



How Salesforce Uses Data 360 to Boost Advertising ROI



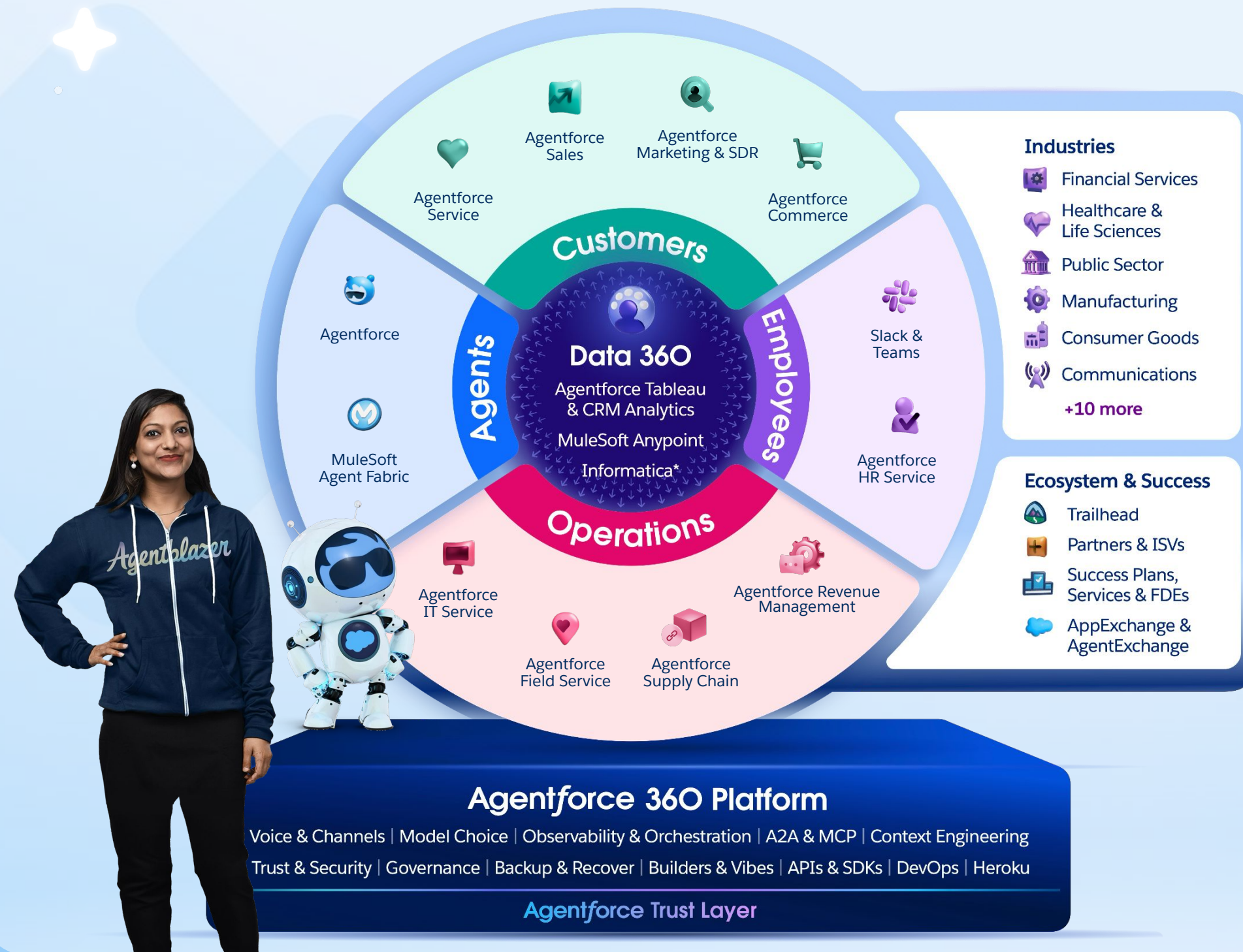
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We are Customer Zero

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As the first adopter,
Salesforce ensures our products
are ready for the market

Guided by our Salesforce
Company Values

Trust | Trust is earned. We are the first to test, launch, and use our products - ensuring security, scalability, and reliability before they ever reach our customers.

