



Marketing Cloud

How does Intelligence fit in?

- Connect & prepare marketing data
- Optimize Cross-Channel Ad Performance
- Improve Productivity & Marketing ROI

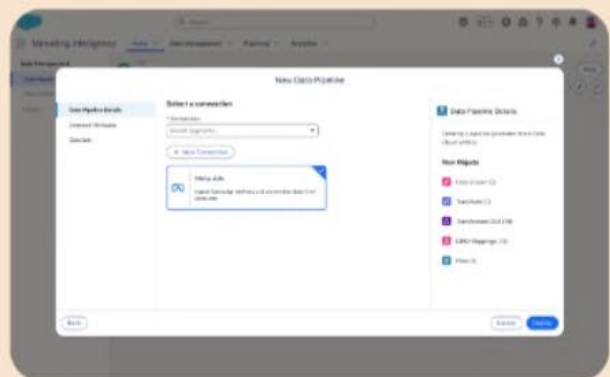


Marketing Intelligence Does it Differently



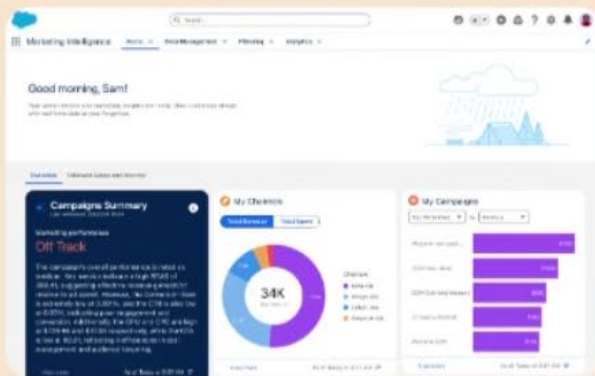
Differentiators

Simple, Unified UX



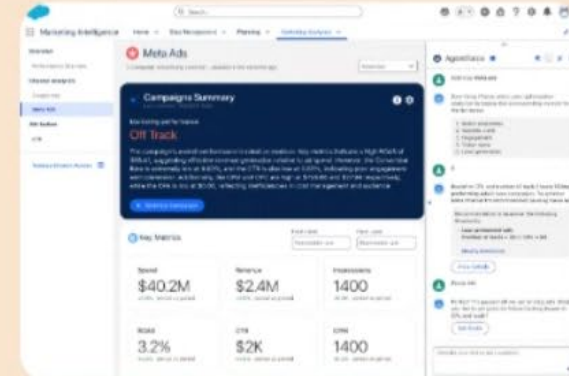
Get started in 3 clicks and easily manage performance ongoing with pre-built connectors, data models, and dashboards designed for marketing.

One (Salesforce) Platform



Go deeper into your data and unlock richer insights with connected data, AI enrichment, and imbedded Tableau Next dashboards.

Built with AI & Agentforce



Save time and improve campaign performance with automated data prep and autonomous paid media optimizations.





Search...



Marketing Intelligence

Home

Goals

Data Management

Marketing Analytics

Dashboards

Reports

Semantic Layer

Campaign Summary



Marketing performance

Very High

The campaign performance is rated as Very High overall. Key metrics include a high **CTR** of **5.00%**, indicating strong ad engagement. However, the **Conversion Rate** and **ROAS** are both at **0.00%**, suggesting no conversions or revenue generated from the ad spend. Additionally, the **CPA**, **CPM**, and **CPC** are all at **\$0.00**, which may indicate either an error in data reporting or an exceptionally low-cost campaign.

Optimize Campaigns

Last refreshed: Wed, Mar 12, 25, 6:39 AM

Recommended Actions



Create a goal

Create Now



Create a classification

Create Now



Create your first pattern

Create Now



Set up Attribution

Set-up Now



My Channels

Based on the last 30 days

Total Revenue

Total Spend



View More

Last refreshed: Wed, Mar 12, 25, 7:22 AM



My Campaigns

Based on the last 30 days

Top Performing

by

Revenue

Update

US_Southeast_C-Accou...



US_West_C-Account_Di...



US_Northeast_C-Accou...



