

salesforce

Salesforce Einstein

PRICING & READINESS GUIDE



**Unlock Efficiency
and Personalized
Experiences
with AI**

Discover the power of the #1 AI for CRM with Einstein. Built into the Salesforce Platform, Einstein uses powerful machine learning and large language models to personalize customer interactions and make employees more productive. With Einstein powering the Customer 360, teams can accelerate time to value, predict outcomes, and automatically generate content within the flow of work. Einstein is for everyone, empowering business users, Salesforce Admins and Developers to embed AI into every experience with low code.



New Einstein Features in This Release



Sales

NEW

Einstein GPT for Sales (Call Summaries):

Boost seller productivity by auto-generating concise, structured summaries from conversations to help your teams identify key takeaways, action items, and customer sentiment.



Service

NEW

Einstein GPT for Service (Service Replies and Work Summaries):

Improve efficiency and quality of customer interactions by auto-generating replies, summarizing interactions, and drafting knowledge articles grounded on your CRM data.

Service Replies will auto-generate personalized responses grounded in relevant, real-time data sources, enabling service agents to resolve customer issues faster.

Work Summaries will create wrap-up summaries of service cases and customer engagements based on case data and customer history



Commerce

NEW

Einstein GPT for Commerce (Generative Product Descriptions):

Transform merchant productivity by reducing time spent creating and localizing descriptions and information with AI-generated, personalized product descriptions.





Einstein for Sales

Sell faster - magnify every seller's impact with trusted, built-in AI.

Generate emails, prioritize leads & opportunities most likely to convert, uncover pipeline trends, predict sales forecasts, automate data capture, and more with Einstein for Sales.

FEATURE

WHY IS IT SO GREAT?

WHAT DO I NEED?

Einstein GPT for Sales
Sales Emails
Call Summaries

Boost sales team productivity by automating time consuming tasks like writing emails.

No data requirements. Requires Sales Cloud UE. Call summaries requires the use of Einstein Conversation Insights.

Buyer Assistant

Replace web-to-lead forms with real-time conversations.

No data requirements - Sales Cloud UE or Sales Engagement.

Einstein Deal Insights for Pipeline Inspection

Determine which opportunities with a close data set to the current month are unlikely to close in the month.

Einstein will use a global model until enough data is available for a local model. For a local model: $\geq 1,000$ lead records created and ≥ 120 of those converted in the last 6 months

Einstein Lead Scoring

Prioritize the leads most likely to convert

Einstein will use a global model until enough data is available for a local model. For a local model: $\geq 1,000$ lead records created and ≥ 120 of those converted in the last 6 months

Einstein Opportunity Scoring

Prioritize the opportunities most likely to convert

Einstein will use a global model until enough data is available for a local model. For a local model: ≥ 200 closed won and ≥ 200 closed lost opportunities in the last 2 years, each with a lifespan of at least 2 days

Einstein Conversation Insights

Gain actionable insights from your sales calls with conversational intelligence

Call or video recordings from Lightning Dialer, Service Cloud Voice, Zoom and other supported CTI audio and video partners.

Einstein Relationship Insights

Speed prospecting with AI that researches for you.

No data requirements.

Einstein Next Best Action

Deliver optimal recommendations at the point of maximum impact

No data requirements. User specific requirements like browser and device apply

Einstein Activity Capture

Automatically capture data & add to your CRM

≥ 30 accounts, contacts, or leads; requires Gmail, Microsoft 365, Exchange 2013 or 2016

Einstein Automated Contacts

Automatically add new contacts & events to your CRM

≥ 30 business accounts. If you use Person Accounts, $>= 50$ percent of accounts must be business accounts

Einstein Forecasting

Easily predict sales forecasts inside of Salesforce

Collaborative Forecasting enabled; use a standard fiscal year; measure forecasts by opportunity revenue; forecast hierarchy must include at least one forecasting enabled user who reports to a forecast manager; opportunities must be in Salesforce ≥ 24 months;

Einstein Email Insights

Prioritize your inbox with actionable intelligence

Einstein Activity Capture enabled

Einstein Recommended Connections

Get insights about your team's network to see who knows your customers and can help out on a deal

≥ 2 users to be connected to Einstein Activity Capture and Inbox (5 preferred)

Einstein Activity Metrics

Get insight into the activities you enter manually and automatically from Einstein Activity Capture

