MARKETING

Collect form data to drive actions, reporting, and personalization.

DOWNLOAD RELEASE IN A BOX

Marketing Cloud

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Content Builder: Interactive Email

Evoe the inbox experience, starting with the Interactive Email Form block. Marketers can build in-email forms using five different templates. Subscribers can complete the form without leaving their inbox, and data collected from that form can drive actions and personalization in Marketing, Sales, and Service.

WATCH DEMO LEARN MORE

ADMIN

Datorama: Data Lake

Datorama Data Lake is a new, comprehensive solution for processing granular, raw, and nonaggregated marketing data for use within Datorama. Marketers can extract and store raw data at scale, and easily load that data into Datorama for analysis, visualization, insights, reporting, and activations.

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Einstein Copy Insights

Marketers get language-related insights related to subject lines in an intuitive dashboard so they can figure out what drives engagement and improve their campaign performance.

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Einstein Messaging Insights

Einstein Messaging Insights automatically analyzes your email and Journey activity, detecting anomalies from expected performance and proactively surfacing these changes to marketers. Quickly and easily understand when performance changes, and as to what key factors are impacting your email sends.

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Social Studio: Instagram Story Publishing

Schedule Instagram Stories, run approval rules, and publish using mobile push. Grow your social audience with this highly visible and effective Instagram post format.

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Pardot: Einstein Attribution

New AI powered multi touch attribution model that monitors all of the conversion patterns of your campaigns and highlights which channels and campaigns are most effective. With this model we look at the complete journey from marketing to sales across multiple activities that connect a prospect to an opportunity - even if it wasn’t linked through an opportunity contact role!

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Pardot: B2B Marketing Analytics Plus

With B2B Marketing Analytics Plus, marketers have access to a complete analytics platform built right into the CRM. Get a connected, intelligent, and enterprise-ready experience that ties together all of your data across all of your marketing applications and business units, enhanced further with predictive insights and recommendations. Fully understand what happened with your campaign, why it happened, and even what will happen in the future. Smart suggestions help you determine what to do next to maximize ROI at every stage of the funnel.

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