

Customer-Focused AI

# Salesforce Einstein



# AI for Everyone.

Salesforce focus on creating a set of AI platform services and solving customer problems across sales, service, marketing, and IT in a whole new way.

With Salesforce Einstein, we are solving for these kinds of questions:

- Are you selling the right product to the right customer at the right time?
- Are you servicing customers on the right channel by the right agent?
- Are you marketing on the right channel at the right time with the best content?
- Are you building apps that leverage the predictive power of AI?

“The beauty of Salesforce is that it has tons of different applications across various verticals and lines of business: marketing, sales, service, IoT, healthcare, and so on. Salesforce touches on so many different areas and has a general platform. Hence when we solve a problem once in a principled way the solution can be applied to so many different companies, improving their processes and helping them focus on what’s actually important and exciting. For example, a customer service expert can focus on helping you with tough questions specific to your org — and not on how to recover a forgotten password for the 50th time.”

**Richard Socher**  
Chief Scientist, Salesforce



# Einstein for Everyone.

Salesforce Einstein enables everyone to discover new insights; predicts likely outcomes to power smarter decision-making; recommends best next steps; and automates workflows so you can focus on building meaningful relationships with every customer. It's not bolted onto Salesforce — it's an integral part of platform. Salesforce Einstein enables every business user to:

- **Discover.** With AI inside of Salesforce, sales reps, service agents, and marketers will discover new insights about customers, faster and more easily.
- **Predict.** Knowing the likely outcome of a series of interactions gives you an AI-powered competitive advantage.
- **Recommend.** What's the next best step in a sales process, a customer service case, or a marketing nurture journey? AI offers it up so you can focus on the relationship.
- **Automate.** When certain processes are repeated over and over with the same solution, often that task can be automated. AI learns from past actions and automates those tasks

Salesforce Einstein is the first comprehensive AI for CRM, designed to help every business be smarter and more predictive about their customers. Einstein is powered by machine learning, deep learning, predictive analytics, natural language processing, and data mining.

Salesforce is uniquely positioned to deliver AI that transforms the customer experience. Einstein makes AI available to the rest of us by:

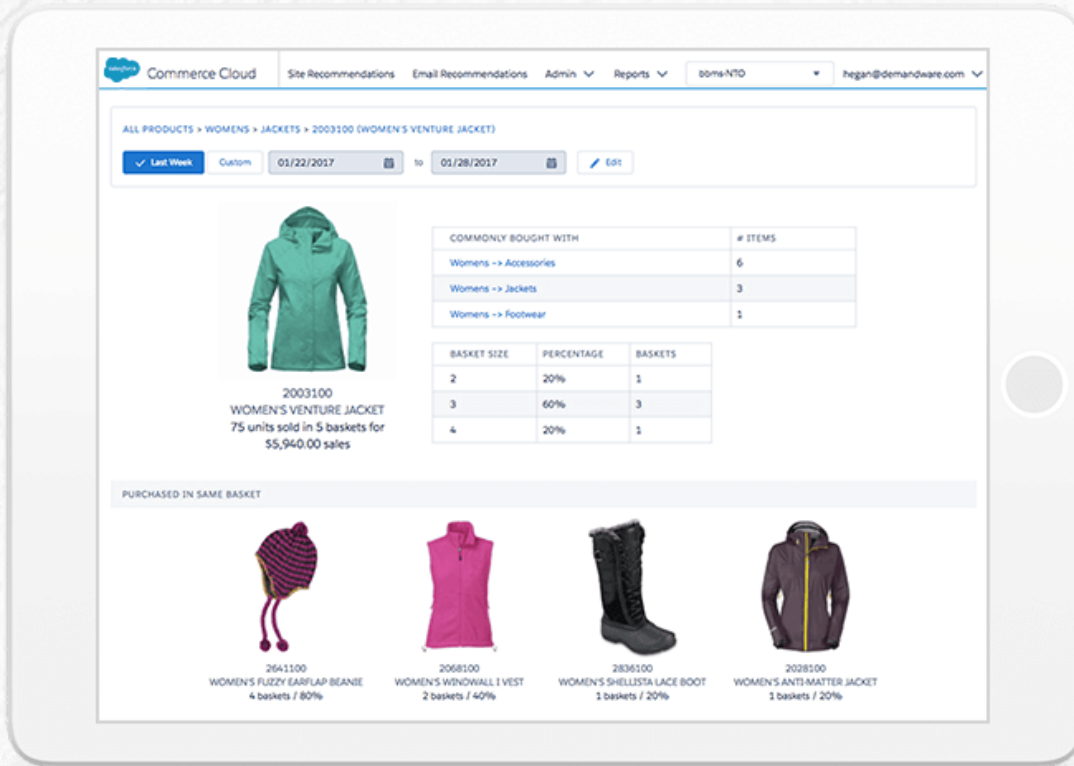
1. Democratizing AI so every business user can get smarter and more predictive
2. Bringing intelligence to all Salesforce apps and making the Customer Success Platform smarter
3. Allowing developers to embed intelligence in every app

