



# Introhive for Salesforce Data Cloud

salesforce

## Enriched Relationship Intelligence for Salesforce Data Cloud

Salesforce Data Cloud brings the Customer 360 vision to life by seamlessly connecting, harmonizing, and activating your customer data. But achieving this vision requires a complete and accurate record of your contacts, activities, and relationships.

Built on a foundation of clean and accurate data, Introhive for Data Cloud unlocks the full potential of your customer data, transforming relationship data into actionable insights, driving strategic decisions, and gaining a competitive advantage.

### With Introhive for Data Cloud You Can:

#### Power Customer 360



As the only Relationship Intelligence solution integrated with Data Cloud, Introhive for Salesforce Data Cloud enables a complete and accurate view of enriched contact and relationship data, helping organizations build a holistic Customer 360 profile.

#### Fuel AI with Accurate Client Data



Introhive provides a trusted dataset that ensures data accuracy and completeness, critical for powering AI-driven tools like Agentforce (previously Einstein Copilot). This integration enhances the reliability of AI insights and predictions, enabling organizations to make informed decisions with confidence.

#### Enhance Data-Driven Decision Making



By overlaying Introhive's relationship data with other business data in Salesforce Data Cloud, organizations can derive advanced insights that inform strategic decisions. This includes identifying key connections within target accounts and uncovering new relationship opportunities to build a strong pipeline and win more business.

Fortune magazine reported that the failure rate on AI projects has been **between 83% and 92%** and the biggest reason for that is the of quality data at scale.

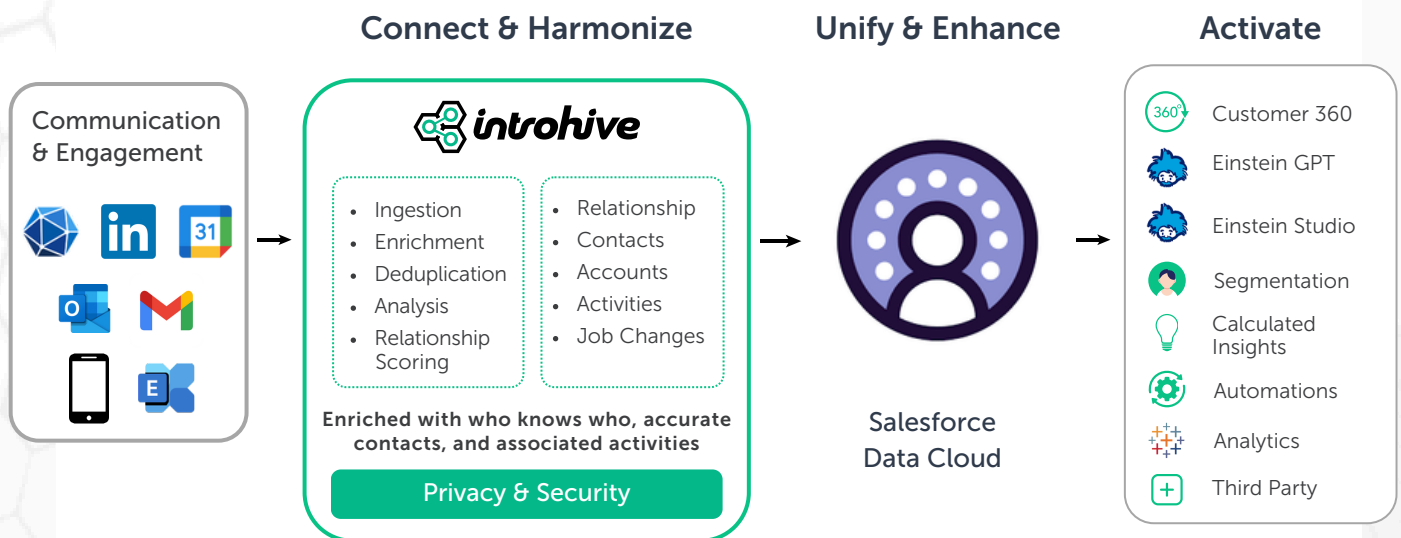
### Trusted by the the worlds most innovative firms



## Unlocking Data Cloud **Value** with Introhive's platform

While outputs from Data Cloud will vary based on individual client needs, Introhive's dataset offers value across various use cases, including:

- Improving data-driven decision making by using enriched relationship data to derive insights
- Enhancing Unified Customer Profiles:
  - Identifying key connections in accounts
  - Filling in engagement gaps
  - Building relationship network
  - Optimize outreach and campaigns
- Populating new Salesforce deployments or migrations with complete, accurate, and up-to-date client data
- Fueling campaigns such as:
  - Whitespace
  - Cross-sell
  - Customer retention
  - Succession planning
  - Sales effectiveness (habits of your top sellers/partners)
  - Executive sponsorship and multi-threading campaigns
- Integrating contact and relationship data into 3rd party applications such as: HubSpot, Marketo, Power BI, Tableau and more



**Ready to tap into the power of your Relationship Capital?**  
**Connect with us to learn more about Introhive for Data Cloud.**