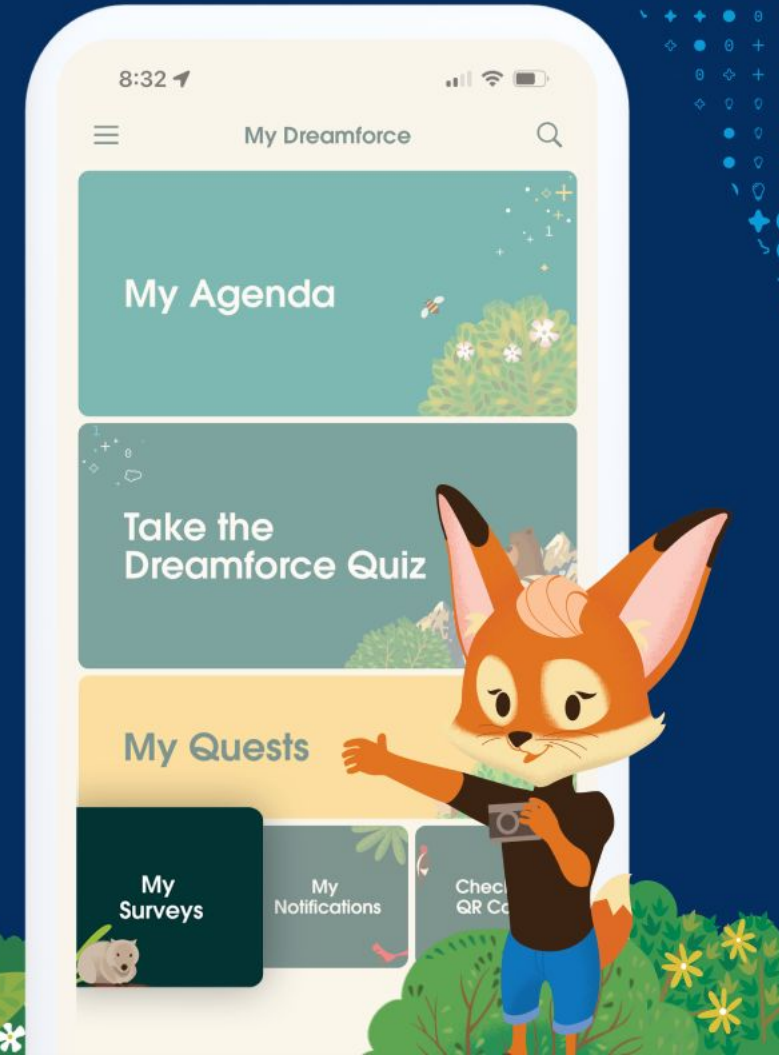


Provide Your Feedback for a Chance to Win.

For every session survey submitted, you will be entered to win one of 15 passes to Dreamforce 2024.*

- 1 Open the Salesforce Events mobile app.
- 2 Navigate to My Dreamforce.
- 3 Select My Surveys.
- 4 For every quick session survey you take, you'll be entered to win.*

* Restrictions apply. See rules at sforce.co/session-survey-terms





Scale Your Marketing Insights with Automation and AI

Building an insight engine for the modern enterprise business.



Forward Looking Statement

salesforce

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.





 dreamforce®

Thank you



Jaime Romero

Vice President, Corporate Marketing
Fortinet



Dillon Baker

Senior Product Marketing Manager
Salesforce



The state of marketing insights

A quick overview



Marketers need insights to drive growth

94%

of marketers view their function as **critical for driving growth**, and proving marketing's impact on growth is their #1 priority

98%

of marketers globally emphasize the importance of having a **complete, centralized view of all cross-channel marketing**.

