



Why Should Marketers Care about Data Cloud?



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Horse vs car?



Horse vs car?

Horses

Horses were cheap, effective, and could handle dirt roads. They also created jobs for stable owners, trainers, and veterinarians.

Horse problems:

- Pollution: Horses produced a lot of manure and urine, which contributed to poor sanitation and a pandemic.
- Noise: The clatter of horseshoes on cobblestone streets was a nuisance.
- Traffic: Horse-drawn vehicles were slow and took up a lot of space on the road.

Cars

Cars were seen as a way to create cleaner, safer, and more efficient cities.

Car problems:

- Expensive: Maintenance, gas, insurance and repairs.



Horse vs car?

Key mechanical problems of early cars:

Steam engine limitations:

- **Slow startup:** Steam engines took a considerable amount of time to build up enough pressure to start driving.
- **Limited range:** Frequent water refilling was necessary, restricting driving distance.
- **Power inconsistency:** Difficulty maintaining steady power output.
- **Complex operation:** Many gauges and controls were required to manage steam pressure.

Gasoline engine issues:

- **Ignition problems:** Early ignition systems were unreliable, causing difficulty starting the engine.
- **Poor fuel efficiency:** Gasoline engines consumed a lot of fuel compared to modern standards.
- **Limited power:** Early engines had low horsepower, impacting acceleration and uphill driving.



Horse vs car?