Customers will now experience the pervasive benefits of automated workflows, timely and relevant suggestions, and adaptive applications throughout every customer touch-point across Sales, Service, Marketing, and IT to redefine customer success as we know it today — so that it looks more like tomorrow.

# Grow Your Business With Einstein AI for Commerce.



Leave no products on the shelf with built-in AI for commerce.



- Increase revenue by delivering spot-on recommendations, tailored product sorting, and meaningful search experiences that adjust with every choice a shopper makes
- Eliminate manual tasks like merchandising, creating new product groupings, updating customer segments, and optimising sorting rules
- Save customers' time by anticipating shopper search intent before they start typing



## Raise revenue faster.

Increase cart sizes, average order value (AOV), and revenue with Einstein AI. Our customers see 26% higher AOV with shoppers who click on Einstein-powered product recommendations.

## Boost productivity. Remove the guesswork.

Spend more time innovating commerce while Einstein automates common manual tasks. Save even more time with actionable insights: AI delivers shopper behavior data to inform merchandising decisions that get results.

## Deliver personalized experiences.

Help shoppers discover items they'll love — and reduce abandonment. Einstein tailors each shopping experience as it unfolds. Deliver perfect product recommendations, easy and accurate product sorting, and relevant search results at every customer touchpoint.

## Build new experiences with headless AI.

Display spot-on recommendations across all possible touchpoints. Einstein APIs bring commerce wherever customers prefer to interact. Get Einstein intelligence in mobile apps, clienteling tools, and more.

Speed up business growth  
with artificial intelligence  
built for ecommerce  
transformation.



## Einstein Product Recommendations

Inspire customers with highly relevant product recommendations tailored to every shopper, even unauthenticated users. Einstein Product Recommendations eliminates the guesswork with automatically personalized merchandising on each web page.

## Einstein Predictive Sort

Boost conversions by connecting people to the products they seek. Einstein Predictive Sort automatically tailors search and category pages based on every action a shopper makes — even in micro-moments on mobile devices.

## Einstein Commerce Insights

Understand purchasing behavior with Einstein Commerce Insights — a powerful shopping basket dashboard that analyzes your customers' habits. Plan and promote better shopping experiences by diving deep into the metrics with easy visual tools that require zero training.

## Einstein Search Dictionaries

Never miss a search term again. Einstein Search Dictionaries consume all site searches to reveal popular terms that are not currently in your dictionaries. Algorithms then recommend an appropriate synonym list, guaranteeing relevant search results every single time.

Delight shoppers and  
automate merchandising  
with powerful Einstein  
capabilities.

# Key Findings Using Salesforce Einstein AI



- ✓ **Product recommendations drive revenue.** Visits where the shopper clicked a recommendation comprise just 7% of all visits, but 24% of orders and 26% of revenue.
- ✓ **Shopper spend soars with personalization.** Purchases where a recommendation was clicked saw a 10% higher average order value, and the per-visit spend of a shopper who clicks a recommendation is five times higher.
- ✓ **Different devices mean different behaviors.** For example, mobile shoppers that click recommendations complete orders at a higher rate than desktop shoppers.
- ✓ **A winning combination: Personalization and Site Search.** Shoppers that use search and click a recommendation convert 3.7 times more often than those that only search — and 4.2 times more on mobile.
- ✓ **Recommendations are directly linked to longer shopping visits.** Shoppers that clicked a product recommendation spent an average of 12.9 minutes on-site vs. 2.9 minutes for those that didn't click recommendations.
- ✓ **Your recommendation-clicking shoppers have a high propensity to buy.** Only 6% of shoppers clicked a recommendation, yet 37% of shoppers that placed an order clicked a recommendation.
- ✓ **Recommendations lead to sales.** Nearly one in four products bought by recommendation-clickers came from recommended items.

# Thank You!



Celebrating 20 Years of Success and Trust

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