

9

REASONS
TO LOVE

MCI

AGAIN

salesforce

Marketing Cloud Intelligence

If you are an existing Salesforce Marketing Cloud Intelligence user, you've already experienced its ability to transform fragmented data into a unified system of insights.

But as your business evolves and complexity grows, Intelligence continues to rise to the challenge, expanding visibility, deepening insights, and unlocking new opportunities for sustained growth.

Here are 9 features we love.

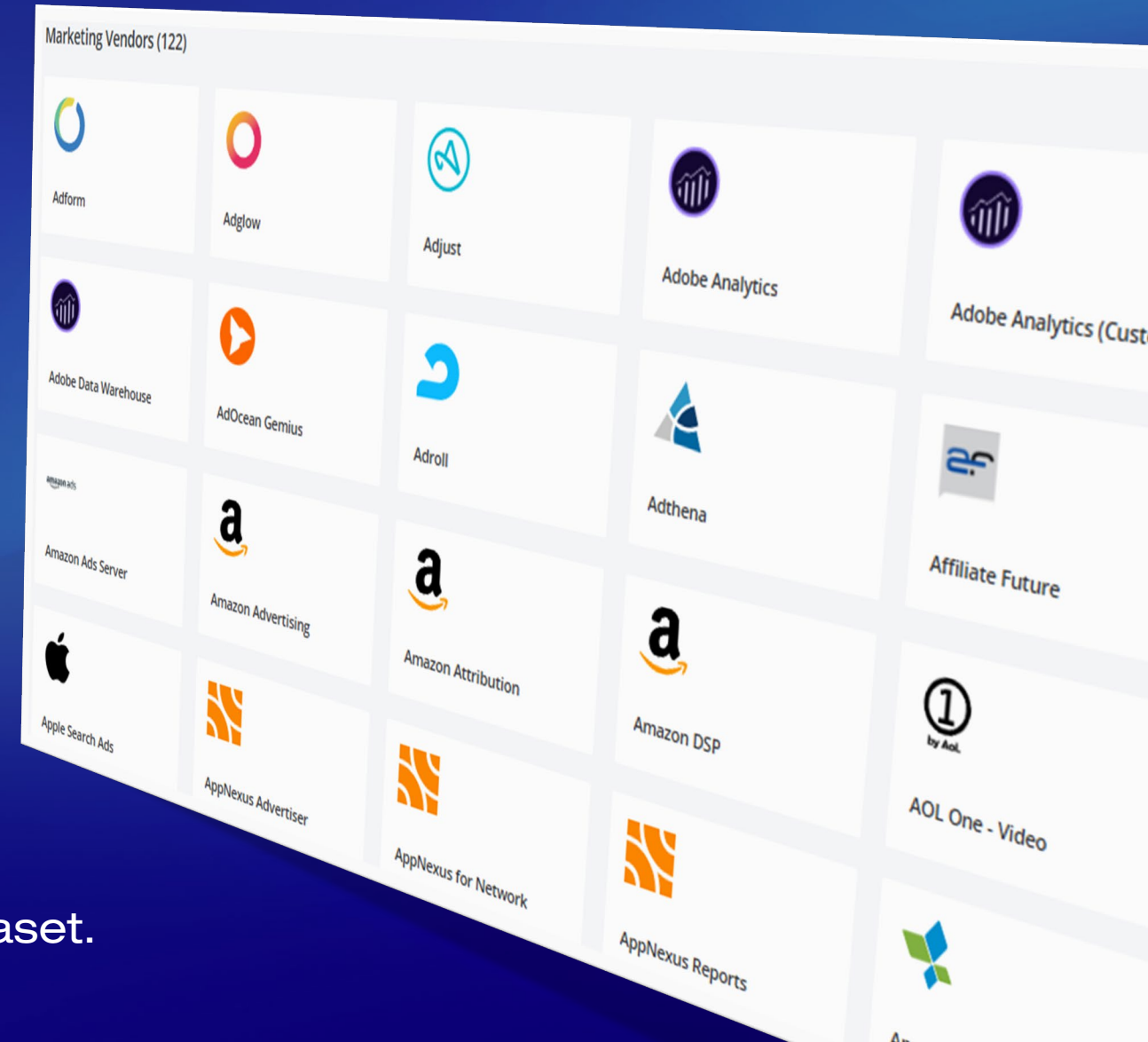


ONE SOURCE OF TRUTH

Marketing Cloud Intelligence centralizes all your data from financials and media to HR, audience planning, and CRM through automated pulls, custom integrations, and seamless connectivity.