Customer Success | We are part of the product development lifecycle, driving feature development and product feedback. Making our products better.

Innovation | We are builders. We prototype, innovate, and push the boundaries beyond what's possible - extending our products to deliver new capabilities.

Salesforce is the world's first **Agentic Enterprise**

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Legacy Enterprises

Slow action.
Slow productivity.
Slow growth.

Agentic Enterprises

Augmented humans.
Endless capacity.
Limitless growth.

Humans With Agents

Trusted
Easy to deploy
Humans in the loop
Zero hold time
Deeply unified
Open



Today's speakers

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Jonathan Beeston

Sr Director, Product
Marketing, Salesforce



Anika Kaulius

VP, Global Field
Marketing, Strategy,
Operations &
Performance, Salesforce



Michel Mayor

SVP, Global Salesforce
Practice Leader, Merkle



Emily Anthony

EVP, Head of Planning,
iProspect

Marketers Are Balancing A Lot of Data



Introducing

Data 360

Activate Trusted Data **Everywhere**

Make all your enterprise data **ready for action**, without moving it.

Power workflows, decisions, and analytics with **one complete data source**.

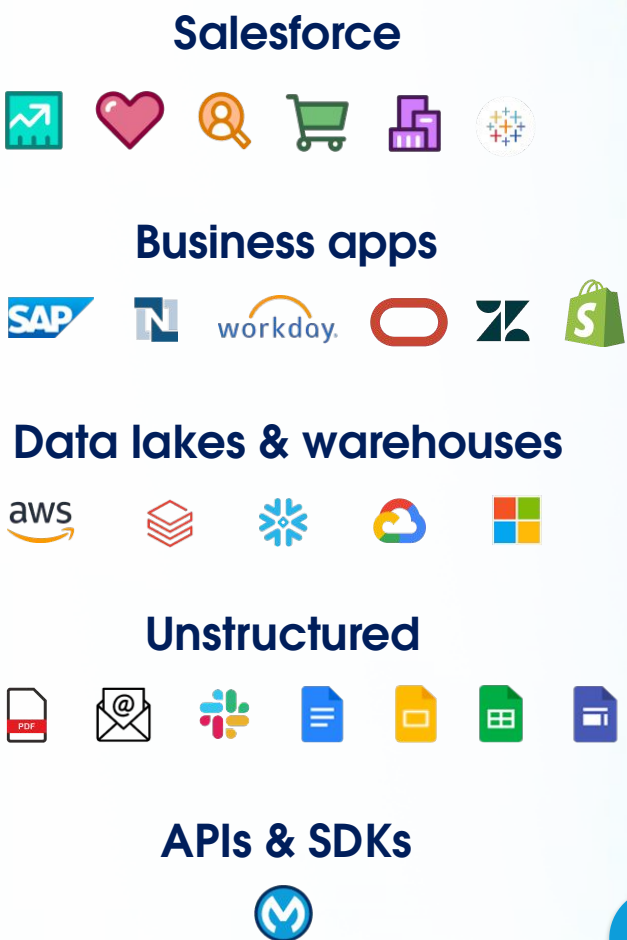
Bring **context and insight** to your data so Agentforce can put it to work.