Key Metrics

Based on the last 30 days

Spend

\$629,601.0



Revenue

\$189,861.0



ROAS

30.0%



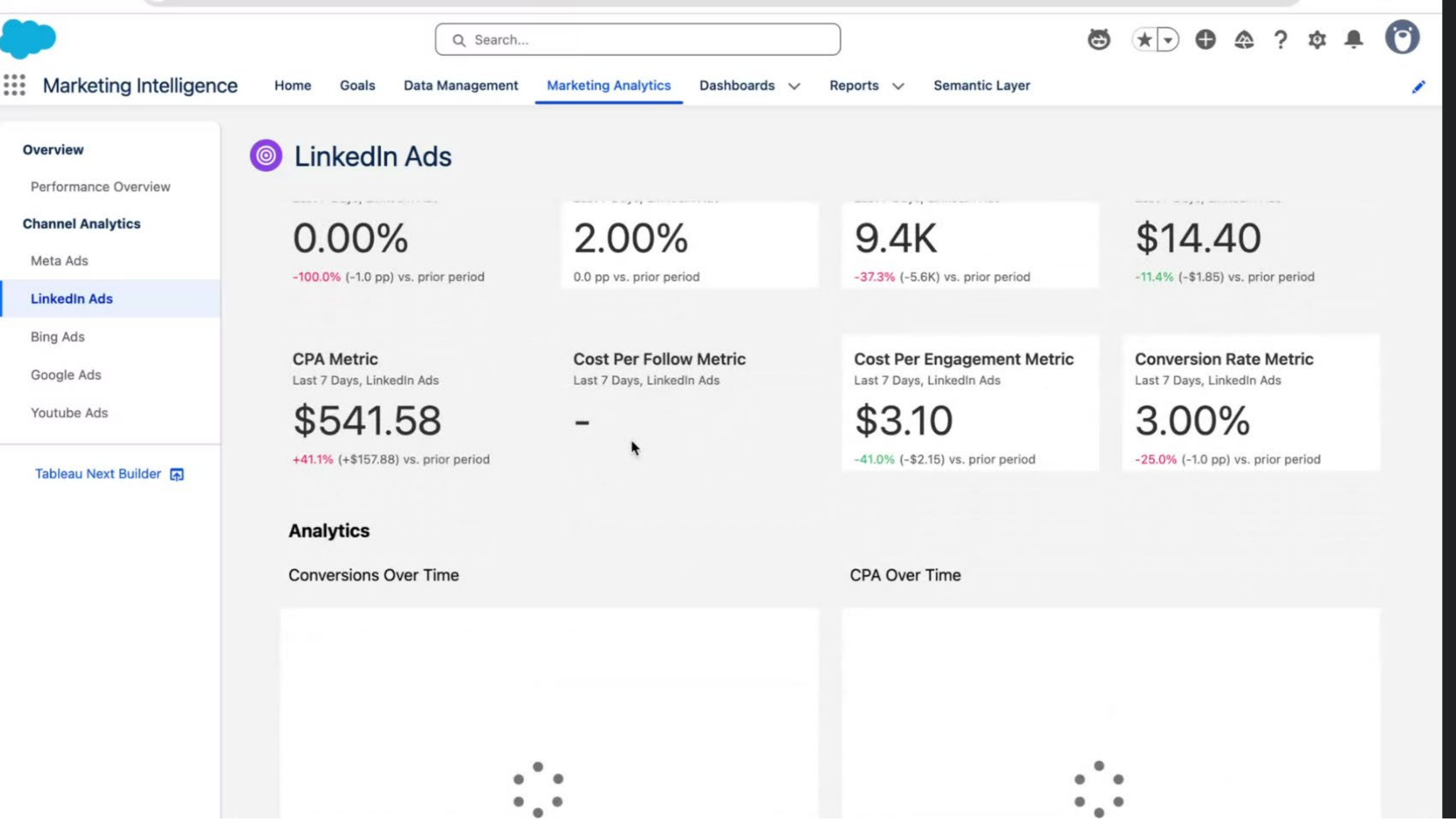
ROI

-70.0%



View More

Last refreshed: Wed, Mar 12, 25, 7:22 AM



Ad Name

Dimension Preview (76)

Meet donor needs with the help of AI. This g...

AMER_US_USCA_SF_7013y0000020bAIAAY...