84%

of companies report a **decrease or no change in marketing spending in the last 6 months**

90% of online content could be 'generated by AI by 2025,' expert says

yahoo!finance

Large, creative AI models will transform lives and labour markets

The Economist

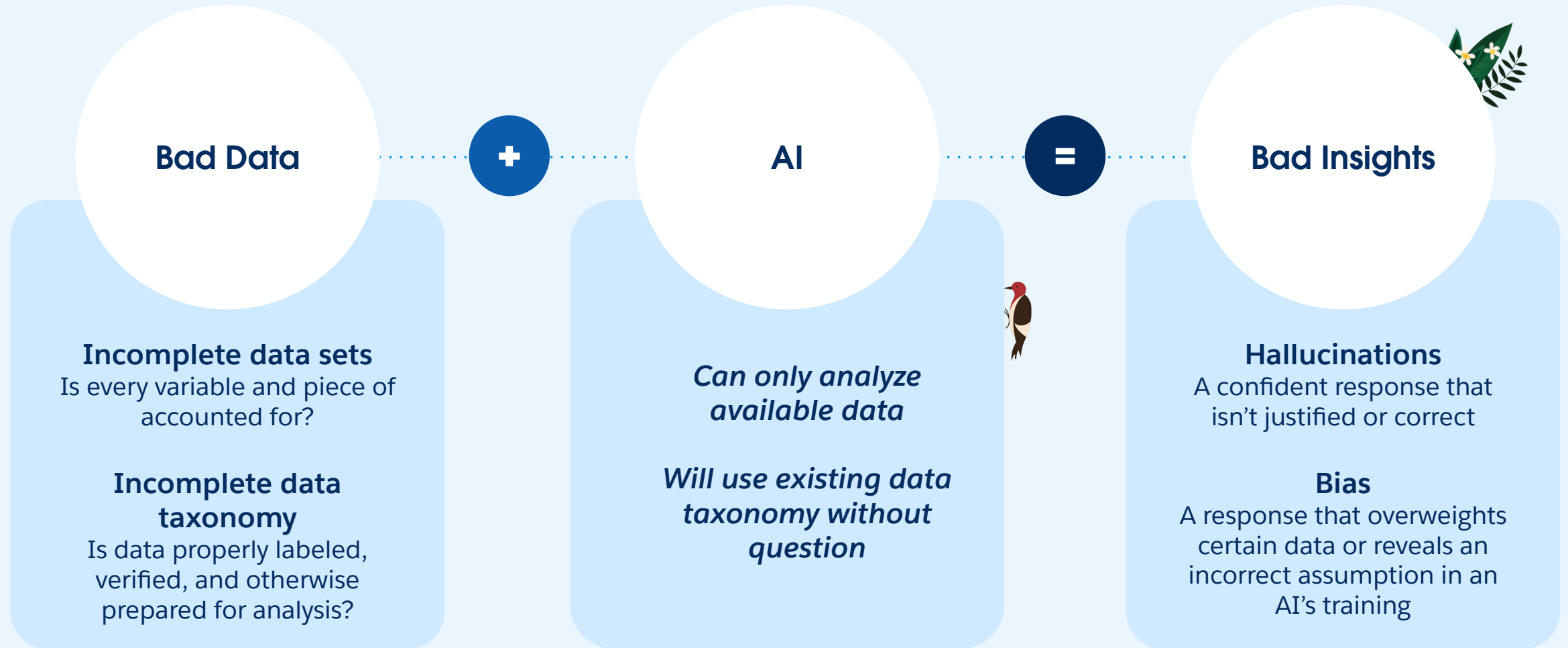
Marketing Is Entering a New Era

ChatGPT Is a Tipping Point for AI

Harvard Business Review

71%
of marketers believe generative AI will enable them to focus on more strategic work

But AI doesn't solve the data problem



Data challenges aren't going away

Wasted spend

21%

of every ad dollar is wasted due to poor data quality

Fragmented Data

Slow, Error-Prone Data Modeling

Slow Time-to-Insight

Inaccessible Insights

Poor measurement

80%

of marketers say they struggle to measure and attribute multi-channel marketing effectiveness