Einstein Activity Capture enabled

Sales Analytics

Get insights into the most common sales KPIs

No data requirements. User specific requirements like browser and device apply



Einstein for Sales

FEATURE	STARTER Edition: \$25 PUPM	PROFESSIONAL Edition: \$80 PUPM	ENTERPRISE Edition: \$165 PUPM	UNLIMITED Edition: \$330 PUPM	UE+ \$500 PUPM*	ADD-ON SALES CLOUD EINSTEIN \$50 PUPM* *Most included in UE All included in UE+	ADD-ON SALES ENGAGEMENT \$50 PUPM* Included in UE/UE+	ADD-ON EINSTEIN CONVERSATION INSIGHTS \$50 PUPM* Included in UE/UE+	ADD-ON REVENUE INTELLIGENCE \$200 PUPM Included in UE+	ADD-ON ENABLEMENT \$100 PUPM Included in UE+
Einstein GPT for Sales Sales Emails Call Summaries				Limited trial credits available via Einstein GPT for Sales Add-on. (Additional credits can be purchased in 100 credit bundles.)	10K credits per user/ per year (Additional credits can be purchased in 100 credit bundles.)					
Buyer Assistant				✓	✓		✓			
Einstein Deal Insights for Pipeline Inspection			✓	✓	✓					
Einstein Lead Scoring				✓	✓	✓	✓			
Einstein Opportunity Scoring			✓	✓	✓	✓				
Einstein Conversation Insights				✓	✓		✓	✓		✓
Einstein Relationship Insights			Add-on Starter \$50 Add-on Growth \$150	Basic Add-on Starter \$50 Add-on Growth \$150	Basic Add-on Starter \$50 Add-on Growth \$150					
Einstein Next Best Action	5K Requests POPM	5K Requests POPM	5K Requests POPM	5K Requests POPM	5K Requests POPM					
Einstein Activity Capture	Standard Up to 100 users	Standard Up to 100 users	Standard Up to 100 users	✓ Premium	✓ Premium	✓ Premium	✓ Premium		✓ Premium	
Einstein Automated Contacts				✓	✓	✓			✓	
Einstein Forecasting				✓	✓	✓			✓	
Einstein Email Insights				✓	✓	✓	✓		✓	
Einstein Recommended Connections				✓	✓	✓	✓		✓	
Einstein Activity Metrics (Activity 360)	≥ one paid EAC user in the org	≥ one paid EAC user in the org	≥ one paid EAC user in the org	✓	✓	✓	✓		✓	
Sales Analytics					✓	✓ *(Not included in UE)			✓	

*Initially, only customers who have purchased Unlimited Edition, which includes the Einstein SKU, will be eligible to use Einstein-powered capabilities.





Einstein for Service

Turn your customer service organization into a **growth engine**.

Scale support with custom chatbots, automatically predict case fields and route cases, receive intelligent conversation suggestions and in-context recommendations, and more with Einstein for Service.

FEATURE

WHY IS IT SO GREAT?

WHAT DO I NEED?

Einstein GPT for Service:

Boost service team productivity by automating time consuming tasks like writing personalized case, conversation, or email responses grounded in relevant and trusted data and writing summaries of live conversations during escalations or transfers or closed interactions.

Service Cloud Unlimited Edition
- English language
- Knowledge Management enabled
- Messaging
- Lightning
Service Cloud Unlimited Edition and Service Cloud Einstein Unlimited Edition

Einstein Bots

Automate common questions and business processes to solve customer requests faster

Chat or Messaging channels, minimum of 20 examples for most languages

Einstein Next Best Action

Deliver optimal recommendations at the point of maximum impact

No data requirements. User specific requirements like browser and device apply

Einstein Recommendation Builder

Eliminate the guesswork with AI-powered recommendations for everyone

Make sure that your dataset has the minimum records to build a successful recommendation.
Recipient Records need a minimum of 100 records, Recommended Item Records need a minimum of 10 records, and Positive Interaction Examples need a minimum of 400 records

Einstein Case Classification

Decrease time spent on manual data entry for incoming cases and improve case field accuracy and completion

≥400 closed cases in the last 6 months with description and subject fields populated

Einstein Case Routing

Automate case triage and solve customer requests faster

≥400 closed cases in the last 6 months with routing fields populated

Einstein Case Wrap-Up

Decrease time spent selecting field values needed to close a case with chat conversations and improved field accuracy

Chat, ≥400 closed cases in the last 6 months with subject and description populated and use of Lightning Console

Einstein Article Recommendations

Surface the best articles in real time to solve any customer's question

≥3 Knowledge articles in English and use of Lightning Console. For org specific model training: 500 article attaches

