

salesforce

Commerce 360

Grow faster with customer-centric commerce, from anywhere

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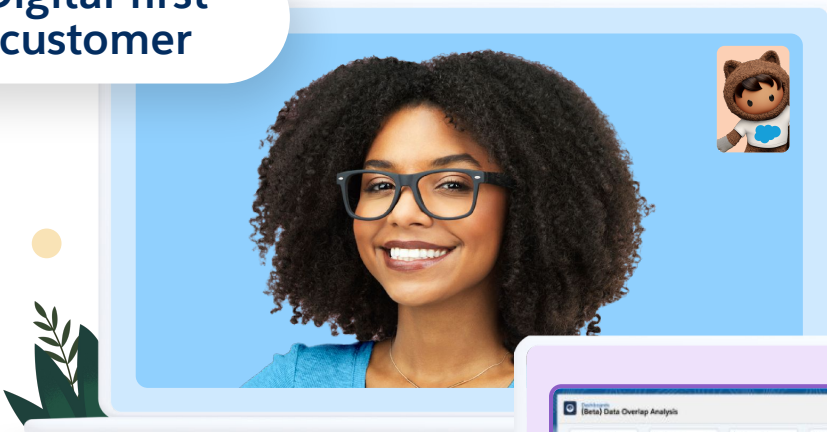




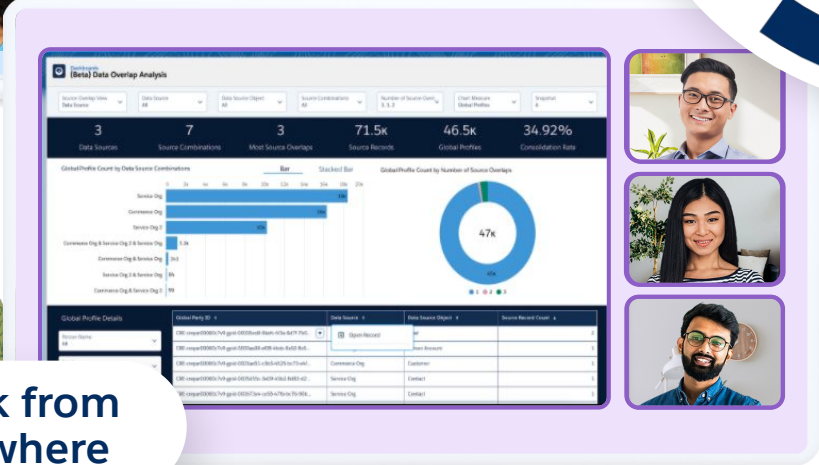
Our World Has Changed

And we're not going back

Digital-first customer



Direct-to-consumer



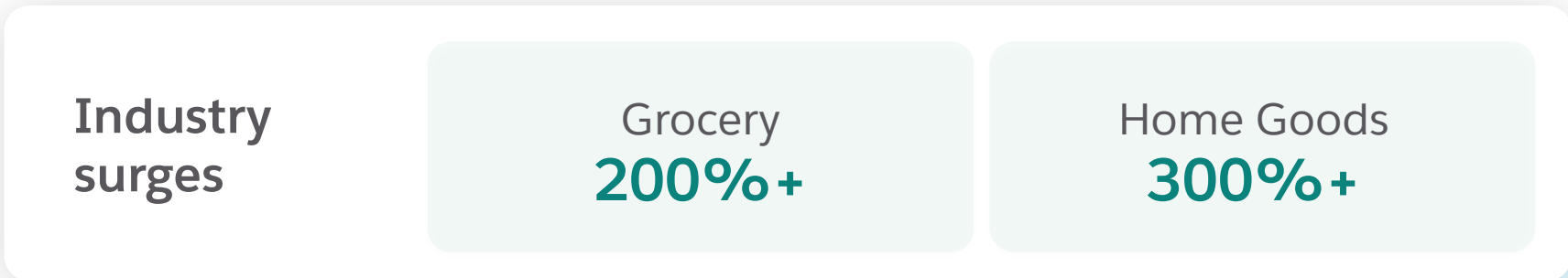
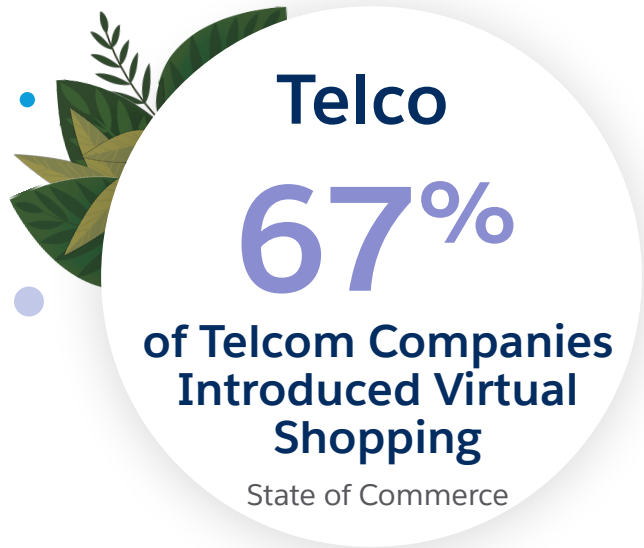
Work from anywhere