Horse

Car

Sales Cloud

Data Cloud

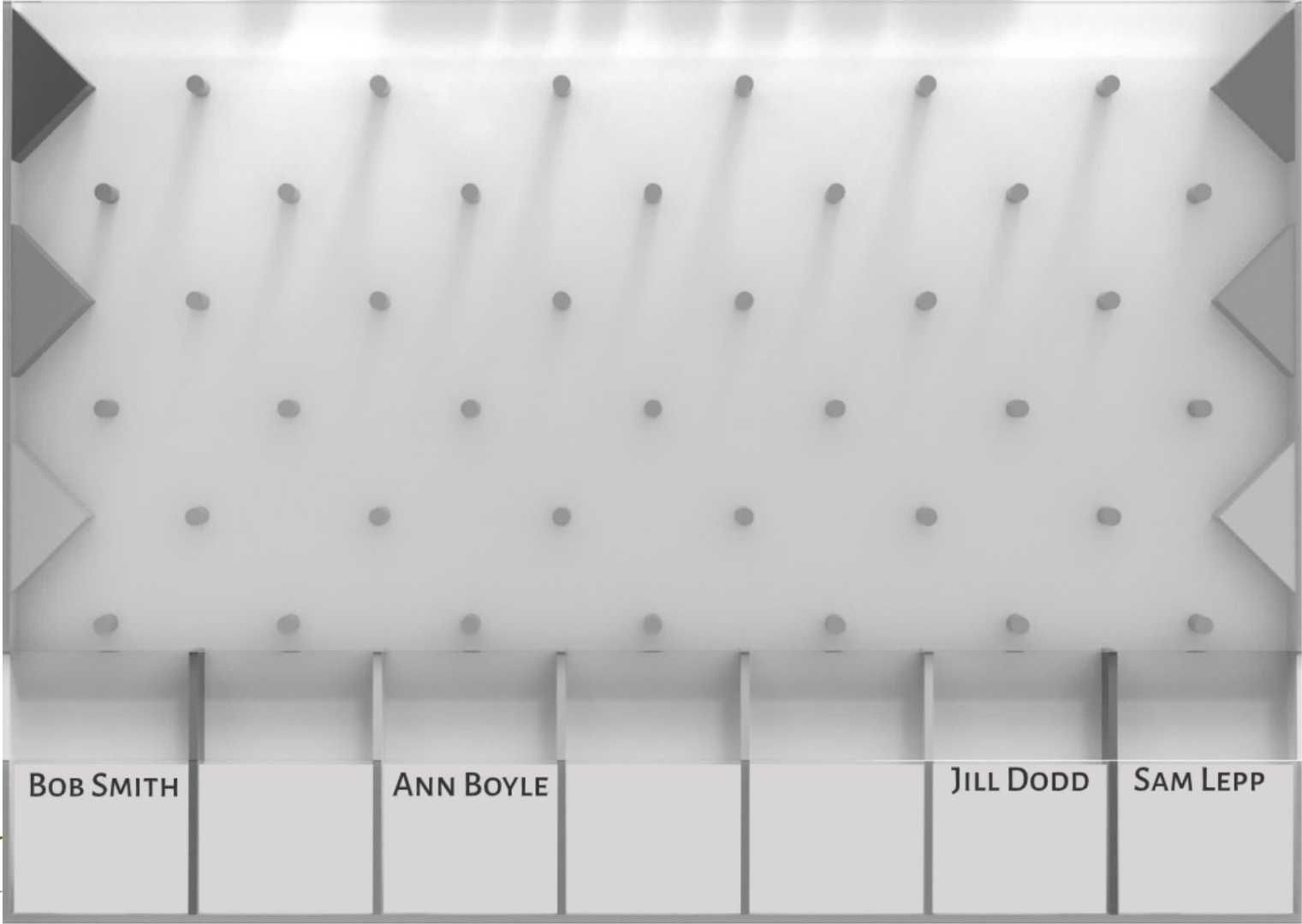


Data Cloud (by Salesforce)

Data Cloud is a data platform that unifies all of your company's data onto Salesforce Platform, giving every team a 360-degree view of the customer to drive automation and analytics, personalize engagement, and power trusted AI.

Data Cloud creates a holistic customer view by turning volumes of disconnected data into a single, trusted model that's easy to access and understand.



