



Crafting a Connected Customer Journey with Powerful Solutions

Demo Jam
MarDreamin' 2024

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Things to know...



Genius Bar

FREE Salesforce Support

ALL WEEK



Workshop Day

\$499 All-Access pass

TOMORROW

10:00am – 4:00pm ET



Session Recordings

available 24 hours
after the event end

ENGAGE AND WIN

ENGAGE IN CHAT,
Q&A, AND SESSION
POLLS TO WIN
SWAG AND
CERTIFICATION
VOUCHERS!



Winners will be announced at the
Day 2 Closing Keynote

Session Highlights - Later Today



Nov 13 – 11:00 – 11:30 AM ET

Elevate Customer Experience
with Data + AI + CRM in the
AI Era

Insights from:
Vandana Nayak



Nov 13 – 12:15 – 1:00 PM ET

Blurring the Lines: Marketing,
Sales, and Customer Success

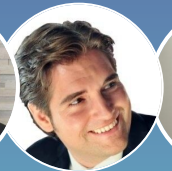
Insights from:
Alexandra Connor
Mallory Jones
Alina Vandenberghe



Nov 13 – 3:00 – 4:00 PM ET

Closing Keynote: Build Lasting
Relationships across Customer
Lifecycle + Fireside Chat

Insights from:
Neha Shah
Eric Zenz
Bobby Jania
Nathan Maphet





THIS YEAR'S DEMO JAM DRIVERS



JOSH KLEIN
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AMANDA BAGLEY
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RICHARD FEIST
SERCANTE



ANDREW PEASE
CHILI PIPER



HAROLD BERENGUER
ROLLWORKS



ADAM BREWELL
TRACTION COMPLETE

How This Works

Go on a
journey with
a marketer.

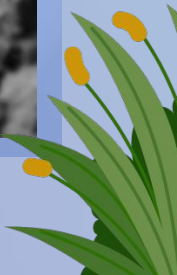
Witness the
demos of these
powerful
solutions.

Vote for
your
favorite at
the end.

Let's go on a journey

Jane is a marketer who works at MarSaas is aiming to drive sign-ups for an event and create a personalized journey to nurture registrants.

She turns to each one of the solutions demoed today to plan, build, and set up reporting for her event campaign.





IT'S TIME TO VOTE!



JOSH KLEIN

STENSUL



AMANDA BAGLEY

SEQUEL.IO



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Open All Week Long

Snag A Genius Bar Session
to get 1-on-1 support for all
your platform questions

Click "[Sponsors & Resources](#)" in the top navigation Bar





Join us Tomorrow for

Workshop Day

Get access to **13 interactive workshops** covering Account Engagement, Marketing Cloud Engagement, Data Cloud, Marketing Cloud Growth Edition, and more.

Price: \$499

www.mardreamin.com/registration

Salesforce Core

- Data Management Essentials: Prepare for AI and CDPs with Clean Data
- Get Hands-On with Salesforce Flows
- Mastering Salesforce Reports & Dashboards to Show Marketing ROI

Marketing Cloud Account Engagement (Pardot)

- Maximizing Efficiency with Automation in Account Engagement
- Boosting Email Impact: Proven Strategies and Platform-Specific Breakouts
- Using the Account Engagement Email Lightning Builder Experience

Marketing Cloud Engagement (SFMC)

- Strategic Customer Journey Planning
- Boosting Email Impact: Proven Strategies and Platform-Specific Breakouts
- Journey Builder Essentials: Designing Exceptional Customer Experiences

Data Cloud, Marketing Cloud Growth Edition

- Using SQL to Supercharge Efforts in Marketing Cloud Engagement
- Data Readiness for Next-Gen Marketing: Unlocking AI-Powered Solutions
- Einstein, Data Cloud & Flows for Future-Proof Marketing Automation

Analytics

- B2B Marketing Analytics: Beyond the Basics
- Creating Visually Engaging Dashboards from Multiple Data Sources



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Thank You!