Commerce has Never Been More Critical for Success

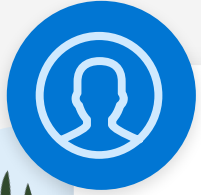


Digital is seeing incredible growth across all industries



*B2C Commerce Platform Data, 2020

With Today's Digital-First Customer, Every Moment Counts



84% of customers say that being treated like a person, not a number, is very important to winning their business



Digital-First Customer

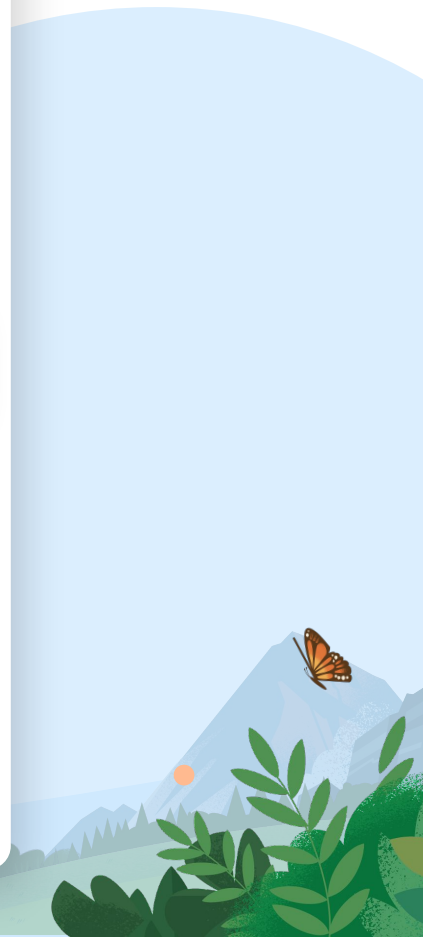
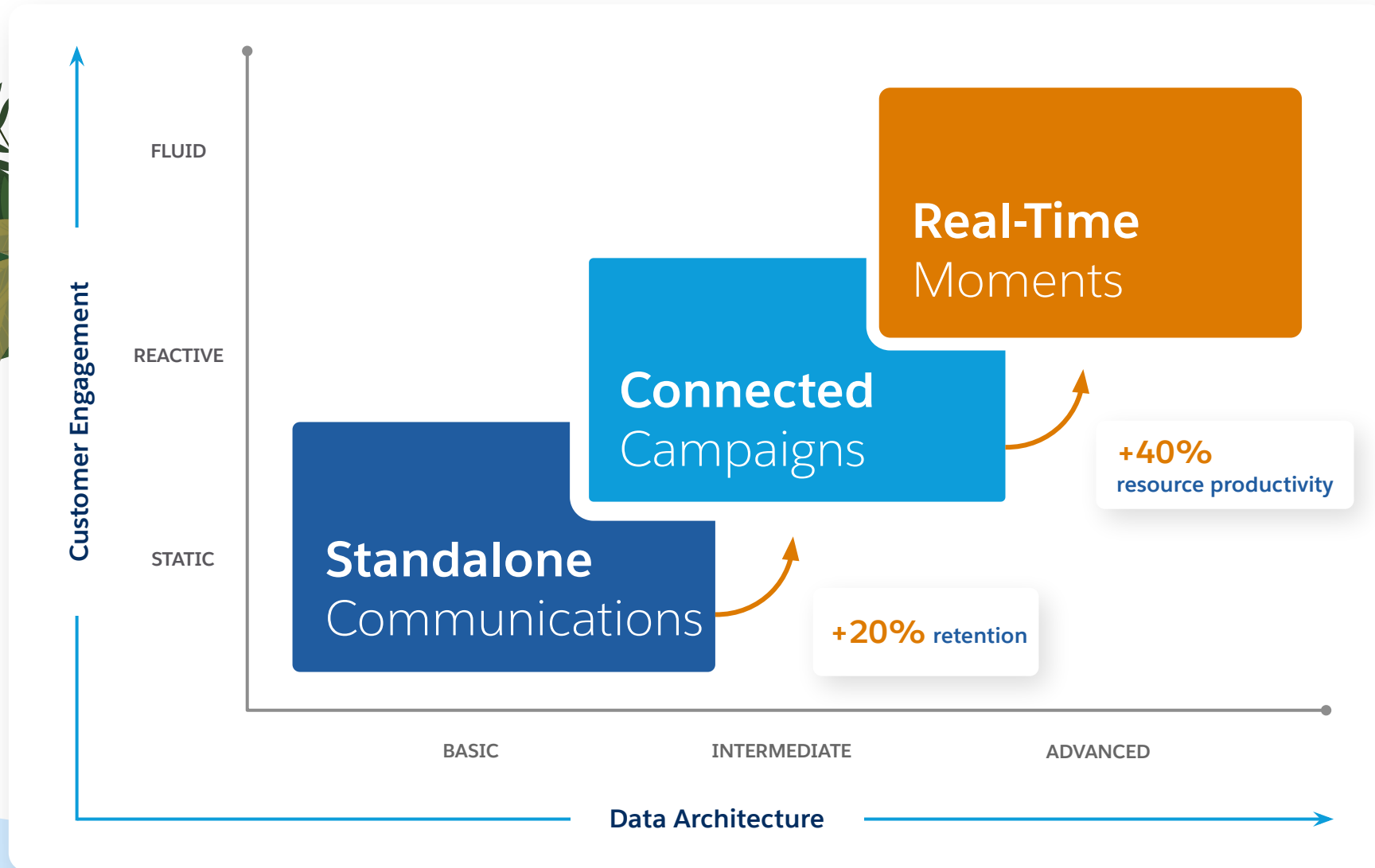


Digital Leader

34% of companies treat customers as unique individuals



Moment-Based Personalization is Key



Commerce Leaders Need to Connect at Every Step

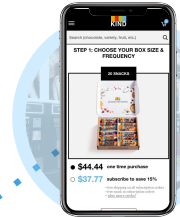
Personalize and engage across the customer journey



Social shopping



Targeted promotions and marketing



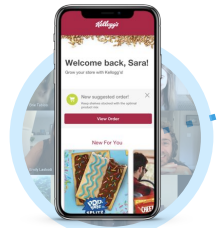
Interactive storefront



Curbside pickup



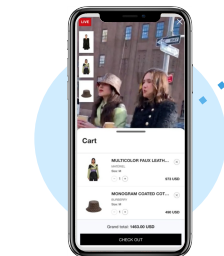
Business buying: easy reorder & contract pricing