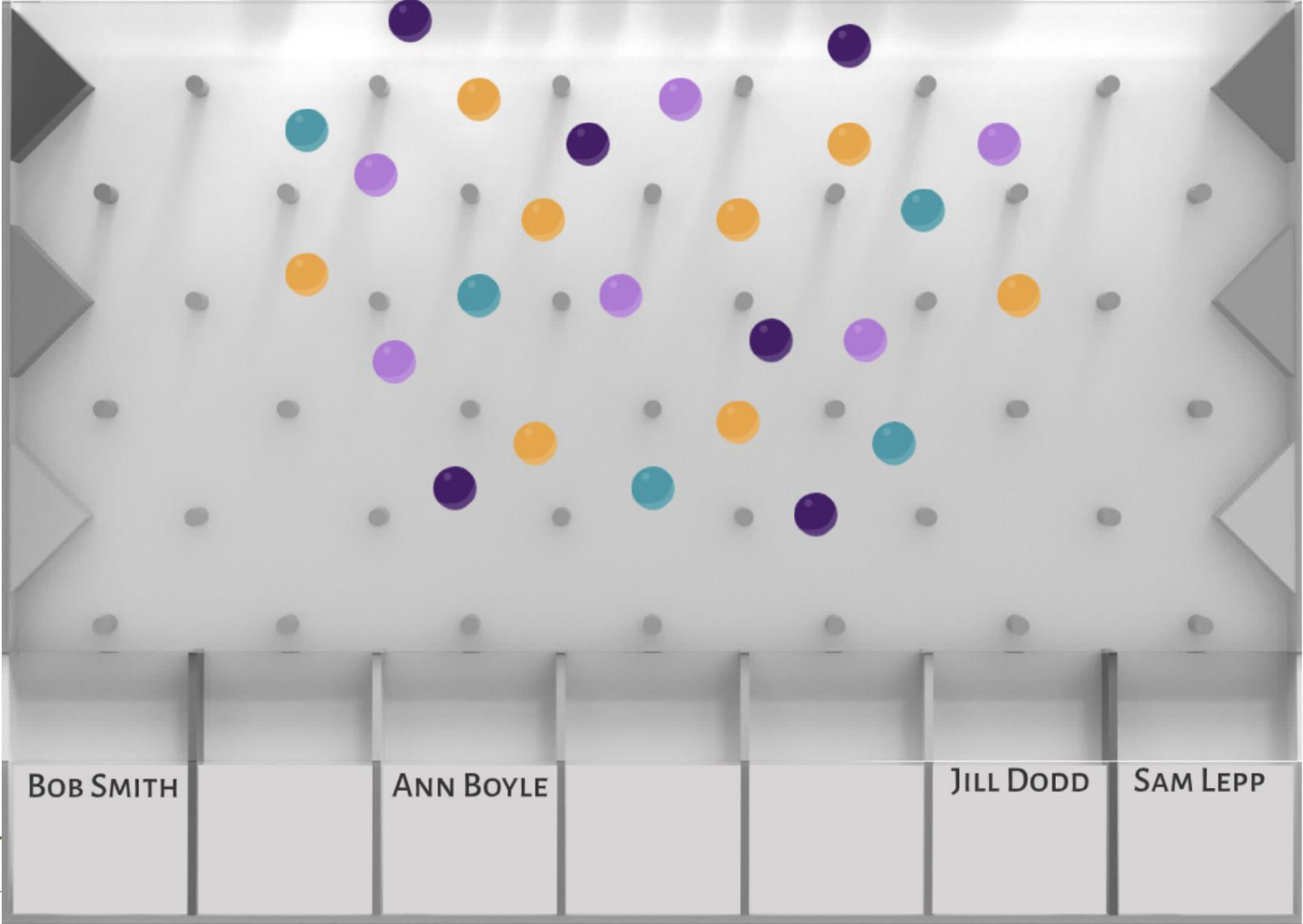


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ANN BOYLE

JILL DODD

SAM LEPP



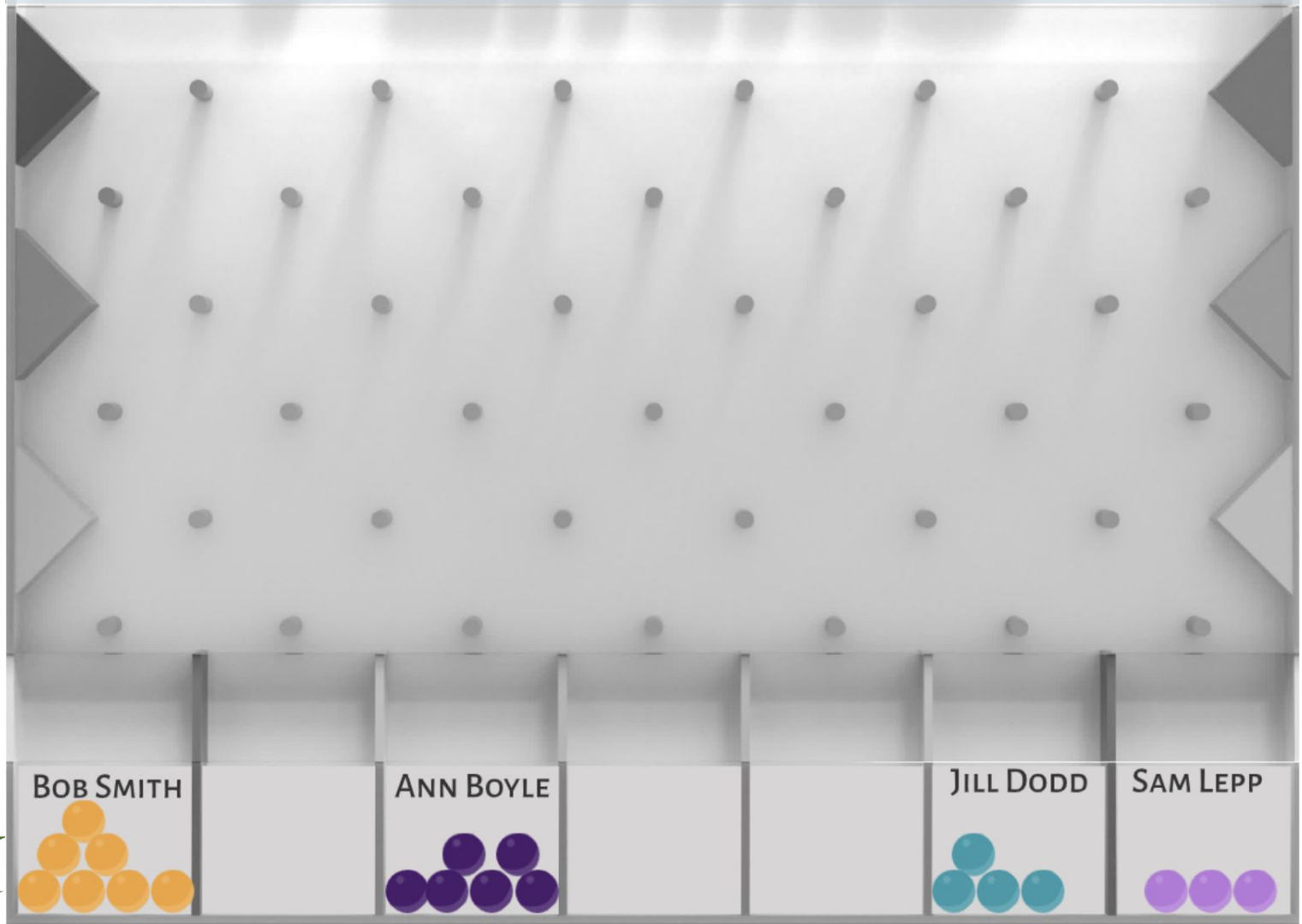
BOB SMITH

ANN BOYLE

JILL DODD

SAM LEPP





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What is Data Cloud? (By Jen)

Data Cloud unifies data.

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Marketing Cloud

the new Salesforce marketing app.

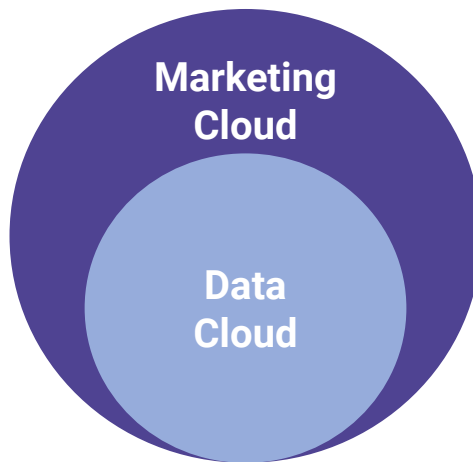
It's built on Salesforce's Einstein 1 platform and uses Data Cloud to integrate CRM, AI, and data into one place.

Einstein 1:

The overarching AI platform that includes tools for building and deploying AI models, leveraging data from Data Cloud to provide comprehensive customer insights.

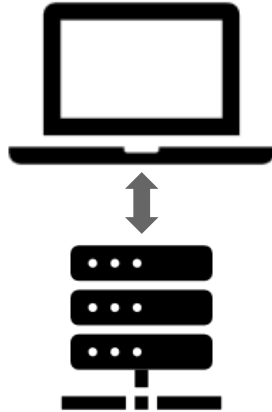
Data Cloud:

A specific feature within Einstein 1 that focuses on bringing together data from different sources, creating a unified view of customer information.