No more late-night CSV merges. Just one reliable source of truth that scales with your needs.

Why It Matters: One tool. Any client. Any dataset.

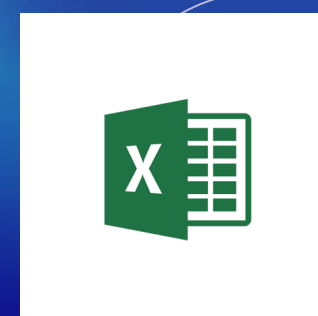
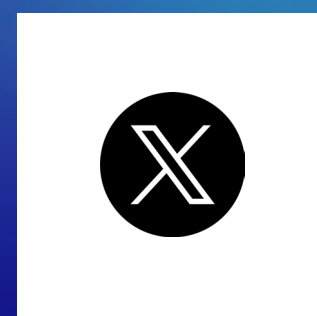


BUILT FOR THE REAL WORLD

MCI handles everything — from high-level campaign performance to raw, log-level data. Running across programmatic, search, and social? You're covered.



Working with a new data platform that doesn't offer a public API? Still not a problem.



This platform meets you where you are because MCI gets it, and it gets you.

Why It Matters: One tool. Any client. Any dataset.

GOODBYE SILOS. HELLO...

CLARITY

Harmonize your media, CRM, site analytics, and performance data for a true cross-channel view.

Zoom in to impressions or zoom out to exec-ready KPIs. It's your call.



Why It Matters: One Dashboard, Full Story.

MANUAL

IS THE ENEMY OF SCALE

Automations cut the fat.

No more Monday-morning number scrambles. No more manual pacing updates.

Let Marketing Cloud Intelligence do the heavy lift so your team can do the thinking.

Why It Matters: More Brains. Less Burnout.



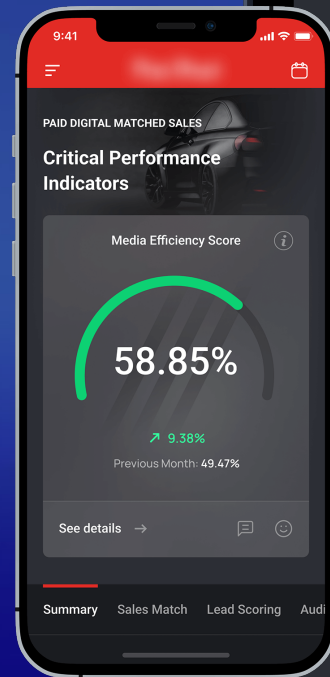
DESIGN

THAT ADAPTS TO YOU

MCI doesn't have to look like MCI. Use highly customizable dashboards, visuals, and data logic to build an experience.

Whether you're running one client or three hundred, your environment scales and flexes.

Why It Matters: Templates mean speed.