Marketers need a unified model of their data



80%
increase in number of data sources used since 2021



Marketing Cloud Intelligence

Optimize marketing performance and spend

Automate marketing data quality

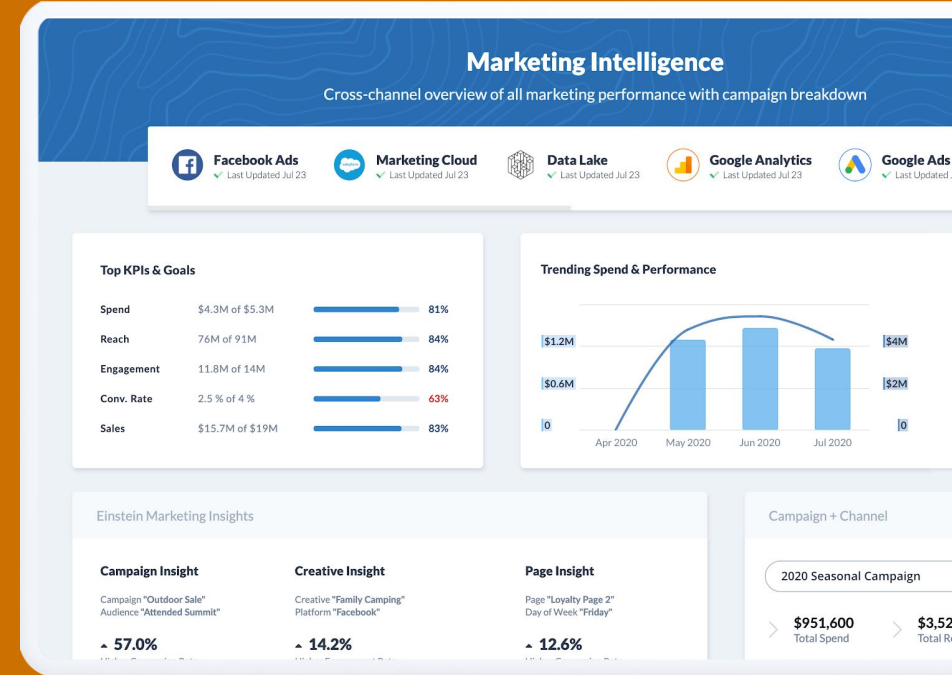
with time-saving ingestion and modeling tools

Prove business impact of campaigns

with a complete view of marketing performance and outcomes

Optimize at the speed of your customer

with AI insights where and when you need them



30%

Increase in efficiency of marketing analytics and reporting

INCLUDED

Premier Success

Building an insight engine for the modern enterprise business.

Jaime Romero

Vice President, Corporate Marketing



FORTINET

Introduction to **FORTINET**®

Securing people, devices, and data everywhere

Cybersecurity, everywhere
you need it.

WHO

CIO Organization

CISO Organization

WHAT

Secure Networking
Security Operations
Cloud Security
Operational Technology Security

salesforce

FY22 Billings

\$5.59B

Customers

680k

Global Events

100+ B

Employees

13,677

My role at Fortinet

Key Marketing Team Objectives



Own Brand and GTM Campaigns, & Support Messaging & Positioning



Coordinate & Consolidate Marketing Infrastructure & Data



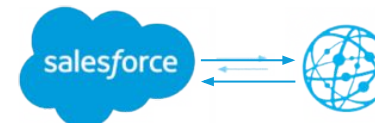
Provide Critical Global Reporting Analytics and Insights