Einstein Reply Recommendations

Eliminate time spent typing responses to the most common customer questions

Chat or Messaging channels, ≥1,000 chat transcripts and use of Lightning Console

Service Analytics

Get insights into contact center operations, understand customers, and deliver enhanced customer experiences

No data requirements. User specific requirements like browser and device apply



Einstein for Service

FEATURE	ESSENTIALS Edition: \$25 PUPM	PROFESSIONAL Edition: \$80 PUPM	ENTERPRISE Edition: \$165 PUPM	UNLIMITED Edition: \$330 PUPM	UNLIMITED PLUS Edition: \$500 PUPM	SALES CLOUD EE, SALES CLOUD UE \$150, \$300 PUPM*	ADD-ON SERVICE CLOUD EINSTEIN \$50 PUPM*, available with EE & UE	ADD-ON EINSTEIN NEXT BEST ACTION ADDITIONAL REQUESTS \$50 POPM*, available with PE, EE & UE	ADD-ON EINSTEIN BOT CONVERSATIONS 100 conversations for \$50 per month
Einstein GPT for Service: Service Replies Work Summaries				Einstein GPT for Service Add-on for limited trial credits is available with the purchase of Service Cloud UE and Service Cloud Einstein add-on. Additional credits purchased in 100 credit bundles.	✓ 10K credits per user/per year (Additional credits purchased in 100 credit bundles.)		✓		
Einstein Bots			Service Cloud EE licenses DO NOT come with Einstein Bot conversations. Customers must purchase the Digital Engagement Add-On SKU for 25 Einstein Bot conversations pupm Digital Engagement Add-On SKU (\$75 PUPM)	Service Cloud UE licenses come 25 Einstein Bot conversations pupm. Customers who also purchase the Digital Engagement Add-On are entitled to 25 Einstein Bot conversations pupm. Ex: Total = 50 Einstein Bot conversations pupm (25 convos w/ DE AND 25 convos w/ Service Cloud UE licenses) (Digital Engagement Add-On SKU: \$75 PUPM)			Customers with Sales Cloud EE/UE licenses who also purchase the Digital Engagement Add-On SKU are entitled to 25 Einstein Bot conversations pupm. (Digital Engagement Add-On SKU: \$75 PUPM)		✓
Einstein Next Best Action	5K requests POPM	5K requests POPM	5K requests POPM	5K requests POPM			Unlimited requests PUPM	10K requests POPM	
Einstein Recommendation Builder							✓ \$50 per user/month for unlimited access for agent users	✓ \$50 per user/month for unlimited access for agent users	
Einstein Case Classification			✓ Single data segment	✓ Single data segment			✓ 5 data segments. Access to Einstein Case Classification in Flow.		
Einstein Case Routing							✓ 2K case routing predictions PUPM		
Einstein Case Wrap-Up			Single data segment	Single data segment			✓ Up to five data segments		
Einstein Article Recommendations			✓ Unlimited for agent users Einstein Article Recommendations in Flow	✓ Unlimited for agent users Einstein Article Recommendations in Flow					
Einstein Reply Recommendations							✓ \$50 per user/month for unlimited access for agent users		
Service Analytics							✓ \$50 per user/month for 20+ pre-built dashboards		

*Initially, only customers who have purchased Unlimited Edition, which includes the Einstein SKU, will be eligible to use Einstein-powered capabilities.



Einstein for Marketing

Tools to make every customer journey and interaction **effective**.

Understand customers better with predictive insights, personalized messages & content, suggestions on when & how to engage with customers, and more with Einstein for Marketing.

FEATURE

WHY IS IT SO GREAT?

WHAT DO I NEED?