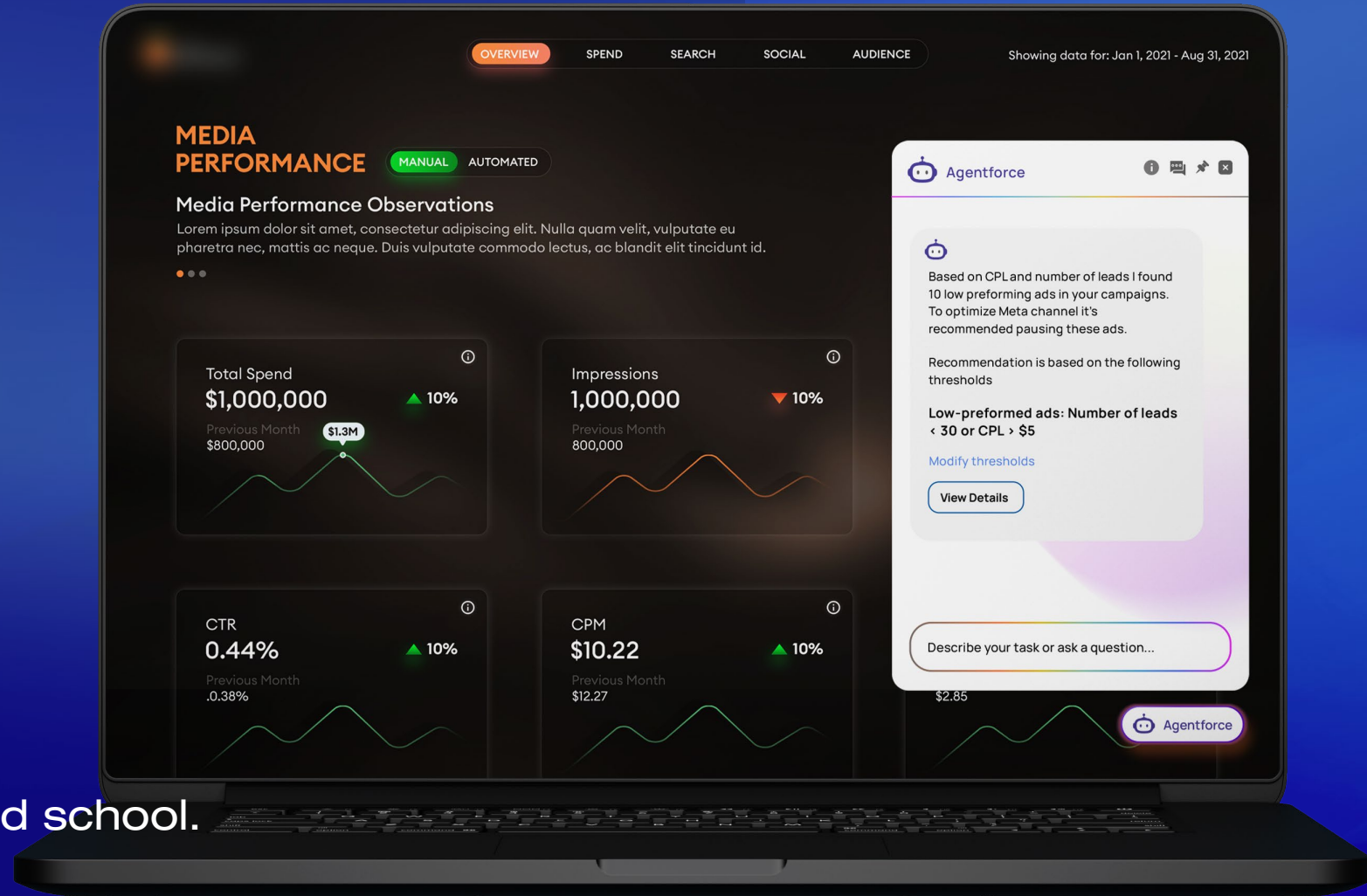


FROM INSIGHT TO IMPACT

Custom insights widgets, performance alerts through email, Slack and SMS, and scenario-based planning tools give teams the power to move before things go off the rails.