Establish Campaign Planning, Pacing, and Performance Optimization



Manage 8 Teams



Drive Pipeline & Revenue



The state of our marketing analytics

Enterprise marketing is a major challenge

Siloed Teams

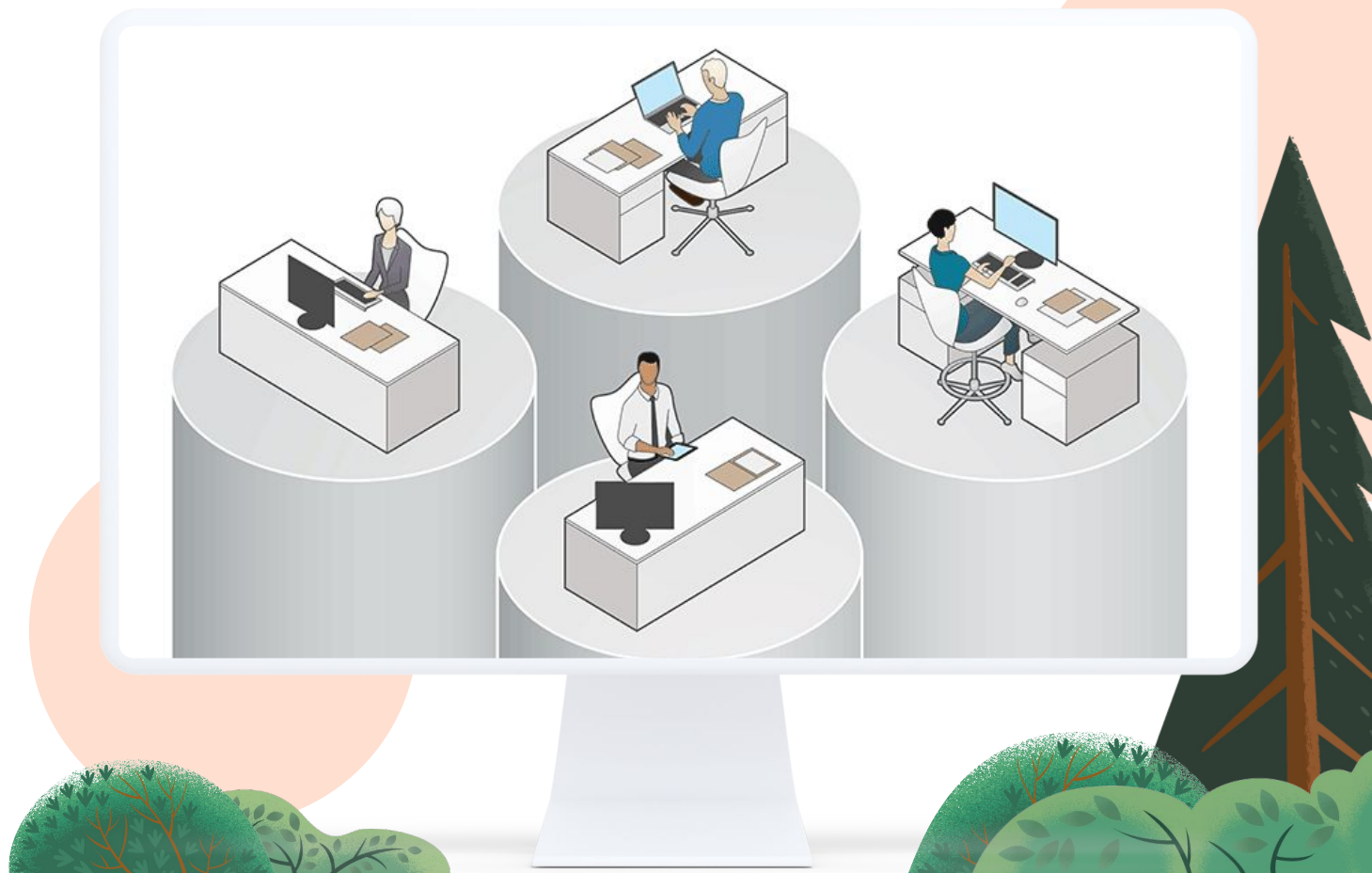
Historically regional operational focus

Siloed Data

Data analyzed independently providing basic insights

Service Mindset

Operations team focused on fulfilling requests



Strategic Business Goals - Data

Our goals, and the challenges getting in the way



1

Full view of lead to customer

Understand gaps in data coverage and drivers of conversions

2

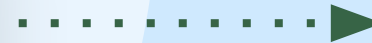
Attribution & Measurement

Define scalable & balanced attribution methodology to drive decision making

3

On-demand insights

Democratize data for a more data-driven culture with accessible dashboards



Challenges

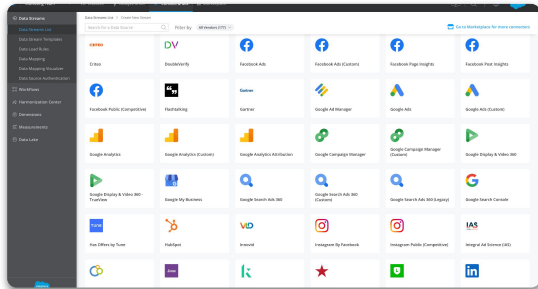
- Massive amounts of siloed data to connect and organize
- Evolving mindset and legacy operations
- Lack of time and resources to create dashboards for every team and use case

Five core use cases for the enterprise



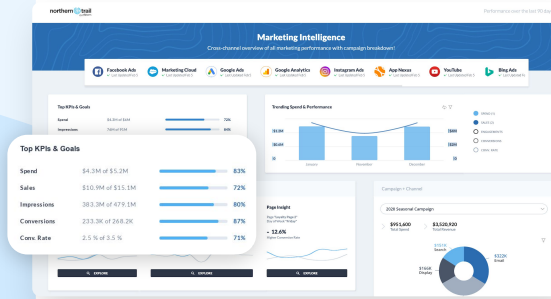
Integration and standardization

How do we see the full picture?