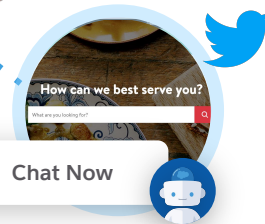
Pay with a tap



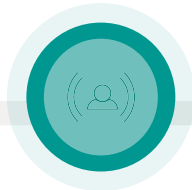
Live Shopping



Order on behalf of & easy returns

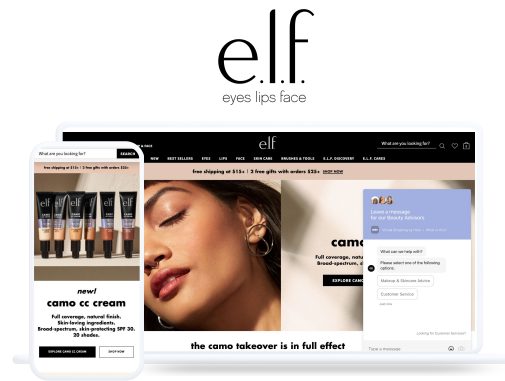


Fast, Agile and Scalable Platform that Provides Choice



Speed to Market

Clicks Based Templates



Experience Flexibility

Customer Experience Agility



Commerce Anywhere

Complete Code Autonomy

- Trusted Success & Learning
- Mobile-first Storefront Templates
- Drag & Drop Design
- Embedded AI
- Connected Commerce & Marketing
- Integrated Payments
- Headless Commerce
- Scalable Commerce Services
- Accelerate with Mulesoft
- Native OM & Service
- Commerce Partner Ecosystem