FEATURE	WHY IS IT SO GREAT?	WHAT DO I NEED?
ENGAGEMENT Einstein Overview	See an aggregated view of all activated Einstein for Marketing features' respective performance metrics	Any Einstein for Marketing feature
ENGAGEMENT Content Creation Marketing Cloud Engagement	Generate email subject lines and body copy with the click of a button. Use Einstein's generation capabilities as a brainstorming buddy, or to easily test different message versions.	Included with Engagement Corporate or Enterprise editions. Must activate feature in Set Up, then Einstein Copy Insights.
ENGAGEMENT Einstein Engagement Scoring	Score every customer's likelihood to engage with your emails, push notifications, or convert on the web	Web conversion predictions require use of the collect tag. <i>Other technical restrictions may apply</i>
ENGAGEMENT Einstein Engagement Frequency	Prevent unsubscribes by knowing exactly how many emails to send to customers	Included with Einstein Engagement Scoring
ENGAGEMENT Einstein Messaging Insights	Easily monitor journey and batch email performance and optimize areas that may be underperforming	Please refer to product documentation for this requirement
ENGAGEMENT Einstein Copy Insights	Identify the language that drives subject line engagement	Please refer to product documentation for this requirement
ENGAGEMENT Einstein Splits	Send customers on the right journey path in Journey Builder based on their Einstein Engagement Score or persona	Included with Einstein Engagement Scoring, must have Journey Builder
ENGAGEMENT Einstein Content Selection	Automated, intelligent, and real-time message personalization at scale	Image based content for ECS to select from. Please refer to product documentation for further information
ENGAGEMENT Einstein Content Tagging	Automatically & accurately tag thousands of images within a content library	Please refer to product documentation for this requirement
ENGAGEMENT Einstein Recommendations	Deliver the next best product, content, or offer	Encouraged to have 25k+ monthly website visitors, 1,000+ products in catalog or 100+ pieces of content
ENGAGEMENT & ACCOUNT ENGAGEMENT Einstein Send-Time Optimization	Keep every subscriber engaged by sending emails and push notifications at the optimal time of engagement	Please refer to product documentation for this requirement
ACCOUNT ENGAGEMENT Einstein Send-Time Optimization	Keep every subscriber engaged by sending emails and push notifications at the optimal time of engagement	Account Engagement Advanced or Premium Editions
ENGAGEMENT & ACCOUNT ENGAGEMENT Einstein Engagement Frequency	Prevent unsubscribes by knowing exactly how many emails to send to customers	Account Engagement Advanced or Premium Editions
ACCOUNT ENGAGEMENT Einstein Behavior Scoring	Know how interested a prospect is from their buying signals and engagement patterns	≥ 6 months of prospect engagement data and ≥ 20 prospects linked to opportunities
ACCOUNT ENGAGEMENT Einstein Campaign Insights	Maximize campaign effectiveness in real time	Connected Campaigns enabled with ≥ 50 campaigns connected
INTELLIGENCE Einstein Marketing Insights	Complete the picture of total marketing performance management by making your most crucial insights rise to the top	Please refer to product documentation for this requirement
DATA CLOUD Lookalikes	Find lookalike audiences (segments) automatically to expand the reach and impact of your most successful marketing campaigns and journeys.	Data Cloud for Marketing



Einstein for Marketing

FEATURE	Engagement			Account Engagement	Intelligence	Data Cloud for Marketing
	PRO	CORPORATE	ENTERPRISE	ADVANCED OR AS AN ADD-ON	ALL EDITIONS	ALL EDITIONS
Einstein Overview	✓	✓	✓			
Content Creation Marketing Cloud Engagement		✓	✓			
Einstein Engagement Scoring	\$15K (\$1250/month, Price per contact increase of \$0.05)	✓	✓			
Einstein Engagement Frequency	\$15K (\$1250/month, Price per contact increase of \$0.05)	✓	✓			
Einstein Messaging Insights	✓	✓	✓			
Einstein Copy Insights	✓	✓	✓			
Einstein Splits	\$15K (\$1250/month, Price per contact increase of \$0.05)	✓	✓			
Einstein Content Selection	✓	✓	✓			
Einstein Content Tagging	✓	✓	✓			
Einstein Recommendations	Email recommendations only	Yes, Email and Web recommendations	Yes, Email and Web recommendations			
Einstein Send Time Optimization	\$0 add-on for Journey Builder	✓	✓			
Einstein Send Time Optimization				✓		
Einstein Engagement Frequency				✓		
Einstein Behavior Scoring				✓		
Einstein Campaign Insights				✓	✓	
Einstein Marketing Insights						
Lookalikes						✓

Learn how to decrease customer acquisition costs by 27% with Einstein for Marketing**

[Get the report →](#)



**SOURCE: 2022 Salesforce Success Metrics Global Highlights. A 2022 study based on 3,706 customer interviews in the US, Canada, UK, Germany, France, Australia, India, Singapore, Japan, and Brazil.



