

# SALESFORCE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKETING CLOUD



## Salesforce Marketing Cloud Solutions

- Email and Mobile Automation
- Journey Builder
- Personalization
- Advertising and Social Studio
- Customer Data Platform
- Einstein (Cloud Intelligence)
- Account Engagement (Pardot for B2B)
- Google Marketing Platform
- Loyalty Management
- Datorama Reports



**Salesforce Marketing Cloud** is the platform for delivering relevant, personalized journeys across channels and devices —enabling marketers to deliver the right message at the right time throughout all phases of the relationship.

Marketing Cloud includes integrated solutions for customer journey management, email, mobile, social, web personalization, advertising, content creation and management, and data analysis. Every imaginable customer interaction and engagement is covered, and guiding customers on their 1-to-1 journeys with your brand has never been easier or more effective.

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