Harness the Power of Einstein AI for Salesforce Commerce Cloud

Einstein makes AI-powered commerce much easier. Recommending the right products and offers at the right time, to increase order value with cutting-edge features. If you operate on Salesforce B2C Commerce and you have enabled Einstein, you're all set!

You can leverage Einstein throughout the customer experience by:

SEARCH: Serve personalized type-ahead search guidance for each individual shopper; AI will correct for real-time adjustments of misspellings and offer synonyms and common search terms right in the search box as they type.

BROWSE: Automatically personalize the sort order of products shown on each search result and category page based on past browsing and buying behavior.

RECOMMEND: Display personalized recommendations on the product pages tailored to a consumer's shopping experience.

By leveraging Salesforce Einstein for Commerce, your storefront can continually present your shoppers with the best products for their needs.

Key Findings Using Einstein AI

- Product recommendations drive revenue.
- Shopper spend soars with personalization.
- Different devices mean different behaviors.
- A winning combination: personalization and site search.
- Recommendations are directly linked to longer shopping visits.
- Your recommendation-clicking shoppers have a high propensity to buy.
- Recommendations lead to sales.