Einstein for Marketing

FEATURE	WHY IS IT SO GREAT?	WHAT DO I NEED?	WHAT DOES IT COST?
Einstein Engagement Scoring	Score every customer's likelihood to engage with your emails, push notifications, or convert on the web	Must have ≥90 days of web conversion and email conversion data (before scores will be calculated), and collect tracking must use email address	\$15K (\$1,250/mo.) Add-on to Pro Edition Included with Enterprise and Corporate Editions
Einstein Engagement Frequency	Know exactly how many emails to send to customers in order to prevent unsubscribes	Included as part of Einstein Engagement Scoring	Included as part of Einstein Engagement Scoring
Einstein Splits	Send customers on the right journey path in Journey Builder based on their Einstein Engagement Score or persona	Included as part of Einstein Engagement Scoring; must also have Journey Builder to use	Included as part of Einstein Engagement Scoring; must also have Journey Builder to use
Einstein Send-Time Optimization	Send emails at the optimal time of engagement to keep every subscriber engaged		Included in Pro Editions with Journey Builder Included with Corporate and Enterprise Editions
Einstein Content Tagging	Use image recognition to automatically and accurately tag thousands of images within a content library		Included with Pro, Corporate, and Enterprise Editions
Einstein Recommendations	Deliver the next best product, content, or offer	Encouraged to have 25k+ monthly website visitors, 1,000+ products in catalog or 100+ pieces of content	\$1250/mo. Add-on to Pro Editions (email recommendations) \$3750/mo. Add-on to Corporate Editions (email & web recommendations) Included in Enterprise Editions (email & web recommendations)
Einstein Social Insights	Gain deeper insight into your customers by analyzing social conversations	No minimum requirement	Included with Marketing Cloud Social Studio
Einstein Vision for Social Studio	Discover rich insights from your customers' images on the social web	No minimum requirement	\$15K (\$1,250/mo.) Add-on to any Social Studio Edition Additional classifications (\$5 per 1K)
Einstein Segmentation (DMP)	Understand your entire customer base across clusters of personas and devices	DMP infrastructure successfully deployed to capture user data. ≥1M devices captured by Salesforce DMP pixel infrastructure ≥ one approved 3p data provider is enabled	Add-on to Professional Edition for Audience Studio Included with DMP Multichannel Audiences
Einstein Journey Insights (DMP)	Uncover the optimal sequence of events to optimize every journey	No minimum requirement	Included with DMP Multichannel Audiences
Einstein Lookalikes (DMP)	Expand an audience by finding other users in the DMP universe who are similar to your best users		Included with Marketer/Publisher Basic, Professional, and Multichannel Audiences
Einstein CDIM (DMP)	Expand an audience by including devices probabilistically associated with those from the original segment		\$ Add-on in Marketer/Publisher Basic Included in Marketer/Publisher Professional and Multichannel Audiences
Einstein Marketing Insights (Datorama)	Complete the picture of total marketing performance management by making your most crucial insights rise to the top		Included with Datorama



Einstein for Commerce

Grow your business faster with Einstein AI for Commerce.

Sell smarter and save time by anticipating shopper search intent, delivering personalized product recommendations, tailored product sorting, meaningful search experiences, and more with Einstein for Commerce.

FEATURE	WHY IS IT SO GREAT?	LANGUAGES SUPPORTED	WHAT DO I NEED?
Einstein GPT for Commerce Generative Product Descriptions	Boost merchant productivity and power dynamic experiences with AI-generated, personalized product descriptions	All Salesforce languages	Salesforce Unlimited Edition (UE) or Performance (PXE) or the Cross-Cloud Admin SKU -Add the: Einstein GPT for Commerce \$0 SKU Einstein GPT for Commerce (100 Credits) SKU
Einstein Search Recommendations	Drive conversion by quickly and easily guiding buyers to the most relevant search terms and products	All Salesforce languages	Active product catalog and order feed of any size and activity tracking enabled
Einstein Search Suggestions	Drive conversion by quickly and easily guiding buyers to the most relevant search terms.	All Salesforce languages	Active product catalog and activity tracking enabled
Einstein Commerce Insights	Transform customer data into actionable merchandising insights	Not Applicable	Active product catalog and order feed of any size and activity tracking enabled
Einstein Predictive Sort	Use customer data to deliver more tailored product sorts	Not Applicable	Active product catalog and order feed of any size and activity tracking enabled
Einstein Complete The Set	Automatically uplevel product recommendations and empower merchandisers with curated looks and sets of complementary products in minutes, not months	Not Applicable	Active product catalog and order feed of any size and activity tracking enabled
Einstein Search Dictionaries	Drive conversion with better search experiences for shoppers	All Salesforce languages	Active product catalog and order feed of any size and activity tracking enabled
Einstein Profile Data Connector	Add flexibility for customers to bring their own shopper attribute data to Einstein through APIs to boost personalized recommendations results	All Salesforce languages	Set up Einstein APIs access and API calls to upload shopper profile data
Semantic Search	AI-powered search uses natural language processing to interpret queries and return relevant results that account for synonyms, alternative spellings, abbreviations, typos, and more.	All Salesforce languages	Active product catalog and activity tracking enabled
Einstein Recommendations API	Create consistent and personalized experiences across ecommerce sites, mobile, and clienteling apps	Not Applicable	Active product catalog and order feed of any size and activity tracking (API) enabled. Set up Einstein APIs access.
Einstein Product Recommendations	Personalize shopper experiences with one-to-one product recommendations	Not Applicable	Active product catalog and order feed of any size and activity tracking enabled



