

Curious. Analytical. Detective.

A Detective solves marketing's biggest mysteries by doing what they love most: digging through data. They tie all the information from every interaction together to reveal the entire customer relationship. Then, those insights help deliver more personalized moments.

Are you a Detective?

Perspective

Tools like AI reveal the big picture, the customer relationship from every angle.

Efficiency

Every decision is analytical and data-driven. Maximum ROI is always in mind.

Insight

With the right CRM, data's not just 1's and 0's: It's action to personalize customer experiences and grow revenue.

Marketing GPT Recommends Try using GPT to:

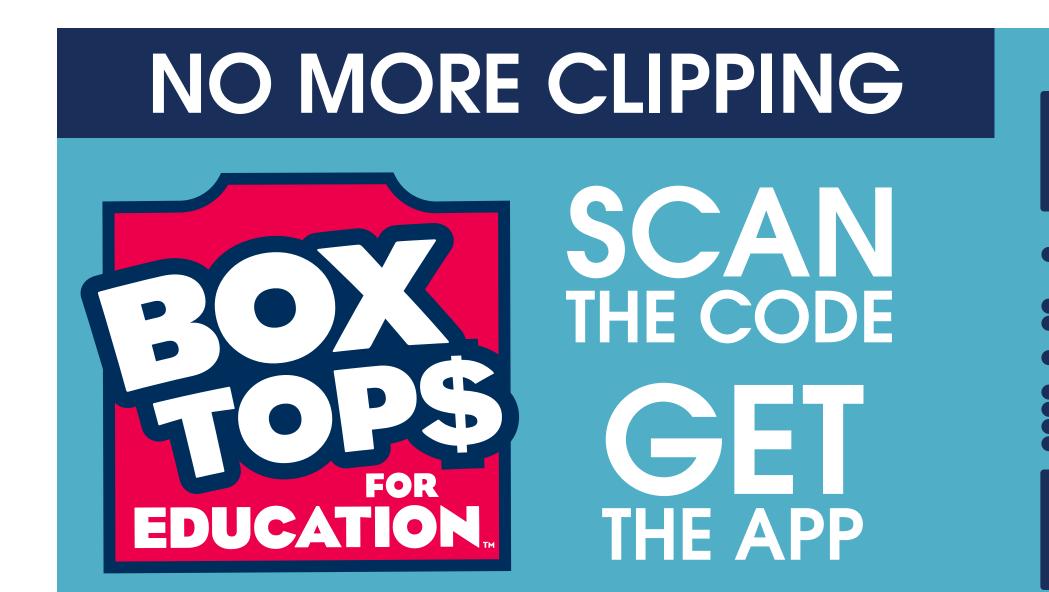
- Profile customer personas and segment audiences
- Learn popular search terms for SEO guidance
- Create persuasive subject lines

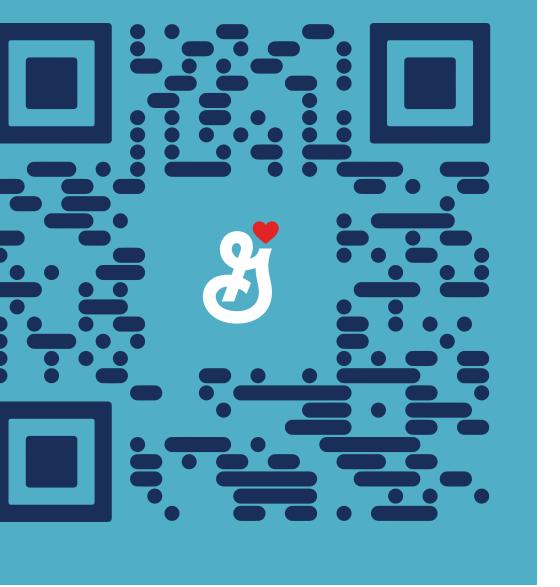
And don't miss the Data Cloud for Marketing demo in the Marketing Lodge.











For over 25 years, Box Tops for Education has given families an easy way to earn cash for schools. Scan the QR code on the box and you'll earn for your school with every Box Tops product you buy.



Nutrition Facts

Serving size	1-1,000,000 moments
Vitamin AI	100%
Data	100%
CRM	100%
Customer	360%
Marketing GP1	100%
Effort	110%
Creativity	50%
Data-Driven S	trategy 50%

needs; talk to one of our on-site reps in the Lodge to learn more.

