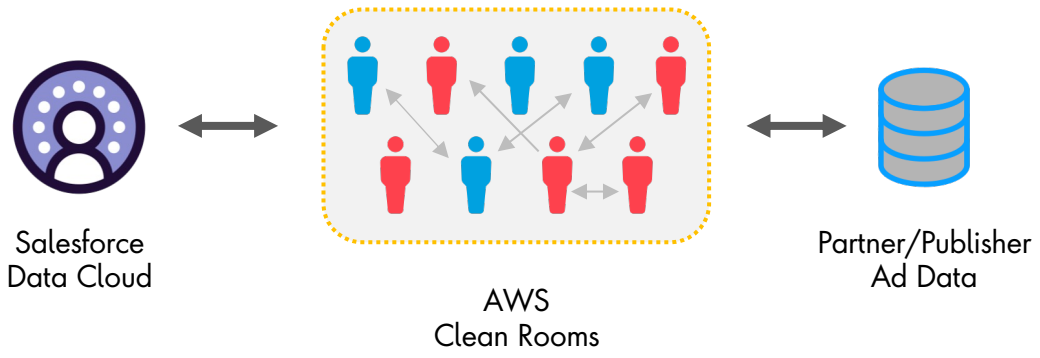
Agentforce and the Unified Audience Accelerator

Seamlessly leverage Salesforce Data Cloud and AWS Clean Rooms to deliver meaningful, measurable user experiences while prioritizing data privacy.

Maximize AI Agent effectiveness with the Unified Audience Accelerator, empowering businesses to match, analyze and collaborate on datasets, gain rich audience insights, and unlock revenue opportunities using first-, second- and third-party data in secure AWS Clean Rooms without exposing one another's underlying data.



Enhanced Unified Customer Insights: Salesforce Data Cloud unlocks your first-party data while AWS Clean Rooms provides a mechanism to enrich it with second- and third-party data, enabling a 360-degree customer view.

Data-Driven Decisions with Confidence: Enable AI Agents to assist in making informed decisions based on enriched customer data in a secure, governed environment, ensuring strict compliance with data privacy guidelines.

Targeted Advertising & Accurate Attribution: Harness Salesforce CRM data and Agentforce to target customers and measure campaign effectiveness precisely and confidently.

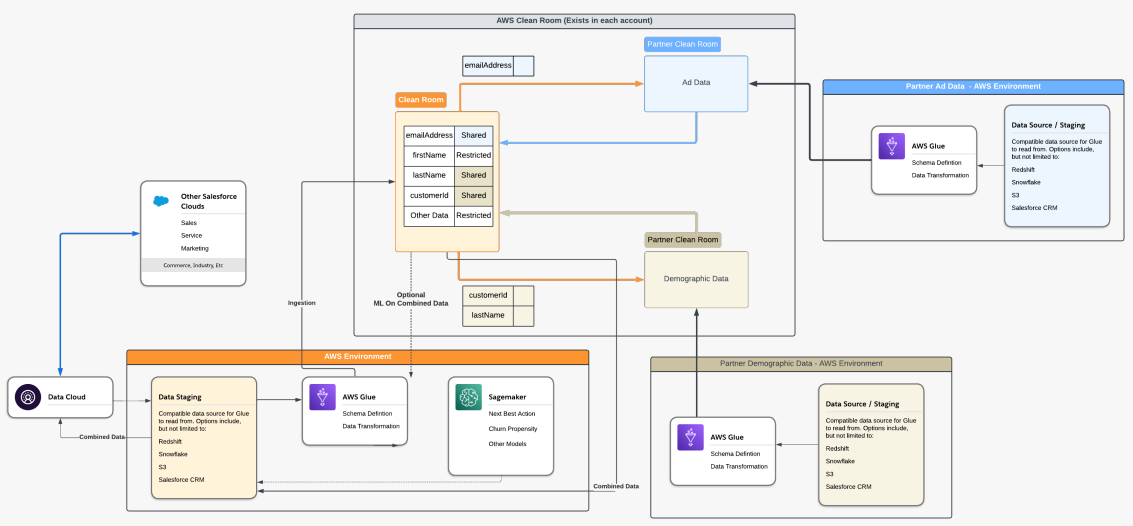
Enable Agentforce and generate collective insights across data types—customer, marketing, sales, service and support, third-party, partner, publisher, and advertising data—all within a privacy-enhanced, compliant environment.

Attribution Modeling: Analyzing user actions leading to conversions using pre-built path tables.

Campaign Overlap: Understanding campaign synergy by examining how conversions result from exposure to multiple campaigns.

Enrich First-Party User Data: Enhancing campaign data analysis by incorporating first-party user identifiers through custom variables in pixel/floodlight tags.

Enrich First-Party Device ID Data: Improving data matching by using hashed resettable device IDs to analyze first-party collected data—without sharing underlying data—using AWS Clean Rooms.



Match, analyze and collaborate on collective datasets without sharing or revealing the underlying data.

Leverage the combined strengths of Salesforce and AWS to deliver a seamless, secure and compliant solution.

Zero Copy with Amazon Redshift and Salesforce Data Cloud: Enable secure zero-copy data access and analysis across locations, reducing storage costs while ensuring high security and performance for streamlined, low-latency access to high-quality data in real-time decision-making.

Pre-built Models with Amazon SageMaker and Agentforce Model Builder: Accelerate time-to-value by leveraging AI/ML models for marketing, such as propensity modeling and churn scoring, to quickly experiment, train and operationalize trusted AI in a secure environment and enhance customer experiences.

Data Residency with Salesforce Hyperforce on AWS: Salesforce's Hyperforce, built on AWS, ensures compliance across regions by running core services on local AWS outposts and data centers. It seamlessly operates and shares data globally while accommodating data residency and sovereignty regulations.

Seamless Salesforce Access via AWS Marketplace: Salesforce is now available for purchase directly through AWS Marketplace, providing a streamlined path to adoption.

Who Should Capitalize On Agentforce with the Unified Audience Accelerator?

CMOs

CDOs

Media companies with multiple digital properties

Businesses leveraging AWS, Salesforce or both

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