Einstein for Commerce

FEATURE	B2C COMMERCE STARTER <i>Edition: Price Based On Gross Merchandise Value</i>	B2C COMMERCE GROWTH <i>Edition: Price Based On Gross Merchandise Value</i>	B2C COMMERCE PLUS <i>Edition: Price Based On Gross Merchandise Value</i>	B2B COMMERCE STARTER	B2B COMMERCE GROWTH	D2C COMMERCE STARTER
Einstein GPT for Commerce <i>Generative Product Descriptions</i>				✓	✓	✓
Einstein Search Recommendations	✓	✓	✓			
Einstein Search Suggestions				✓	✓	✓
Einstein Commerce Insights	✓	✓	✓			✓
Einstein Predictive Sort	✓	✓	✓			
Einstein Complete The Set	✓	✓	✓			
Einstein Search Dictionaries	✓	✓	✓			
Einstein Profile Data Connector	✓	✓	✓			
Semantic Search				✓	✓	✓
Einstein Recommendations API	✓	✓	✓	✓	✓	✓
Einstein Product Recommendations	✓	✓	✓	✓	✓	✓



Learn how to increase online revenue by 30% with Einstein for Commerce**

[Get the report →](#)

**SOURCE: 2022 Salesforce Success Metrics Global Highlights. A 2022 study based on 3,706 customer interviews in the US, Canada, UK, Germany, France, Australia, India, Singapore, Japan, and Brazil.



CRM Analytics

Make the right decision every time using **analytics** that go beyond business intelligence software.

Spot opportunities, predictive outcomes, custom recommendations, and more with CRM Analytics.

FEATURE	WHY IS IT SO GREAT?	WHAT DO I NEED?
Analytics Studio	Build AI-powered apps from scratch, or with pre-built templates	Any data for custom dashboards, while data from related Salesforce objects for pre-built templated apps.
Sales and Service Analytics	Analytics applications for sales & service with pre-built KPIs	Sales Cloud and Service Cloud Data. Talk to a representative for a more granular view
Einstein Discovery	Create and deploy custom machine learning predictions using Salesforce and non-Salesforce data with explanations of business outcomes, recommendations on how to improve, and transparent model metrics	≥ 500 rows of data for prescriptive and ≥ 400 rows of data for descriptive per dataset from any source
Text Clustering	Make the most of your unstructured text data by leveraging ML to extract key words from large text fields. Input these key words into predictive ML models	
Live Prediction with Snowflake	Predictions in Salesforce powered directly by Snowflake datasets	
Model Inspector	Discover more about a model than just its predictions	
Model Queuing	Easily create multiple models at a time without having to deal with concurrency errors	
Einstein Prediction Builder	With automated machine learning (feature selection, model management, model metrics), create and deploy custom predictions on any Salesforce object – standard or custom – using clicks, not code	Data is located on one object in Salesforce. For binary predictions: ≥ 400 example records with ≥ 100 yes examples & ≥ 100 no examples. For numeric predictions: ≥ 400 example records
Data Platform	Get data management tools that prep, connect, and sync data from anywhere	Data Sources (ex. CSVs, Salesforce Data, Third Party Data)
Einstein Discovery for Reports	Analyze your report data and summarize key takeaways, comparisons, and trends with insightful charts and metrics	Lightning Report with >= 500 rows of data



CRM Analytics

ADD-ON:
**EINSTEIN
PREDICTIONS**
\$75 PUPM, available
with EE & UE

**CRM ANALYTICS
GROWTH**
Edition: \$125 PUPM

**CRM ANALYTICS
PLUS**
Edition: \$150 PUPM

ADD-ON:
**CRM ANALYTICS
FOR INDUSTRIES**
\$150 PUPM, available
with EE & UE

ADD-ON:
**CRM ANALYTICS
FOR EXPERIENCE CLOUD**
\$150 PUPM, available with
EE & UE