How Data 360 Works

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Connect



Zero Copy

Harmonize & Unify

Prepare and transform

Map to a unified metadata model

Resolve customer identities

Govern

Tag and classify

Define policies

Enforce

Segment & Predict

Insights

Predictive models

Segments

Actions

Search & RAG

Activate Anywhere

Agentforce

1st Party BI | DI | Analytics

1st Party Data Sources

Ad platforms

3rd Party Business Apps

Salesforce Platform



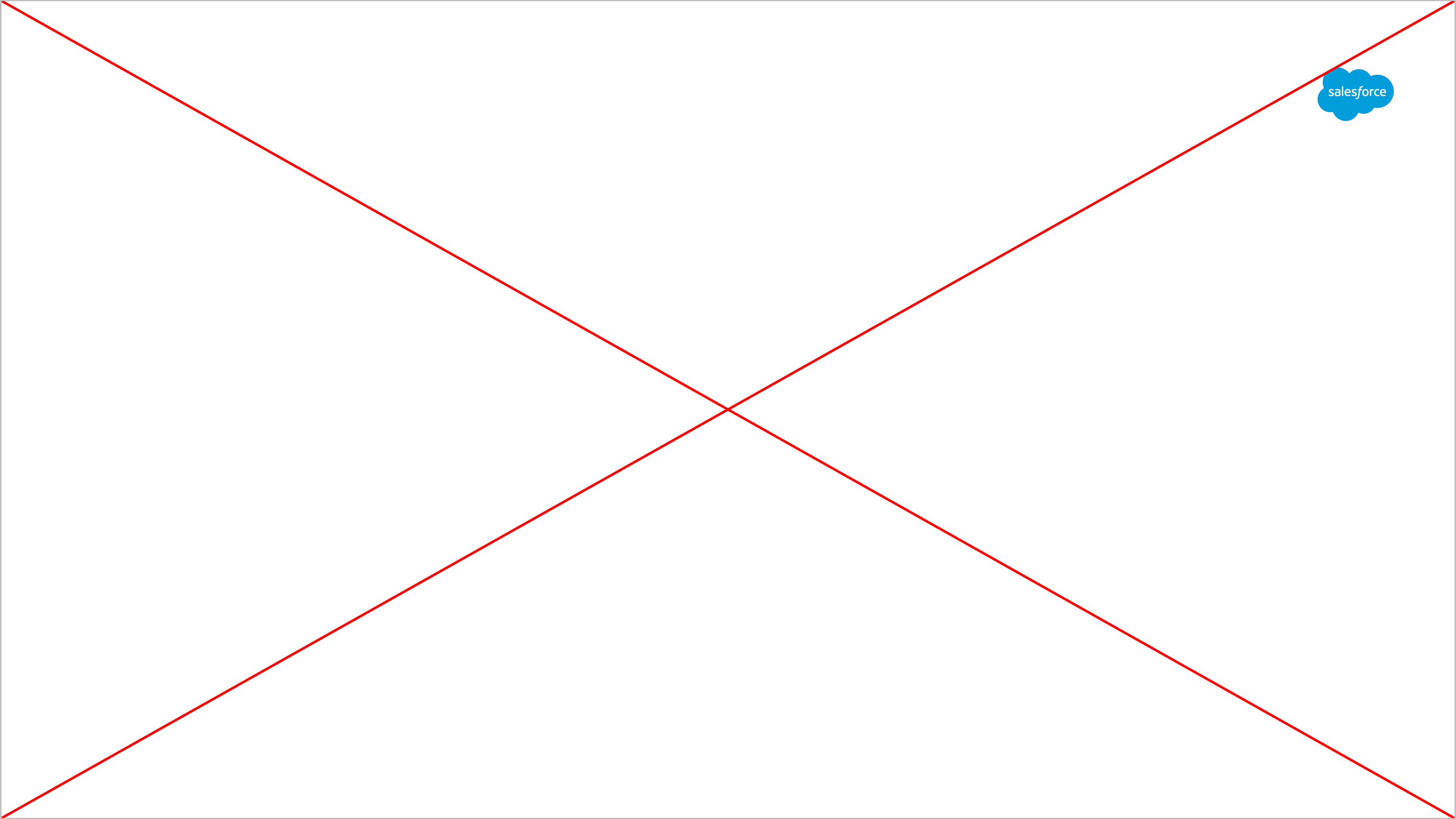
With Data 360, Salesforce is Designing the Future of Unified Advertising, Marketing, & Sales





**With Data 360,
Salesforce is
Designing the Future of
Unified Media,
Marketing, & Sales**





Let's Dig In: 3 Use Cases for B2B Marketers

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1

De-mystify the potential value of new leads delivered by paid media to accelerate pipeline and ROI

2

Intelligently orchestrate the next best action across CRM & media touchpoints to lead sales

3

Accelerate new prospect acquisition with precision targeting and extended media connections