Brands Need a Holistic Commerce Strategy



Digital First

Meet the connected shopper where they are



Ease of Use

Fast & friendly from enrollment to redemption



Timely & Relevant

Elevate relationships with tailored engagement



Enterprise-Wide

All areas of the business need to be aligned



AI-Driven Intelligence

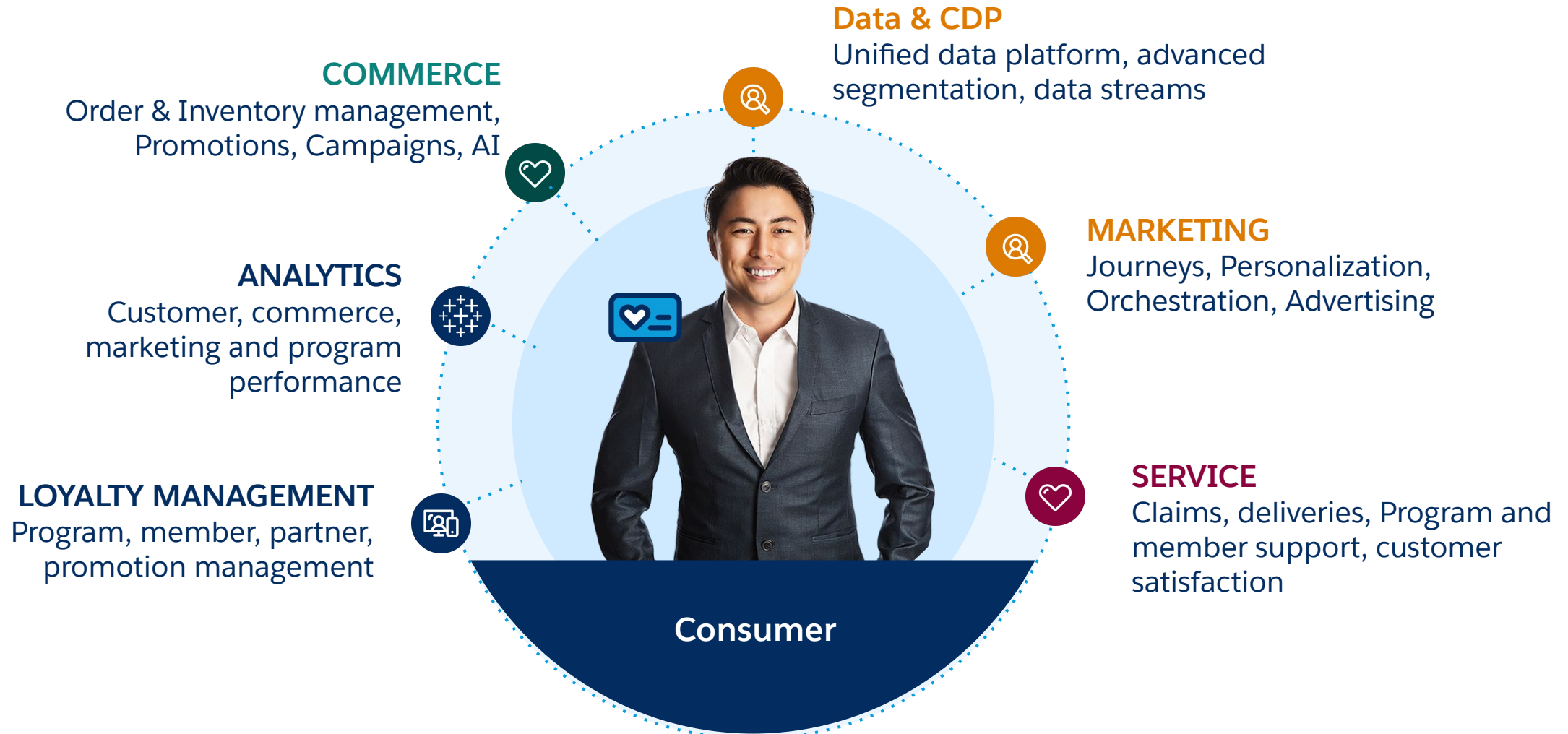
Personalize with data-driven insights



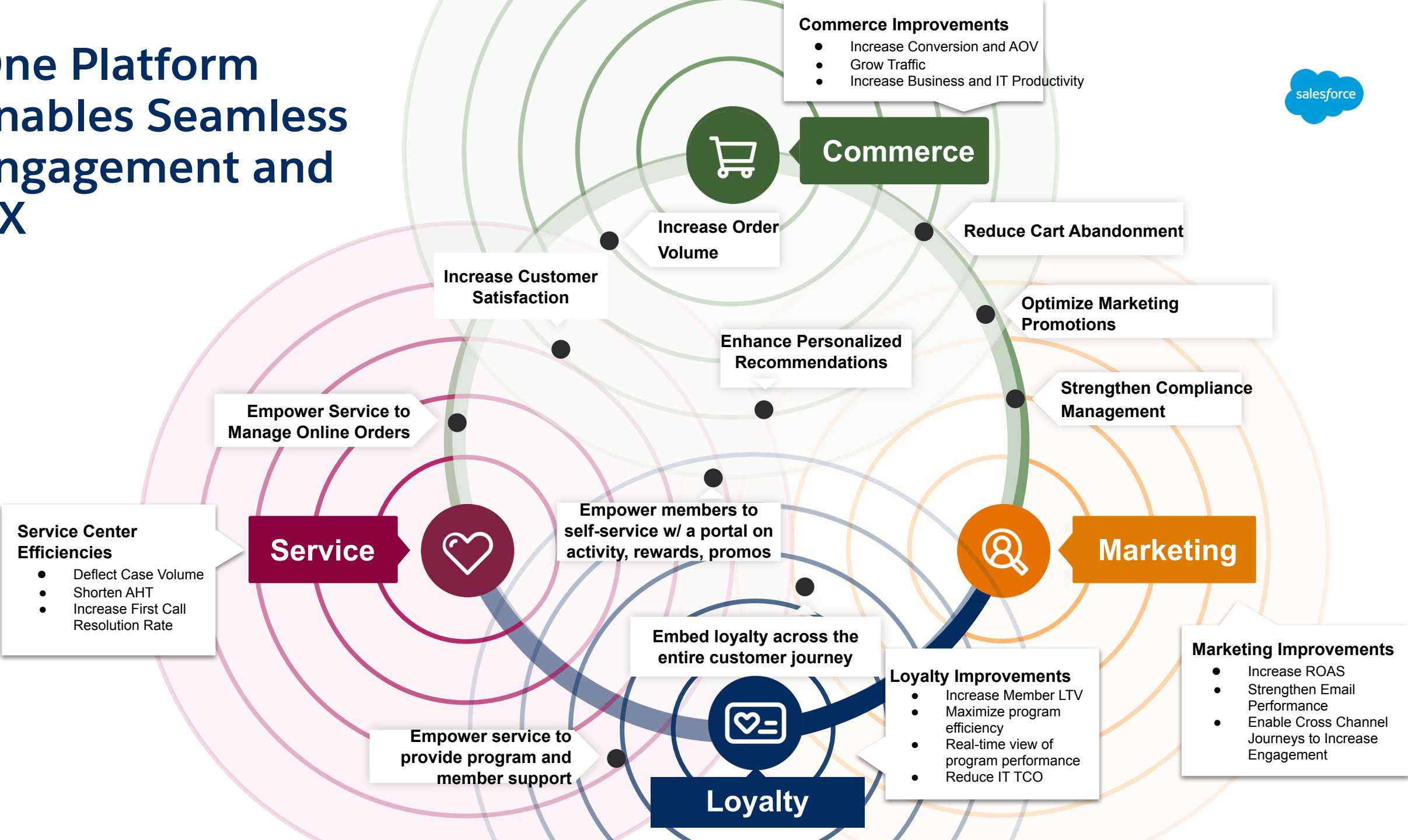
Consumer



Commerce of the Future is Connected



One Platform Enables Seamless Engagement and CX



Commerce Improvements

- Increase Conversion and AOV
- Grow Traffic
- Increase Business and IT Productivity

Commerce

Increase Order Volume

Reduce Cart Abandonment

Increase Customer Satisfaction

Enhance Personalized Recommendations

Optimize Marketing Promotions

Strengthen Compliance Management

Empower Service to Manage Online Orders