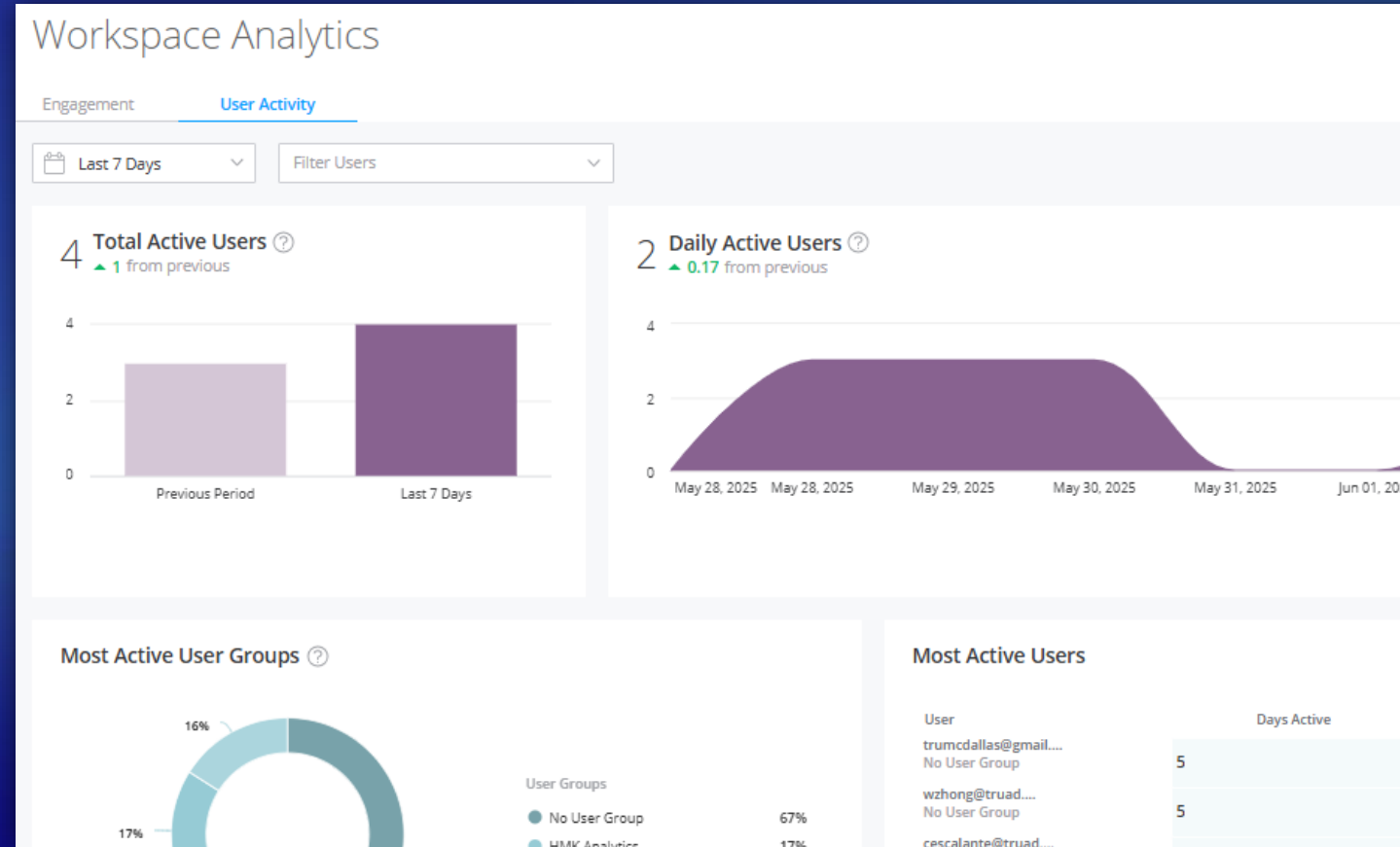


Why It Matters: Reacting is so old school.