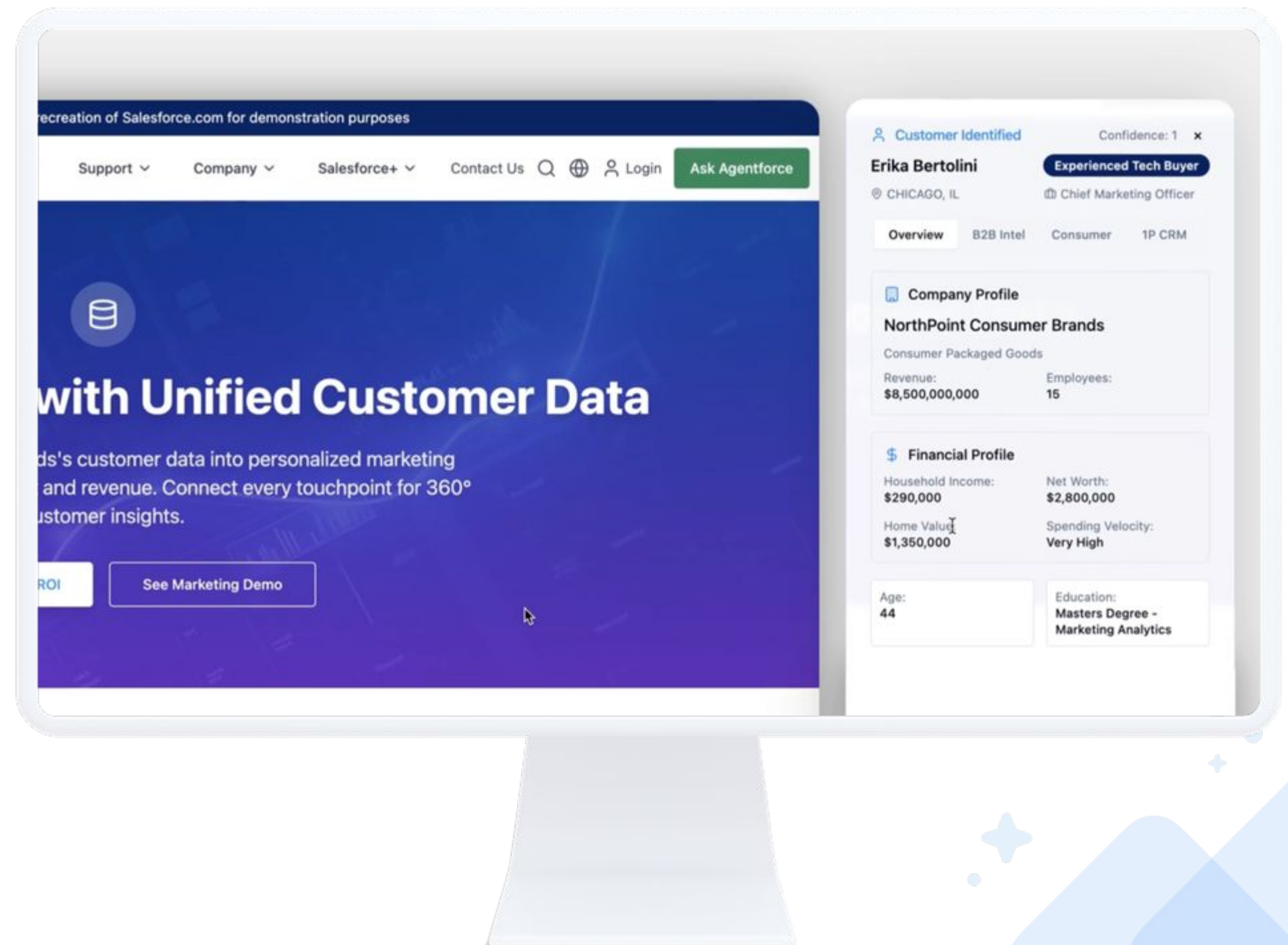
De-mystify the potential value of new leads delivered by paid media to accelerate pipeline and ROI

Adaptive's Merkury Tag

Identifies the site visitor and appends 10k+ signals

Agentforce Agent

Selects key buying committee members and applies individual and company propensity scores