Current

Marketing Platform

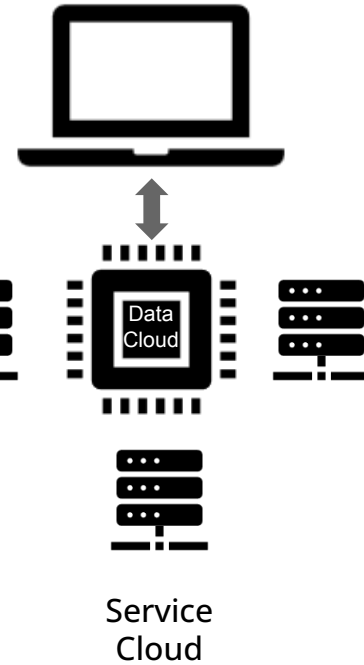


Sales Cloud

Future

Marketing Platform

Sales Cloud

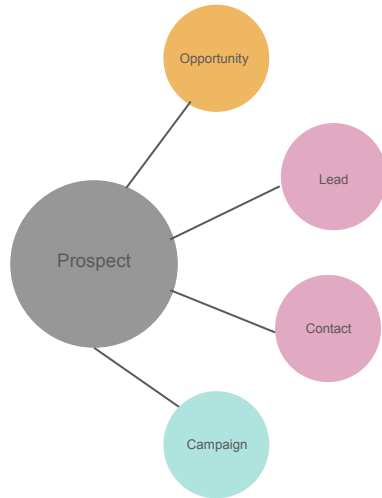


Service Cloud

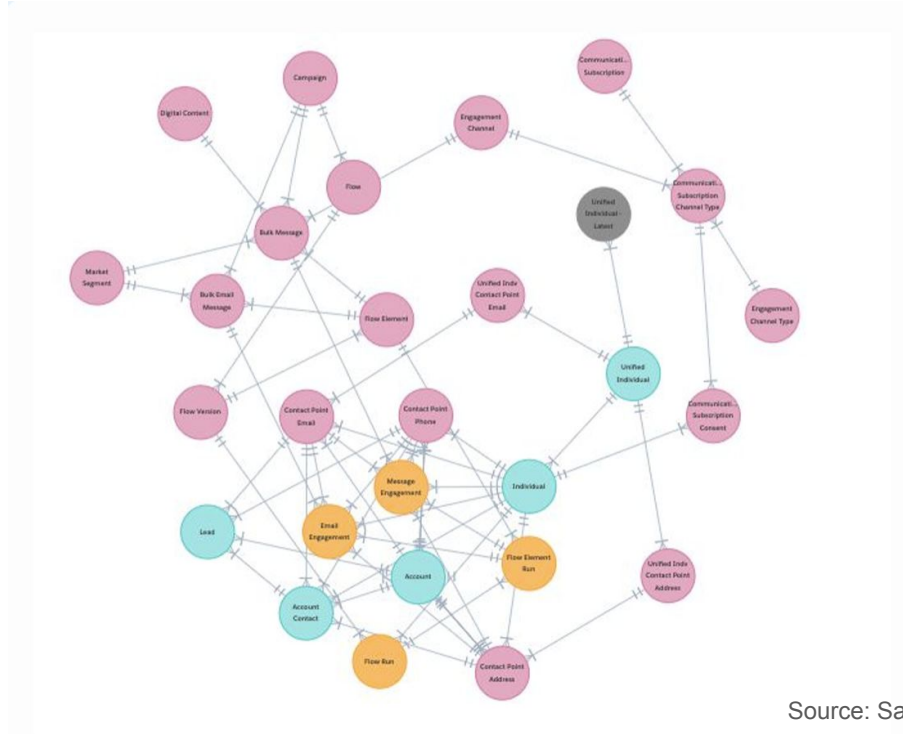


Schema Relationships

Account Engagement



Marketing Cloud Growth/Advanced



Casey's Data Cloud Example



In-store
Registers



Gas pump
Kiosks

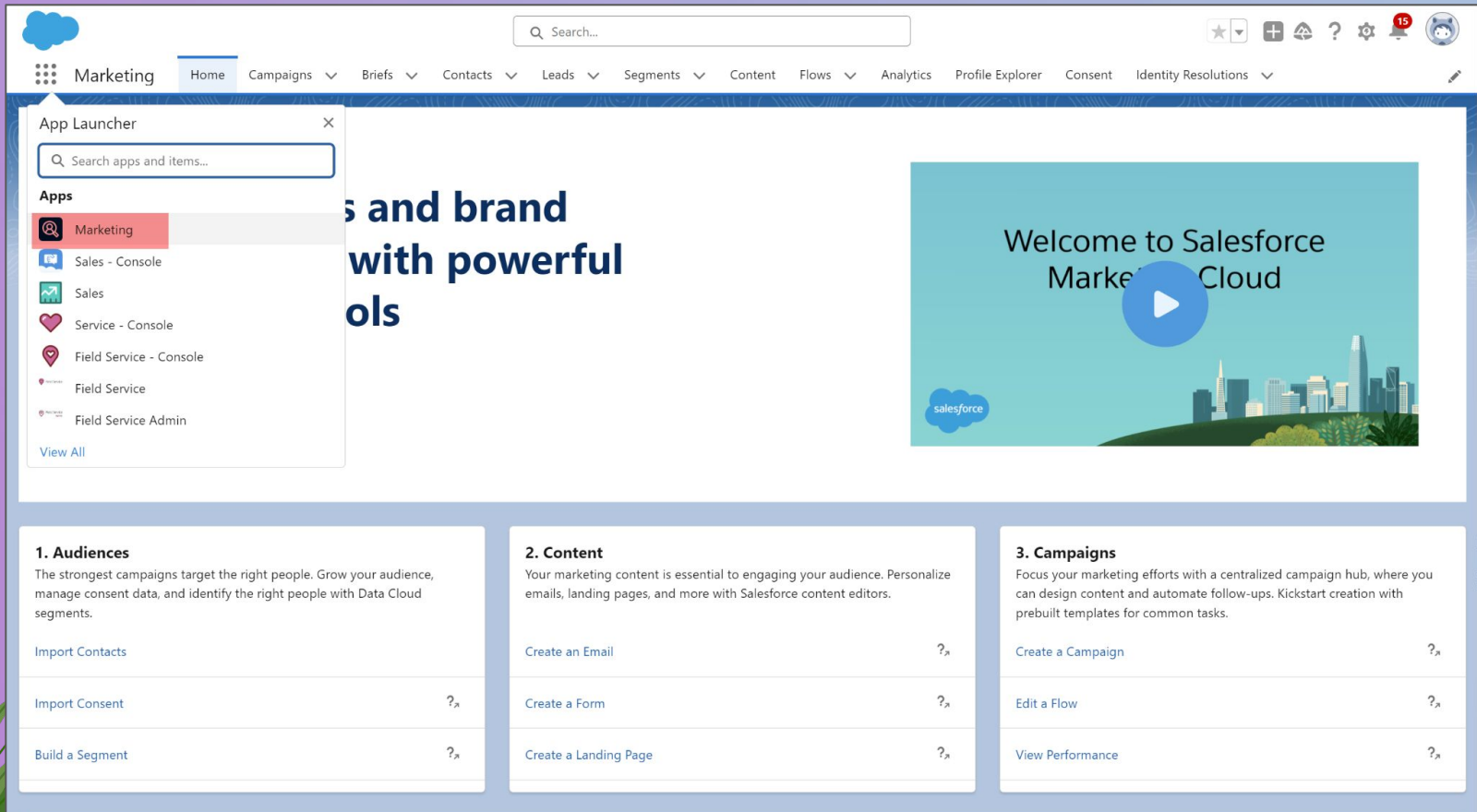


Online



Customized
marketing
promotions





The screenshot shows the Salesforce Marketing Cloud dashboard. At the top, there is a navigation bar with a search box and various utility icons. Below the navigation bar, the 'Marketing' menu is open, displaying an 'App Launcher' dropdown with a search bar and a list of applications including Marketing, Sales - Console, Sales, Service - Console, Field Service - Console, Field Service, and Field Service Admin. The main content area features a large hero section with the text 'Welcome to Salesforce Marketing Cloud' and a play button icon. Below this, there are three columns of content, each with a heading and a list of actions:

1. Audiences

The strongest campaigns target the right people. Grow your audience, manage consent data, and identify the right people with Data Cloud segments.

- Import Contacts
- Import Consent ?
- Build a Segment ?

2. Content

Your marketing content is essential to engaging your audience. Personalize emails, landing pages, and more with Salesforce content editors.

- Create an Email ?
- Create a Form ?
- Create a Landing Page ?