Empower members to self-service w/ a portal on activity, rewards, promos

Service

Marketing

Embed loyalty across the entire customer journey

Empower service to provide program and member support

Loyalty

Loyalty Improvements

- Increase Member LTV
- Maximize program efficiency
- Real-time view of program performance
- Reduce IT TCO

Service Center Efficiencies

- Deflect Case Volume
- Shorten AHT
- Increase First Call Resolution Rate

Marketing Improvements

- Increase ROAS
- Strengthen Email Performance
- Enable Cross Channel Journeys to Increase Engagement

Create Value Across The Customer Lifecycle



Unified enterprise data unlocks more impact across the entire funnel



Discovery

Demand Generation

Increase Sales

Lower cost to serve

Cross / Up sell

Improve Retention

Key Business Opportunities

Grow Your Business Fast with Salesforce Commerce Cloud



Innovate with Speed

Pivot quickly and own your branded experience with clicks, code or headless APIs

Headless • Composable Commerce Services • Storefront Templates • Ecosystem

Ensure Trusted Success at Scale

Proven availability & security at global scale to handle peak traffic surges anytime

Scalable Commerce Services

Accelerate Business Results

Increase revenue, productivity, and engagement across all channels with AI-powered merchandising

Einstein AI • Drag-and-Drop Design • Payments • Quick Starts • Industry Toolkits

Connect the Customer Journey and Moments that Matter

Unify the complete commerce experience from social to storefront, curbside pick-up to self-service
Customer360 - Connected Marketing & Service • Order Management

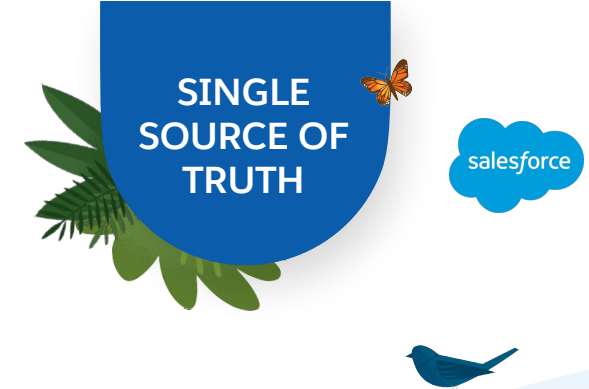
1.5X
B2C Commerce Customers Grew Faster Than The Market

