SALESFORCE EINSTEIN
AI FOR CRM

The World’s #1 CRM is now the World’s Smartest CRM. Think of Salesforce Einstein like a personal data scientist – it infuses advanced AI capabilities into your apps so everyone can deliver more personalized and predictive customer experiences. Salesforce Einstein automatically discovers relevant insights, predicts future outcomes, proactively recommends best next steps, and even automates tasks. And with myEinstein, anyone can build AI-powered apps – using clicks or code – so everyone can get smarter with every customer interaction.

How is Salesforce Einstein different from other AI platforms?

**DATA IN SALESFORCE**
Einstein learns from and makes predictions on all the customer data already in Salesforce. Insights, predictions, and recommendations are served up seamlessly in Salesforce. No data prep needed.

**TAILORED PREDICTIONS**
Multi-tenant, automated machine learning means every customer has a unique model built for their specific use case and data. Now every one of Salesforce’s 100,000+ customers can have the best predictive model, custom-built for them. No PhD required.

**PART OF THE SALESFORCE PLATFORM**
Einstein is part of Salesforce’s trusted Platform, meaning our customers can take advantage of the same model management and monitoring tools they’ve come to know and love. No production headaches here.

* Limited quantities and restrictions apply. Please contact your AE to learn more.

NEW IN THIS RELEASE

Augment agents for maximum productivity with Einstein Bots.
Resolve routine requests automatically or collect & qualify customer info for seamless agent handoff with chatbots connected to CRM and business processes.*

'18
WHY IS IT SO GREAT?
Sales Cloud Einstein Add-on: $50 per user per month
Now including Salesforce Inbox & Sales Analytics

WHAT DOES IT COST?
Sales Cloud Einstein Add-on: $15k ($1,250/mo.)

EINSTEIN PLATFORM SERVICES
WHY IS IT SO GREAT?
Einstein Vision
Einstein Object Detection: Identify the quantity, size, and location of objects within an image
Einstein Image Classification: Recognize and classify images specific to your business, at scale
Einstein Language: Classify the sentiment of unstructured text into positive, negative and neutral classes
Einstein Intent: Categorize the intended meaning of any text into user-defined labels

WHAT DOES IT COST?
FREE trial (2k predictions/mo.)
$5k (1M predictions/mo.)

COMMERCE CLOUD
WHY IS IT SO GREAT?
Einstein Product Recommendations: Serve up personalized recommendations to every shopper
Einstein Search Recommendations: Anticipate shopper search intent before they types with personalized type-ahead search
Einstein Commerce Insights: Transform customer data into actionable merchandising insights
Einstein Predictive Sort: Use customer data to deliver more tailored product sorts
Einstein Search Dictionaries: Drive conversion with better search experiences for shoppers

WHAT DOES IT COST?
Included with Commerce Cloud Digital

COMMUNITY CLOUD
WHY IS IT SO GREAT?
Einstein Recommendations: Serve up the most relevant and tailored content to every community member
Einstein Experts: Help members find certified experts on the topics that matter most to them
Einstein Feed Insights: Intelligently display the most interesting discussions within your company
Einstein Feed Search: Get the top-ranked answers to searches based on relevance and engagement signals

WHAT DOES IT COST?
Included with Community Cloud

SALES CLOUD
WHY IS IT SO GREAT?
Einstein Lead & Opportunity Scoring: Prioritize the leads and opportunities most likely to convert
Einstein Account & Opportunity Insights: Observe key developments on your accounts and opportunities
Einstein Forecasting: Easily Predict Sales Forecasts inside of Salesforce
Einstein Activity Capture & Einstein Automated Contacts: Automatically capture data and add new contacts to your CRM
Einstein Recommended Connections: Get insights about your team’s network to see who knows your customers and can help out on a deal

WHAT DOES IT COST?

EINSTEIN ANALYTICS
WHY IS IT SO GREAT?
Einstein Discovery: Automatically analyze millions of data combinations in minutes

WHAT DOES IT COST?
Contact your Salesforce Account Executive for Pricing

MARKETING CLOUD
WHY IS IT SO GREAT?
Einstein Social Insights: Gain deeper insight into your customers by analyzing social conversations
Einstein Segmentation (From Salesforce DMP): Understand your entire customer base across clusters of personas and devices
Einstein Journey Insights (From Salesforce DMP): Uncover the optimal sequence of events to optimize every journey (Premium & Enterprise packages only)

WHAT DOES IT COST?
Included with Marketing Cloud Social Studio
20% of Data Collection Events

Einstein Recommendations: Deliver the next best product, content or offer

WHAT DOES IT COST?
Pro Edition (Includes email recommendations only) $1,250/mo.
Corporate (Includes email and web recommendations) $3,750/mo.
Enterprise Edition (Includes email and web recommendations) Custom

Einstein Vision for Social Studio: Discover rich insights from your customers' images on the social web (Includes 3 million image classifications)

WHAT DOES IT COST?
$15k ($1,250/mo.) add-on to any Social Studio Edition
Additional image classifications $5 (per 1,000)

Einstein Engagement Scoring: Score every customer’s likelihood to engage with your emails or convert on the web

WHAT DOES IT COST?
Included with Enterprise and Corporate Editions
Add-on to Pro Edition $15k ($1,250/mo.)
All Editions (except existing Corporate / Enterprise customers) Price per contact increase of $0.05

Einstein Splits: Send customers on the right journey path in Journey Builder based on their Einstein Engagement Score or Persona

WHAT DOES IT COST?
Included as part of EES; Must also have Journey Builder to use

SERVICE CLOUD
WHY IS IT SO GREAT?
Einstein Bots: Augment agents for maximum productivity

WHAT DOES IT COST?
Included with Live Agent chat or Unlimited Edition licenses*

Salesforce Einstein will be available to customers throughout all Salesforce clouds. Many new features powered by Salesforce Einstein will require an additional charge; others will be included as part of existing Salesforce licenses and editions. Pricing for each Salesforce Einstein feature, including pilots, will be announced as they are made generally available.

Visit salesforce.com/einstein for more info or take one of our Einstein trails at trailhead.einstein.com.

*Limited quantities and restrictions apply. Please contact your AE to learn more.