**SALESFORCE
ENTERPRISE**
Edition: \$150 PUPM

**SALESFORCE
UNLIMITED**
Edition: \$300 PUPM

Analytics Studio

Dashboard Designer



Insights Explorer



Fast-Start Analytics Templates



Unlimited Analytics Apps and Dashboards



Embedded Insights in Apps and Workflows



Conversational Queries



Action Framework



Collaboration, Alerts, Notifications



Mobile Ready – iOS, Android



Einstein Discovery Templates



Out-of-the-Box Templates & KPIs *for Industries**



Out-of-the-Box Templates & KPIs *for Communities**

Read-only access

Direct data



	ADD-ON: EINSTEIN PREDICTIONS \$75 PUPM, available with EE & UE	CRM ANALYTICS GROWTH Edition: \$125 PUPM	CRM ANALYTICS PLUS Edition: \$150 PUPM	ADD-ON: CRM ANALYTICS FOR INDUSTRIES \$150 PUPM, available with EE & UE	ADD-ON: CRM ANALYTICS FOR EXPERIENCE CLOUD \$150 PUPM, available with EE & UE	SALESFORCE ENTERPRISE Edition: \$150 PUPM	SALESFORCE UNLIMITED Edition: \$300 PUPM
Sales and Service Analytics		✓	✓	✓	Read-only access		
Einstein Discovery	✓		✓	✓	Read-only access		
Automated Data Discovery			✓	✓			
Narrative Stories and Explanations			✓	✓			
Embed Real-Time Scoring in Apps & Workflow	✓		✓	✓			
One-Click Model Deployment	✓		✓	✓			
Export Model in R Code	✓		✓	✓			
Model Feedback Loop	✓		✓	✓			
Prediction Monitoring	✓		✓	✓			
Protected Fields for Bias Protection	✓		✓	✓			
Einstein Discovery for Reports			✓	✓			
Bring Your Own Model	✓		✓	✓			
Einstein Prediction Service	✓		✓	✓			
Einstein Discovery in Salesforce Flows	✓		✓	✓			
Multiclass Classification	✓		✓	✓			
Text Clustering	✓		✓	✓			
Live Prediction with Snowflake	✓		✓	✓			
Model Inspector	✓		✓	✓			
Model Queuing	✓		✓	✓			
Live Prediction with BigQuery	✓		✓	✓			
Einstein Prediction Builder	✓		✓	✓	Read-only access	1 free prediction	1 free prediction
Create Predictions on Salesforce Objects	✓		✓	✓		1 free prediction	1 free prediction
Automated Model Retraining	✓		✓	✓		1 free prediction	1 free prediction
Automated Model Scoring	✓		✓	✓		1 free prediction	1 free prediction
Model Performance Reports	✓		✓	✓		1 free prediction	1 free prediction
Segmented Models	✓		✓	✓		1 free prediction	1 free prediction
Data Platform		✓	✓	✓			
Out-of-the-Box Data Connectors		✓	✓	✓			
Visual Data Prep		✓	✓	✓			
Data Pipeline Orchestration/Manager		✓	✓	✓			
Built-In High Volume Data Mart		✓	✓	✓			
Einstein Analytics SDK		✓	✓	✓			
Data API		✓	✓	✓			
Query API		✓	✓	✓			
Storage Rows of Data Included <i>(additional available for purchase)</i>	25 million	100 million	10 billion	10 billion			
Einstein Discovery for Reports			✓	✓	Read-only access		

Explore the power of CRM Analytics with a 30-day free trial.



[Try for free →](#)





Einstein for Admins & Developers

Build customized, AI-powered solutions — using clicks.

Build AI-powered experiences, embed them directly into your employee and customer-facing apps, operationalize AI with intelligent workflows and business processes, and more with the Salesforce Platform.

FEATURE

WHY IS IT SO GREAT?

WHAT DO I NEED?

Einstein Prediction Builder

Build and deploy custom predictions on any Salesforce object – standard or custom – using clicks.