Maximize your pipeline with sales agents ans...

Easily author, manage, and enforce data poli...

In this guide, learn how to grow relationships...

Infographic_DeepDive_Stats

InteractiveCarousel_Engage

AMER_US_USCA_SF_7013y0000020bBVAA...

Enrichment Properties



Provide instructions to guide Einstein in creating your enrichment



Refine

Enter details...

0 / 200



Enrichment Preview

The complete dataset is available after the enrichment is created



	<input type="checkbox"/>	Ad Name	A _a Content Type	A _a Target Audience	A _a Engagement Ty...
1	<input type="checkbox"/>	Stream the de...	Event Promotion	Developers	Live Event
2	<input type="checkbox"/>	InfluencerHigh...	Influencer High...	General Audien...	Social Media
3	<input type="checkbox"/>	DirectCTA_Im...	Direct Call to A...	General Audien...	Direct Response
4	<input type="checkbox"/>	Only 47% of s...	Educational Pla...	Sales Professio...	Downloadable ...
5	<input type="checkbox"/>	Experience Ag...	Event Promotion	Developers	Live Event
6	<input type="checkbox"/>	In this guide, l...	Guide	Marketers	Downloadable ...
7	<input type="checkbox"/>	AMER_US_US...	Technical Docu...	Technical Audi...	Downloadable ...
8	<input type="checkbox"/>	Want to boost ...	Productivity Bo...	Sales Teams	Productivity Tips

Back

Cancel

Create

Pattern Details ×

Source Dimensions


×


Source Dimension Preview

Select the naming convention that fits your pattern:

- ☒ SEM_Google_APAC_IN_EN_DEC_ALLOB_...
- ☐ SEM_Google_APAC_IN_EN_AW_SVCLOB_M...
- ☐ SEM_Google_APAC_IN_EN_DEC_SVCLOB_...
- ☐ SEM_Bing_AMER_USCA_CA_EN_CONC_SV...
- ☐ AMER_US_USCA_SF_NPC_FY25_Q4_PS_N...
- ☐ US_Midwest_C-Account_Display_M18-24_...
- ☐ AMER_US_USCA_SF_MKT_FY25_Q4_PS_N...
- ☐ SEM_Bing_AMER_USCA_CA_EN_CONC_M...

Construct your pattern- Select or add dimensions for each position in your pattern, and modify by adding or removing positions as needed. ⓘ Extracted 0/10

Position 1 



☐ Extract

SEM

SEM

SEM


SEM


AMER

US

AMER

SEM

Position 2 



☐ Extract

Google

Google

Google


Bing


US

Midwest

US

Bing

Position 3 



☐ Extract

APAC

APAC

APAC

AMER

USCA

C-Account

USCA

AMER

[Validate](#)[Save and Deploy](#)