99.99%
Global Availability

+50%
B2C Global Sales Increase

Salesforce CDP

Personalize every interaction with AI at hyperscale



Build a Trust-Based First Party Data Asset

Create compliance with consumer privacy laws through capturing and activating known and unknown data with consent

Create a Single Source of Truth

Ingest and unify data from anywhere to reconcile customer identity and understand the complete picture for each individual

Go Beyond Marketing

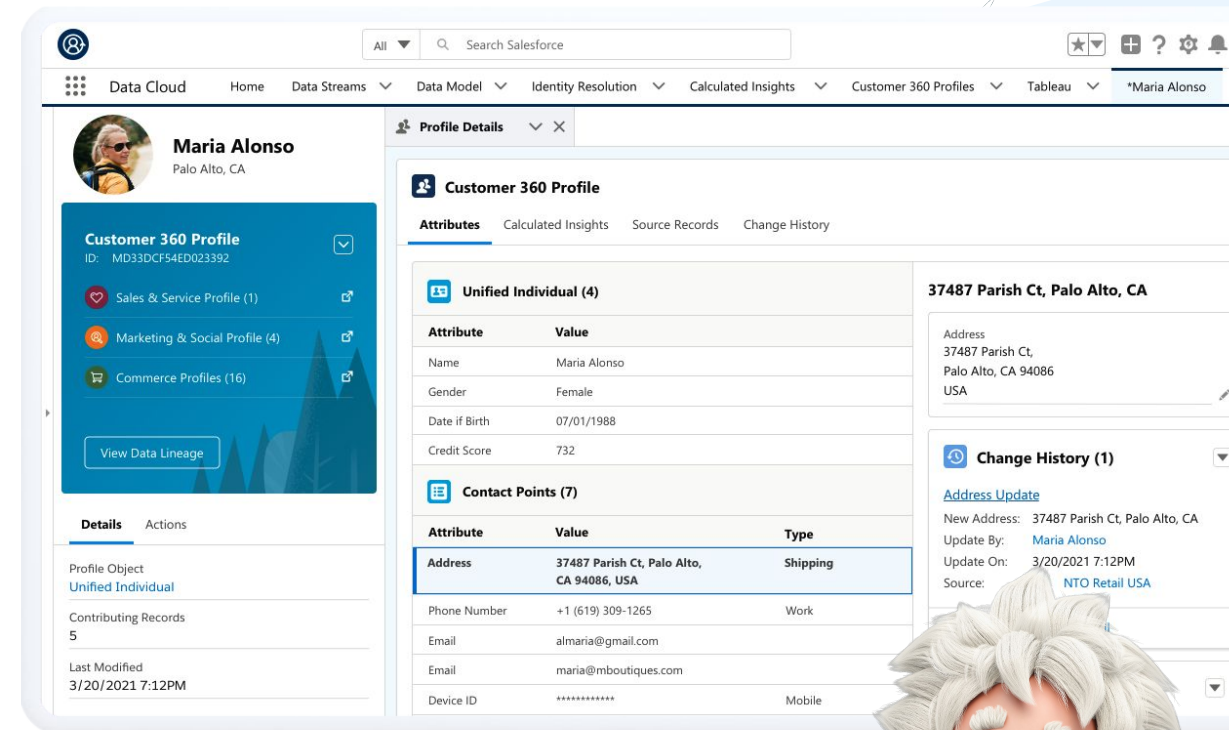
Use unified data to make every engagement contextual, personalized, and human across marketing, commerce, service, and sales

Supercharge Analytics

Make better decisions faster by understanding your customer in any moment through AI-powered insights and analytics

Adapt to the Cookieless Future

Empower your teams to build applications, unleash data science with an AI workbench, and automate experiences across clouds



Salesforce Differentiation



Customer 360



Put your Sales, Service, Commerce and Marketing data to work everywhere and enrich analytics in Tableau

Clicks Not Code



Democratize customer data management with a user-friendly interface, built on Lightning

Open



Unlock the power of connected applications through AppExchange to put your data to work

Thank You