**The information below is based on a

*Scales to fit individual business

CRM, Data for Marketing,

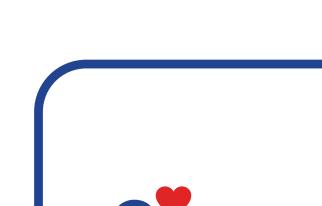
Whole Grain Wheat, AI, Data,

Ingredients

Marketing Engagement, Marketing Account Engagement, Marketing Personalization, Marketing Intelligence, Unified Data, Customer 360, Einstein GPT, AppExchange, Success Ecosystem, 100% All-Natural Trailblazer Ingenuity, Aligned Teams Across Departments, 360-Degree View of the Customer, Trailhead, High Octane Coffee-Driven Inspiration First-Party Data, Marketing Tactics, including: Website

and Blog, Email Marketing,
Content Marketing, Social
Media Marketing, Data-Driven
Advertising, Word of Mouth
Marketing, Influencer
Marketing, SEO, Networking,
Events, Podcasts,
Community-Based Marketing,
Online Advertising, Video
Marketing, Affiliate Marketing

CONTAINS ORGANIC
FIRST-PARTY DATA



General

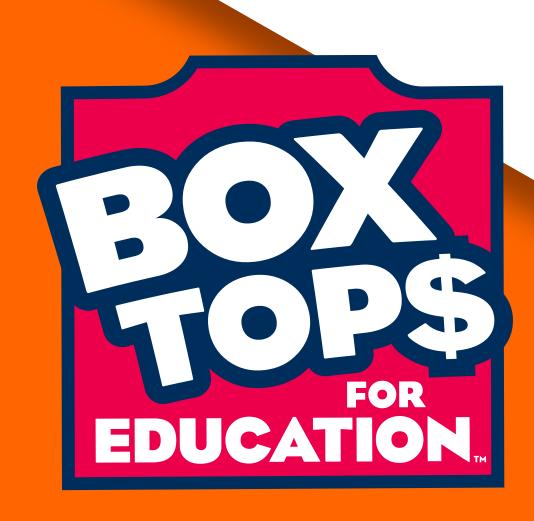


Become a Customer Champion with Salesforce. Let's chat.

Give us a ring at

1-800-362-4538

Salesforce-recommended, balanced marketing engagement strategy across varying channels and departments – and a 2,000 calorie diet.



Fuel every data-driven case

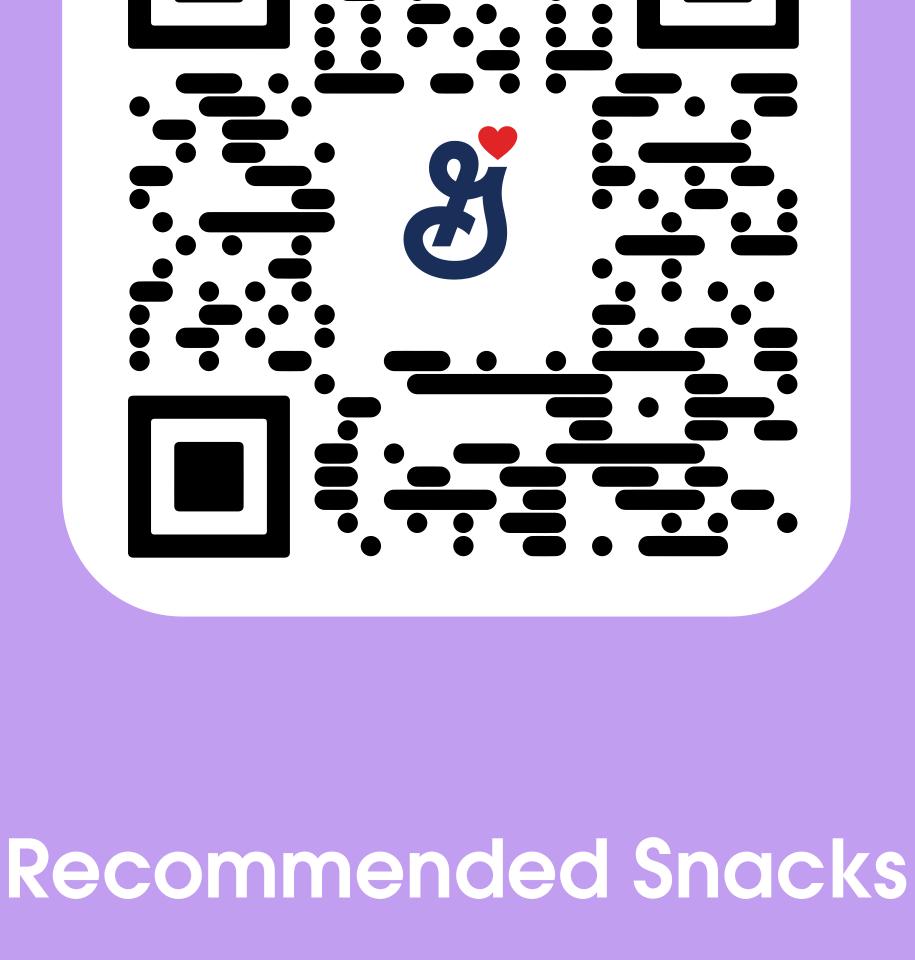
with





Recommended Recipe





Pillsbury



Butterscotch & Chocolate

Cookies

OF POPR



Annie's™ Cheese Crackers

with Hidden Veggies

USDA