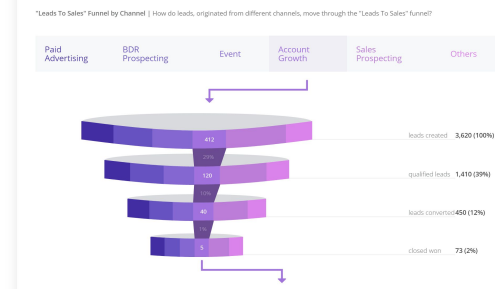
Dashboarding and reporting

How do we track impact?



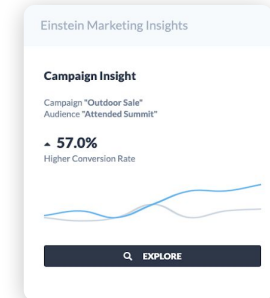
Marketing attribution

How do we know what's working?



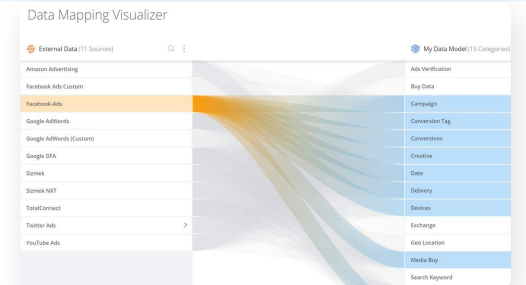
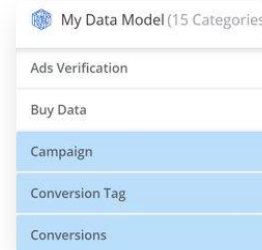
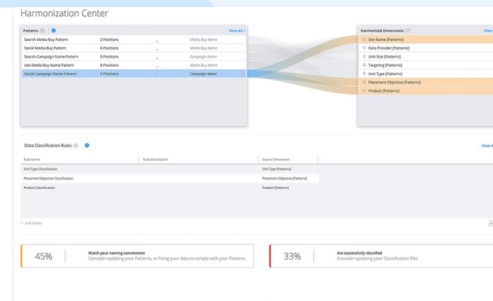
AI insights

How do we find insights faster?



Data quality and governance

How do we know we can trust our data?



Integration and standardization

salesforce

Challenges:

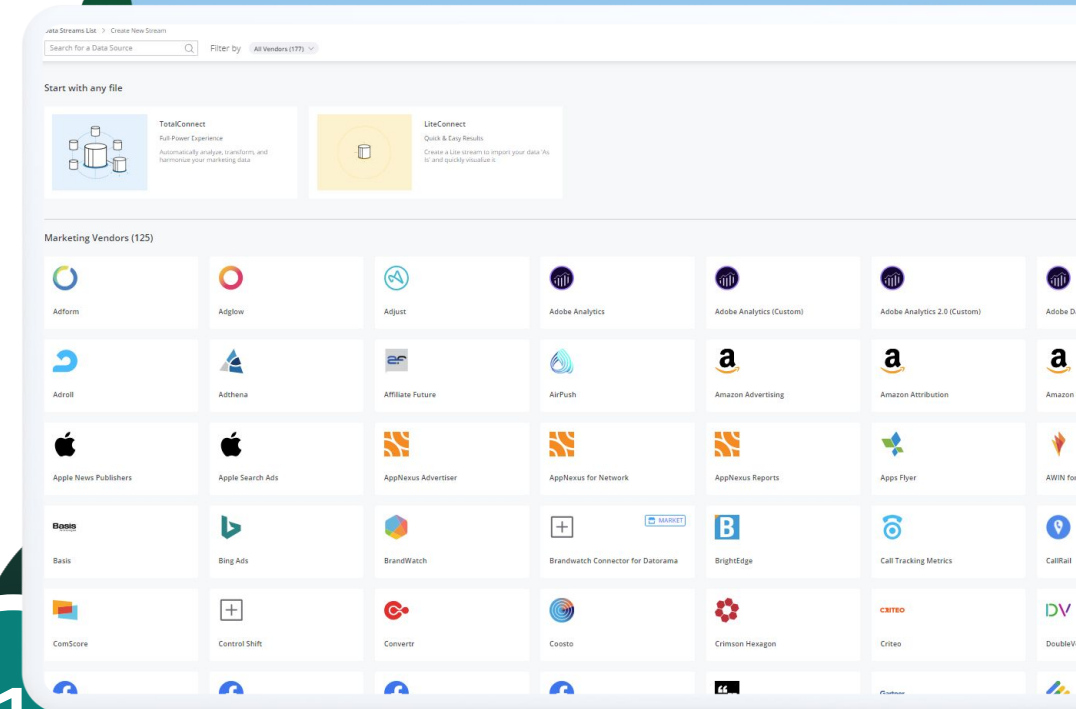
- Data in multiple sources resulting in one dimensional decisions