ADMIN LEVEL CONTROL WITHOUT DRAMA

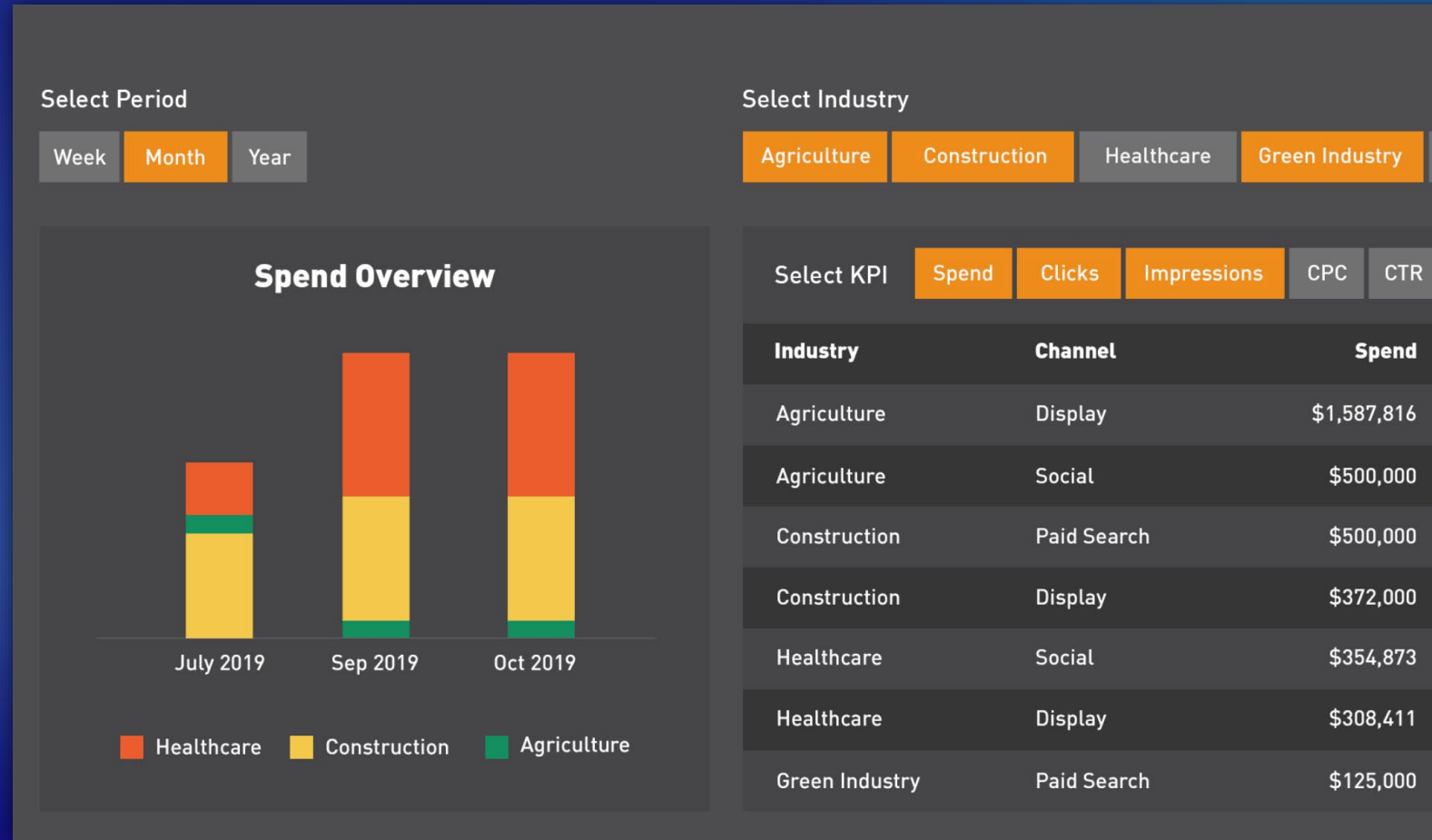
User tracking, row-level permissions, and built-in versioning. MCI gives ops teams governance with none of the chaos.



Why It Matters: Keep Control While Giving Teams Freedom.

