy AI will not make
ugly data sexy.
It will make it uglier.

Melissa Hill Dees



Additional Resources

[Guilda's Guide to Data Cloud Resources](#)

[Data Cloud Credit Consumption Calculator \(Non-official\)](#)

[AI Readiness Survey](#)

[Consequence Scanning](#)

Thank You!