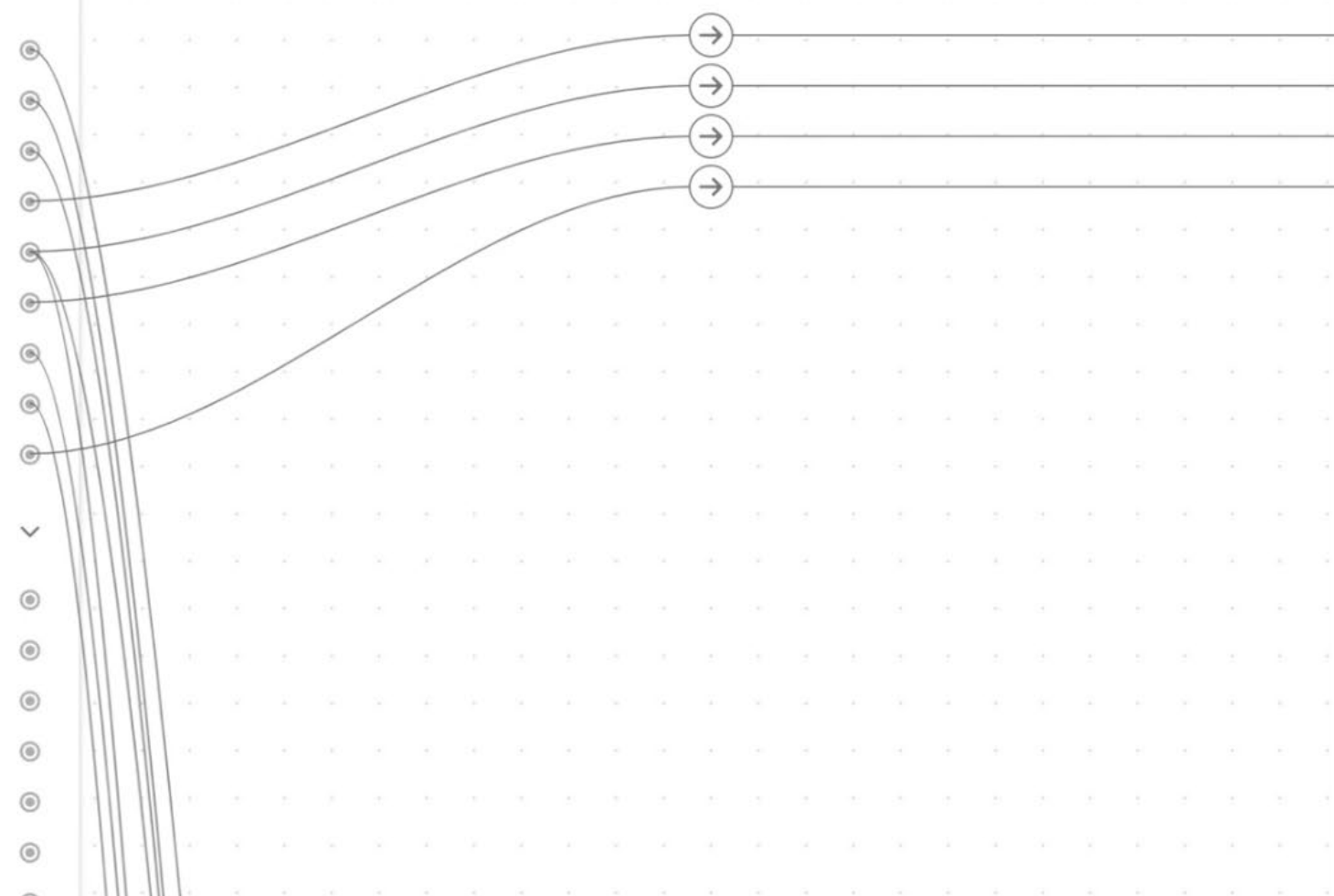
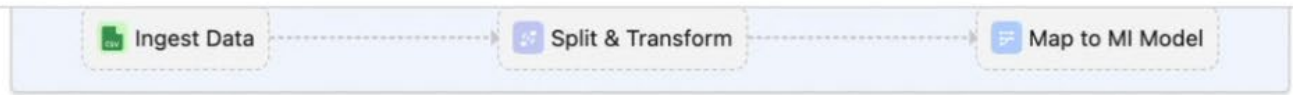
Banking_DKO_13_6 - Banking_DKO13.csv.csv

Mapped (9)

- Ad Name
- Campaign ID
- Campaign Name
- Clicks
- Currency
- Impressions
- Media Buy Name
- Site Name
- Spend

Unmapped (7)

- Date
- Site Key
- Media Buy Key
- Key
- Aram Jeong
- Revenue



Delivery

Mapped (4)

- Clicks
- Delivery Currency
- Impressions
- Spend

Unmapped (118)

- Delivery Date Time
- Action Clicks In Mail
- Ad Unit Clicks In Mail
- Audio Companion Clicks
- Audio Companion Impressions
- Auto Initiated Expansions
- Average Display Position
- Booked Cost
- Booked Impressions
- Dislikes
- Expansions
- Frequency