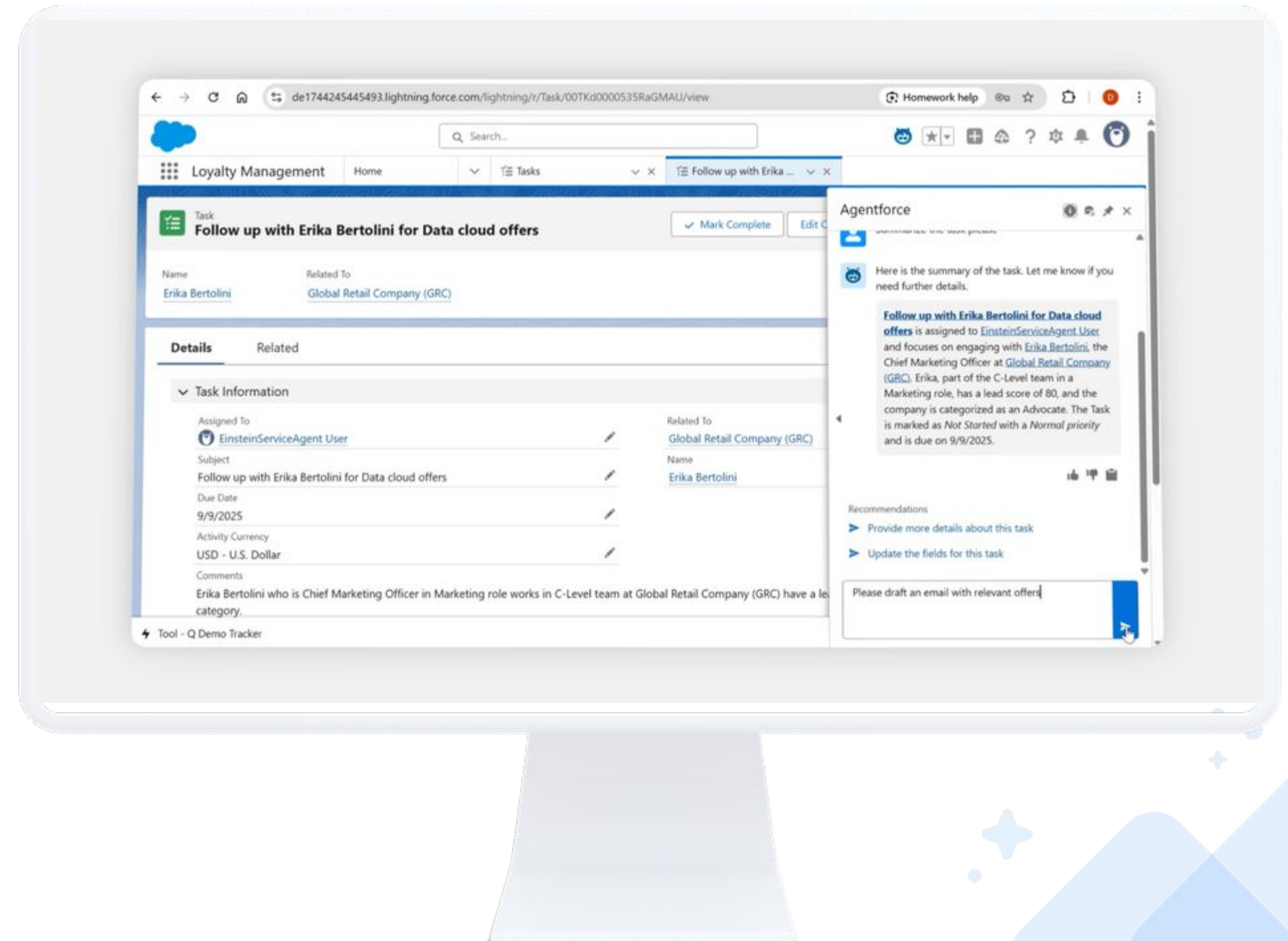
Intelligently orchestrate next best action across CRM & Media touchpoints, summarizing valuable insights for Sales

Agentforce Agent

Automates outreach with varying pursuit strategies by opportunity score and passes off to Sales Rep or sets meetings

Clean Room

Aggregates all buyer touchpoints for analysis and summation for Sales



Accelerate new prospect acquisition with precision targeting and extended media connections

Agentforce Agent

Automatically identifies top customer profiles and updates prospect segment models in real-time

dentsu.Connect

100+ media publisher integrations with industry leading match rates

100+
Media Publishers



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**Help Us Build the
Future of Unified
Marketing & Sales!**