3. Campaigns

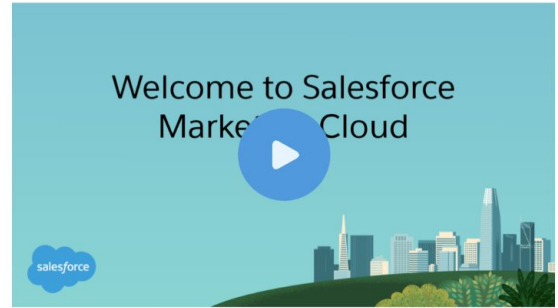
Focus your marketing efforts with a centralized campaign hub, where you can design content and automate follow-ups. Kickstart creation with prebuilt templates for common tasks.

- Create a Campaign ?
- Edit a Flow ?
- View Performance ?



Increase sales and brand engagement with powerful marketing tools

Learn more in Help
Get the Implementation Guide



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Import Contacts	
Import Consent	?_a
Build a Segment	?_a

2. Content

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Edit a Flow	?_a
View Performance	?_a

Recent Campaigns (0)



Why should marketers care about Data Cloud?

Why marketers should care about Data Cloud?

Increased marketing capabilities

- Segmentation (create lists or queries?) on almost any form of data
- 360 - understand across ERP, emails, landing pages, sales, website
- Retargeting ads - activate segmentation - many activation targets on one segment (google, amazon, MCAE, meta)
- Ingest detail back from meta on campaign level (not individual level)

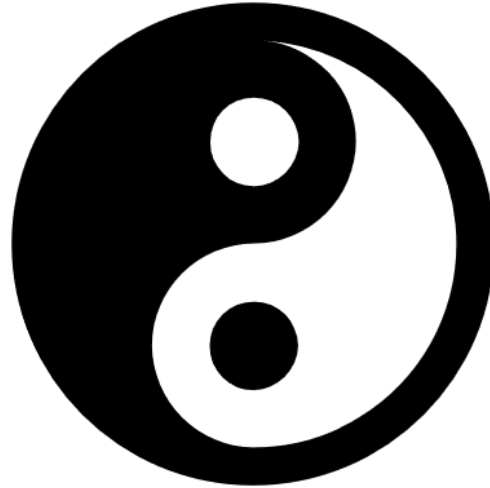
MCG/A uses Data Cloud

- More complex automation functionality (Flows)
- Improved SMS features
- Foundation for consent
- Opportunity Influence
-

*Faster time to value - get data from sources of record, activate it way faster than I used to. Not as reliant on business intelligence teams for data prep.



Think about using systems together



Summary of Marketing Cloud cool features (Jen's list)

- Data Cloud Capabilities
- SMS
- AI for EVERYONE
- Flows!
- Easier campaign tracking (Opportunity Influence)
No more deduplication problems (Identity Resolution takes care of it)
- Better consent functionality (for SMS & email)
- New Email Builder (some Brand customization)



Challenges We've Seen

- Delay on data being available in segmentation (up to 12 hours)
- Complexity of Flows
- Can't see segment details without using a query
- Feature parity not equal (No custom redirects, page actions, form handlers)
- Uncertainty on cost (credit consumption)

What comes in MC Growth “out of the box”?



Marketing Cloud Growth Edition

Includes:

- 10K Marketing Unified Profiles
- 240K Data Cloud credits
- 10K Segment and Activation credits
- 1 TB Data Cloud storage
- 180K Emails/yr
- 20K AI Requests for email content generation with new “Co-Create with Einstein” UI

Add-Ons

Additional Marketing Unified Profiles

\$250/org/year

- 1K Marketing Unified Profiles
- 24K Data Cloud credits
- 1K S&A credits

Data Cloud Services Card

\$1k per 100k credits

Segment and Activation Card

\$1k per 100k credits

SMS

\$10 per 1k sends

Additional Emails

\$10 per 1k emails

Additional Data Cloud Storage

\$150 per TB

Additional AI Requests

\$2 per 1k AI requests

Horse vs car?

Easter morning 1900: 5th Ave, New York City. Spot the automobile.



Easter morning 1913: 5th Ave, New York City. Spot the horse.



Source: George Grantham Bain Collection.

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Thank You!