Low-Performing Ads

SEM_Google_APAC_IN_EN...	Salesforce-CPQ>Exact	0.12
SEM_Google_APAC_IN_EN...	Service Cloud-Exact	0.19
SEM_Google_APAC_IN_EN...	Salesforce Head Terms>Exact	0.08
SEM_Google_APAC_IN_EN...	Marketing Software	0.05
SEM_Google_APAC_IN_EN...	SALES ANALYTICS-Broad	0.14
SEM_Google_APAC_IN_EN...	FY26Q1-Service Management-Exact	0.04
SEM_Google_APAC_IN_EN...	Salesforce>Exact	0.11
SEM_Google_APAC_IN_EN...	Salesforce Sales Cloud Products>Ex...	0.09
SEM_Google_APAC_IN_EN...	Marketing Automation	0.03
SEM_Google_APAC_IN_EN...	Salesforce Mobile CRM>Phrase	0.05
SEM_Google_APAC_IN_EN...	Salesforce Software>Exact	0.1
SEM_Google_APAC_IN_EN...	Customer	0.03
SEM_Google_APAC_IN_EN...	SERVICE AUTOMATION-Broad	0.04
SEM_Google_APAC_IN_EN...	Salesforce Billing Software>Phrase	0.04
SEM_Google_APAC_IN_EN...	Salesforce Mobile CRM>Exact	0.1

[View in Ads Manager](#)

Campaign Summary

Marketing performance

Very High

Overall campaign performance is rated as Very High overall. Key metrics include a high **CTR** of **5.00%**, indicating strong ad engagement. However, the **Conversion Rate** and **ROAS** are both at **0.00%**, suggesting no conversions or revenue generated from the ad spend. Additionally, the **CPA**, **CPM**, and **CPC** are all at **\$0.00**, which may indicate either an error in data reporting or an exceptionally low-cost campaign.

Optimize Campaigns

Last refreshed: Wed, Mar 12, 25, 6:39 AM

Recommended Actions

Create a goal

Create Now

Create a classification

Create Now

Create your first pattern

Create Now

Set up Attribution

Set-up Now



My Channels

Based on the last 30 days

Total Revenue

Total Spend



\$189.9K

Total Revenue



View More

Last refreshed: Wed, Mar 12, 25, 7:38 AM



My Campaigns

Based on the last 30 days

Top Performing

by

Revenue

Update

US_Southeast_C-Accou...

US_West_C-Account_Di...

US_Northeast_C-Accou...

Agentforce

Hi! I'm Agentforce, an AI assistant. I can do things like search your Salesforce data or the internet, edit your Salesforce records, and draft or revise emails and fields. Ask me "What else can you do?" to see how I can help simplify your work day.

optimize campaigns

Getting channel types

Describe your task or ask a question...



marketing in

ture Settings

Marketing

Marketing Intelligence

find what you're looking for?
ing Global Search.

3. Statuses and Stages

By default, standard Salesforce CRM objects for statuses and stages are used. To classify statuses and stages manually, deselect the checkbox and click Classify.

☒ Use standard Salesforce CRM statuses and stages

Classify



Identity Resolution

Identity Resolution will be created for you as part of the deployment process. [Learn more](#)

EMI IR ▾



Attribution Lookback Window

Select the number of days MI should look back at each stage of the sales funnel to include property values in the attribution model.

Last 90 Days ▾



Installation

☒ Web and Mobile SDK and Streams

☒ CRM Streams

☒ SDM Integration

☒ Identity Resolution

☒ Attribution Engine

Deploy

Get Code

Open Attribution Dashboard

Marketing Intelligence

Key Capabilities

The Salesforce logo is located in the top right corner of the slide, featuring the word "salesforce" in white lowercase letters inside a blue cloud-like shape. The background of the slide is a light blue gradient with stylized white clouds, a small white bird in flight, and green leaves on the right side.

Understand your data

Data Pipelines: Ingest, transform, and map 3rd party marketing data sources in three clicks

TotalConnect: Automap flat file marketing data

Data Enrichment: AI automatically detects and creates new data fields and enriches your data with 1st party data from Data Cloud, generating more attributes for analysis

Patterns: Organize similar naming conventions across data sets into new attributes that can be used for analysis

Manage your data

OOTB Dashboards: Marketing-specific Tableau Einstein dashboards imbedded directly in MI

Campaign Summaries: AI-generated summaries of a marketing campaign performance for instant view of overall program health

Attribution: Track performance from anonymous visitor to closed revenue with 1st and last touch for standard objects

Act on your data

Goal Management: Set your KPIs and easily predict and track how your campaigns perform against your goals

Paid Media Optimization: Agentforce autonomously identifies and pauses low-performing ads, recommends optimizations, and adjusts metrics with new goals