Key Intelligence features:

- Connected with unifying ID over 30 data sources
- Data lake implementation
- Marketplace

Results:

- Data centralized and connected
- Understand what data combinations add value and which are just noise



1

Data quality and governance

Challenges:

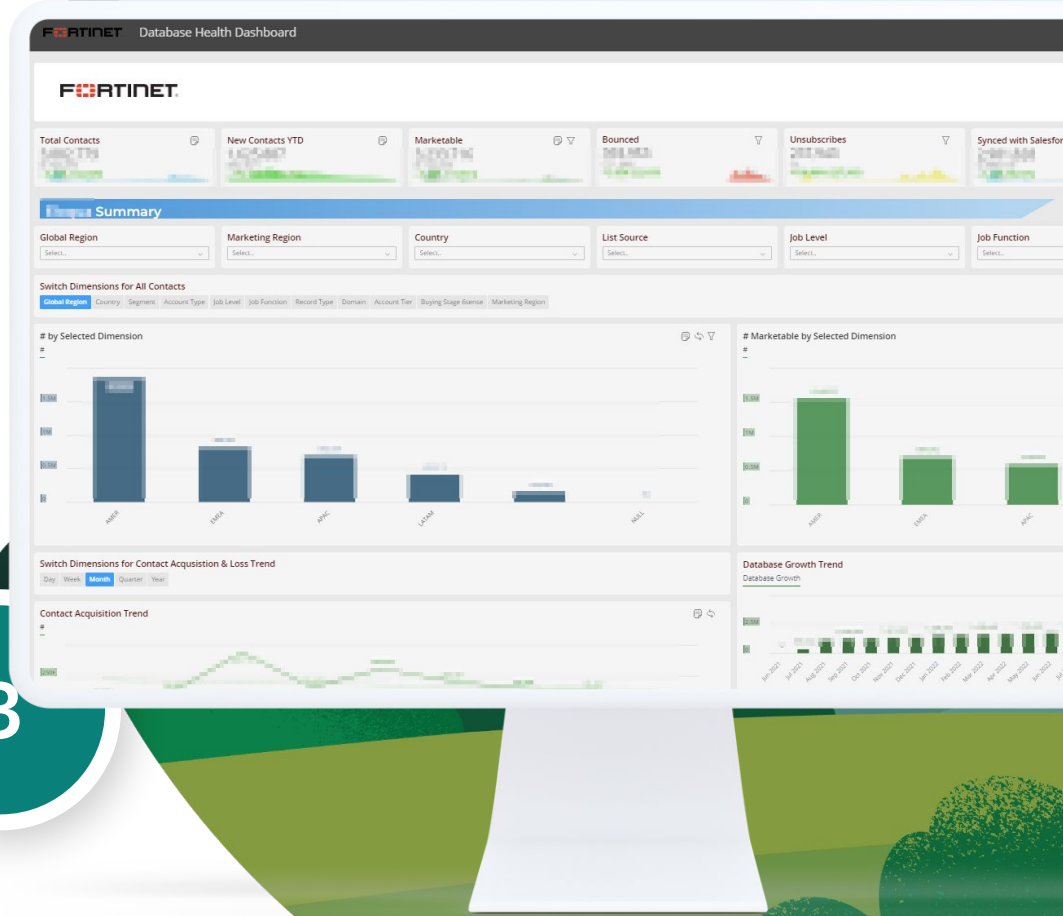
- Visibility into data across databases

Key Intelligence (Datorama) features:

- Data Transformation
- Data Fusion
- Data Classification
- Data Monitoring

Results:

- Gain visibility into gaps into the data
- Show the right data to the right people



Dashboarding and reporting

Challenges:

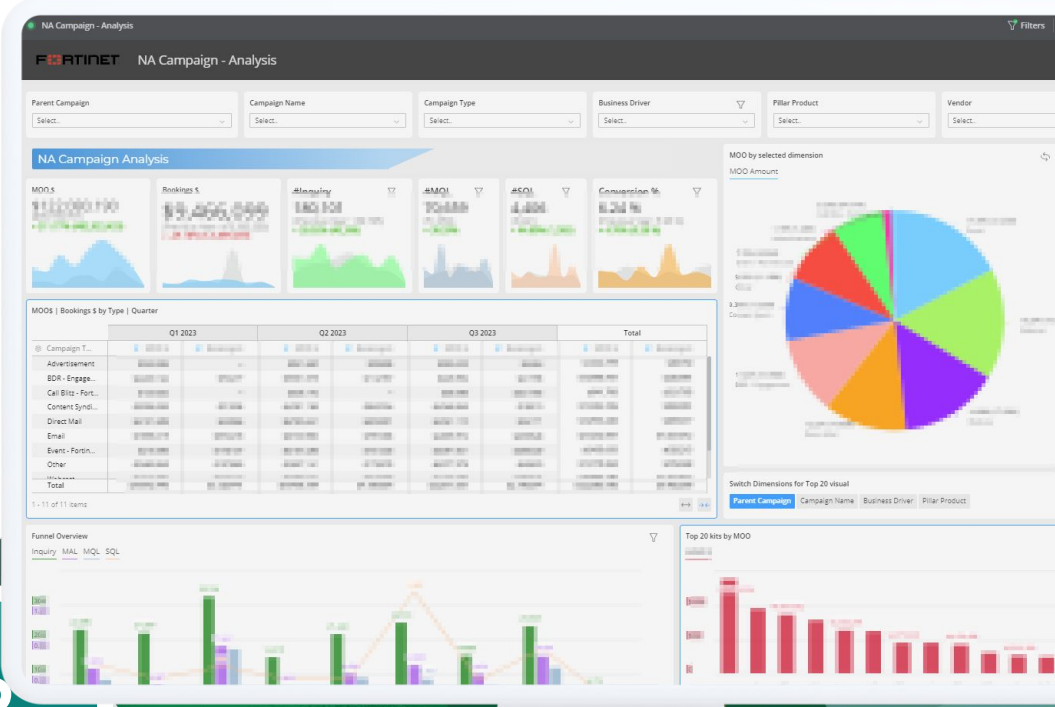
- Time to create dashboards and reports

Our key dashboards:

- Cross-channel marketing performance
- Budget optimization
- Account-based marketing
- Paid media optimization

Results:

- Rapid dashboard deployment
- Converged reporting
- Sharing regardless of access



Marketing attribution

Challenges:

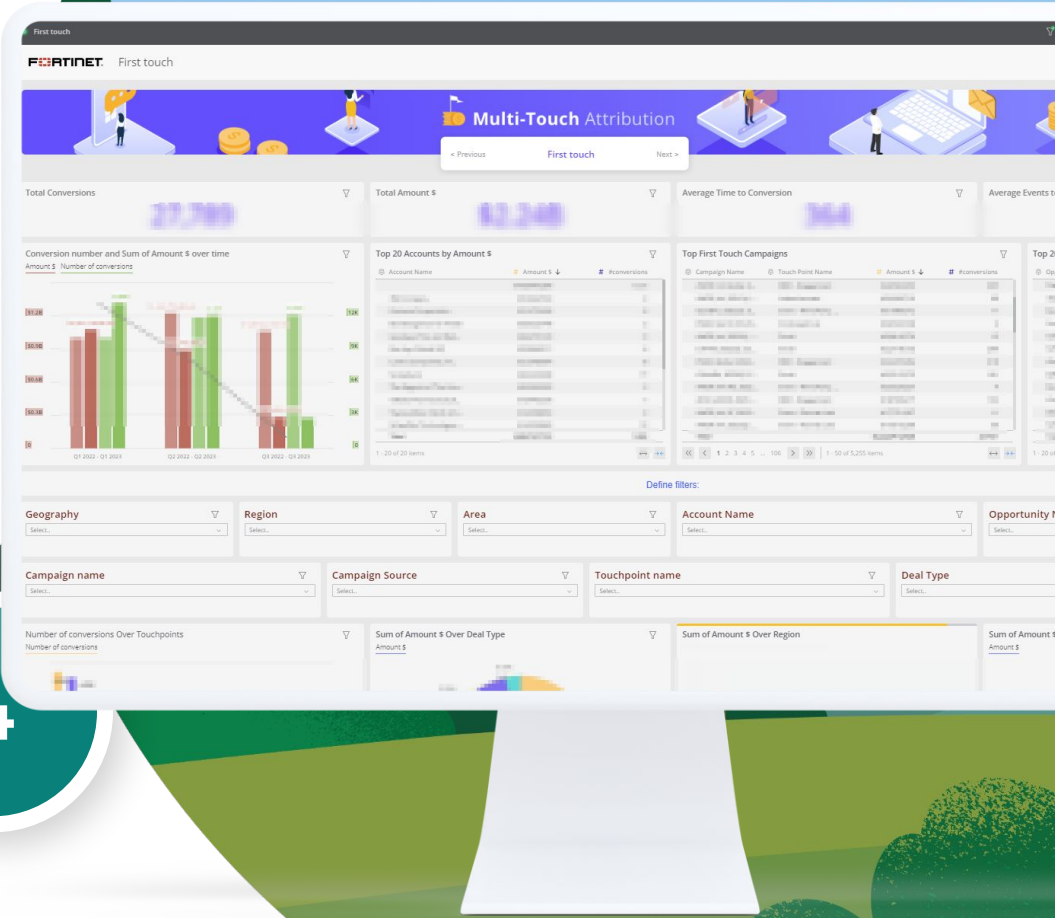
- Making decisions based on single touch attribution

Key Intelligence (Datorama) features:

- Balance capability with methodology and practical decision making
- Customizable and scalable
- Rapid deployment

Results:

- Works as advertised!
- Dependence on organizational readiness
- Piloting new attribution strategies



AI insights

Challenges:

- Insights are human driven.

Key Intelligence (Datorama) features:

- Easy to build Einstein bots analyzing defined outcomes.
- Automatically generates insights with some configuration

Results:

- Very early in the journey here.
- Insights either obvious or explainable
- Not yet actionable

Insight Bots +

 Group by KPI

CTR - LinkedIn



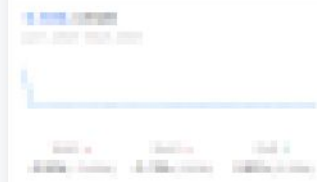
Close Won Rate



CTR - Google Ads



GMA - CTOR



Conversion Rate



5

The results so far

Results:



85%+

Data complete on
some attributes



+40hrs

per week at least of
productivity added



0

time spent
maintaining APIs

Upholds a consistent taxonomy to standardize
data and improve data hygiene

Low maintenance drives more productivity from
operations teams

Speed of insights drives action, resulting in
better decisions and time savings



salesforce



Tips for success for enterprise marketing

Collaboration

- Engage global stakeholders early and often to understand their problems
- Communicate long-term vision and set short-term milestones.

1

Plan First

- We built it, then rebuilt as a result of lots of discrepancies.
- Design the entire vision first and test each module

2

Challenge

- Not everything proposed by consultants and SFDC worked for us. Need to customize out of box for our needs.

3



Thank you



Provide Your Feedback for a Chance to Win.

For every session survey submitted, you will be entered to win one of 15 passes to Dreamforce 2024.*

- 1 Open the Salesforce Events mobile app.
- 2 Navigate to My Dreamforce.
- 3 Select My Surveys.
- 4 For every quick session survey you take, you'll be entered to win.*

* Restrictions apply. See rules at sforce.co/session-survey-terms