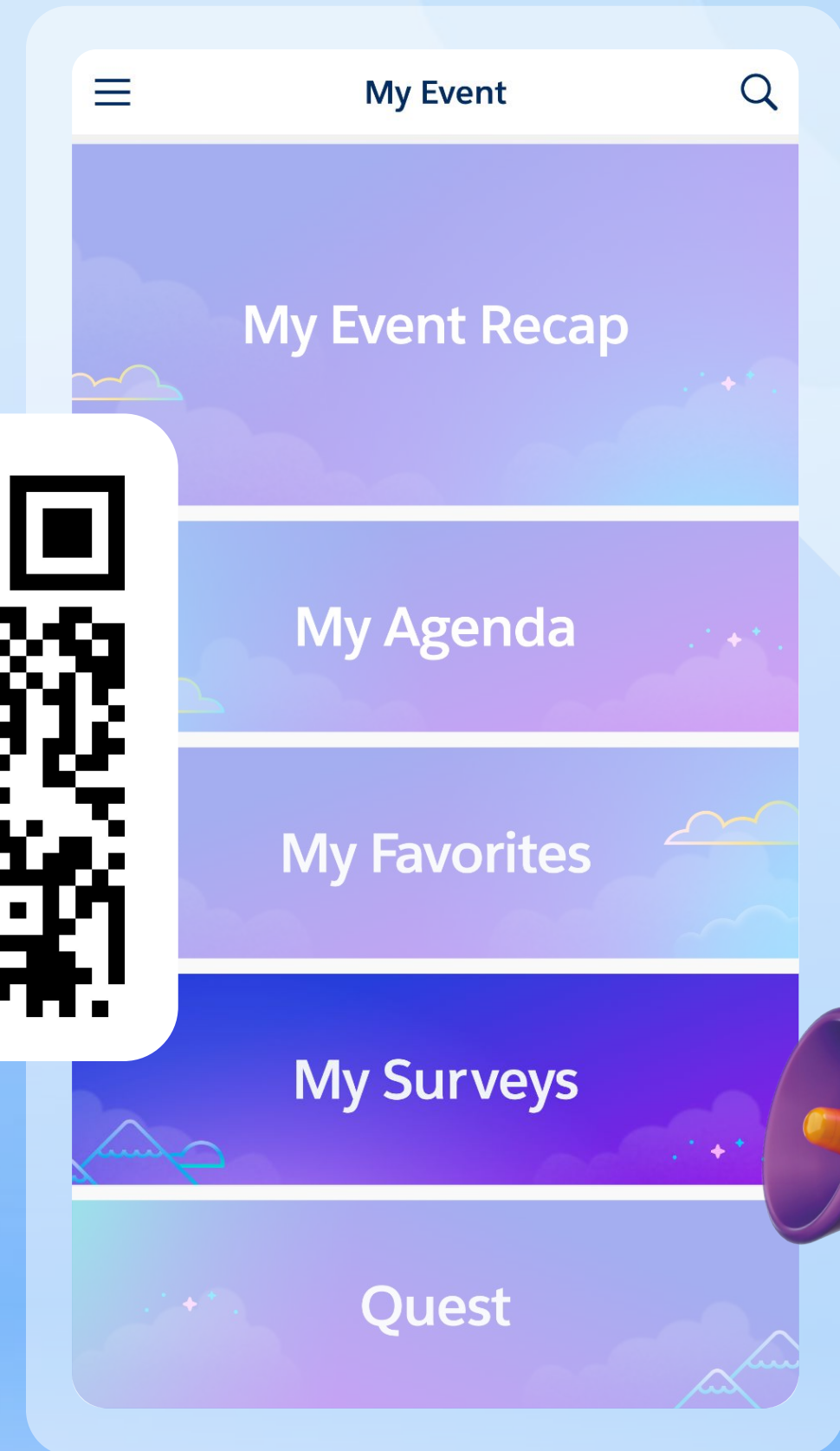


Thank
you

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Customer Zero at Dreamforce

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Don't Miss the Customer Zero Keynote

Thursday at 10:30 AM in Moscone West 3 – see the big picture of how Salesforce powers Salesforce.

Replay It All on Salesforce+

All sessions will be recorded and **available after Dreamforce**.



Workforce Innovation Playbook

The 4Rs to Building the
Human + Agent Workforce



Playbook

Become an Agentic Enterprise: A Step-By-Step Guide