DATA UNITY AND TRANSPARENCY

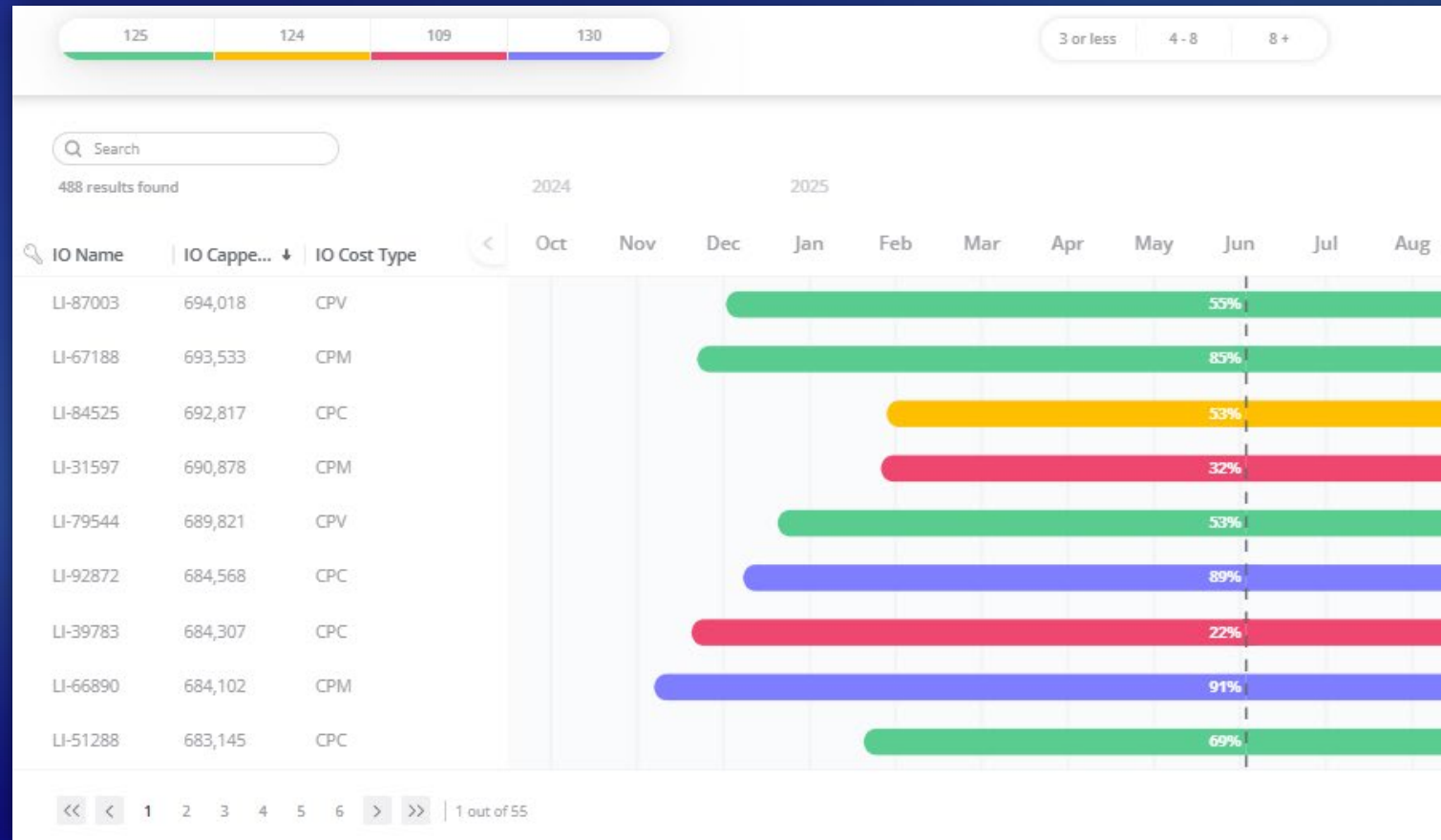
With “Super Templates,” organizations can aggregate performance data across channels, partners, industries, and products — all in one unified view.



Why It Matters: Benchmark Performance Across Your Account Profile

SMARTER MEDIA PLANNING

Pacing tools, campaign flight tracking, and budget accountability make media teams look like heroes not firefighters.



Why It Matters: Every impression gets counted. Fewer 'make goods'. No surprises.

Bring in DF, your certified partner in execution, and discover how to push Marketing Cloud Intelligence beyond its expected limits.



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