Data is located on one object in Salesforce. For binary (yes/no) predictions: ≥ 400 example records with ≥ 100 yes examples & ≥ 100 no examples. For numeric predictions: ≥ 400 example records

Einstein Next Best Action

Deliver personalized recommendations that automate actions

No data requirements. User specific requirements like browser and device apply

Einstein Recommendation Builder

Eliminate the guesswork with AI-powered recommendations for everyone

Make sure that your dataset has the minimum records to build a successful recommendation. Recipient Records need a minimum of 100 records, Recommended Item Records need a minimum of 10 records, and Positive Interaction Examples need a minimum of 400 records

Einstein Search

Applies AI to every search, allowing users to work faster and smarter in Salesforce

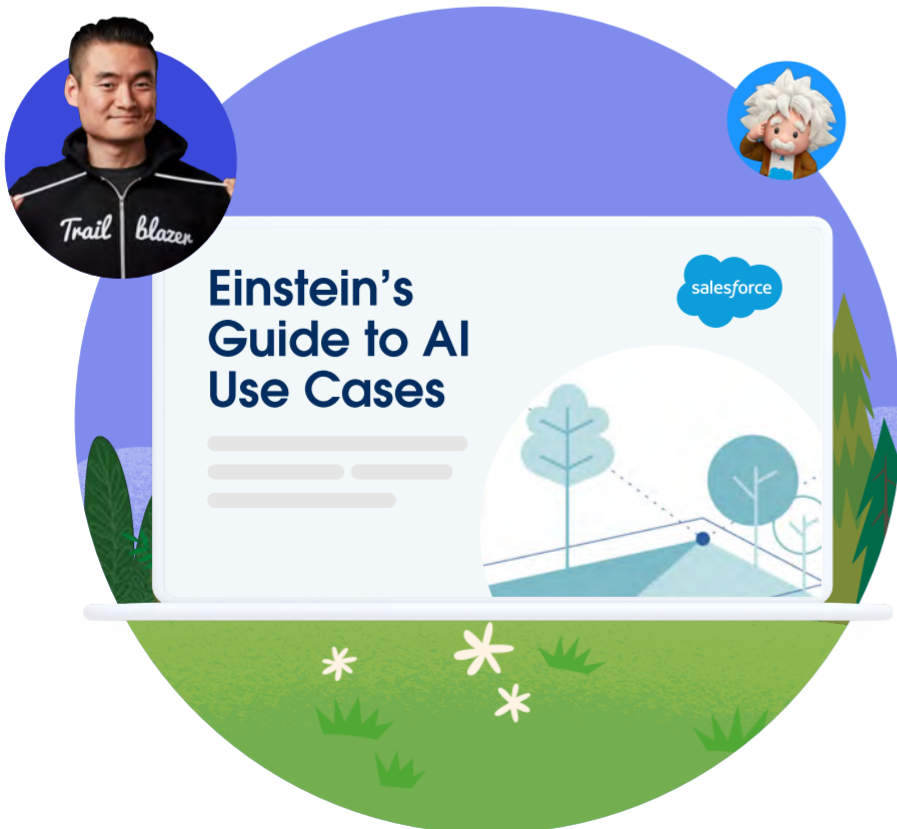
A core CRM license





Einstein for Admins & Developers

FEATURE	ESSENTIALS Edition: \$25 PUPM	PROFESSIONAL Edition: \$75 PUPM	ENTERPRISE Edition: \$150 PUPM	UNLIMITED Edition: \$300 PUPM	PLATFORM PLUS Edition: \$100 PUPM
Einstein Prediction Builder	NO	NO	1 Prediction Per Org	1 Prediction Per Org	10 Predictions PUPM
Einstein Next Best Action	5K Requests POPM	5K Requests POPM	5K Requests POPM	5K Requests POPM	Unlimited Requests Per Month
Einstein Recommendation Builder	5K Requests POPM	5K Requests POPM	5K Requests POPM	5K Requests POPM	Unlimited
Einstein Search	Unlimited searches	Unlimited searches	Unlimited searches	Unlimited searches	Unlimited searches

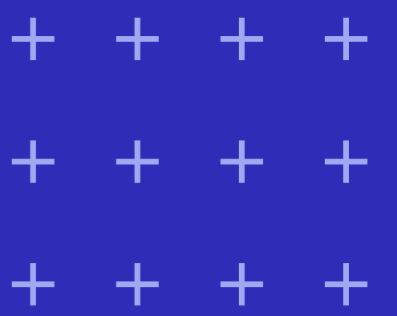


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*included in UE

**SOURCE: 2022 Salesforce Success Metrics Global Highlights. A 2022 study based on 3,706 customer interviews in the US, Canada, UK, Germany, France, Australia, India, Singapore, Japan, and Brazil.

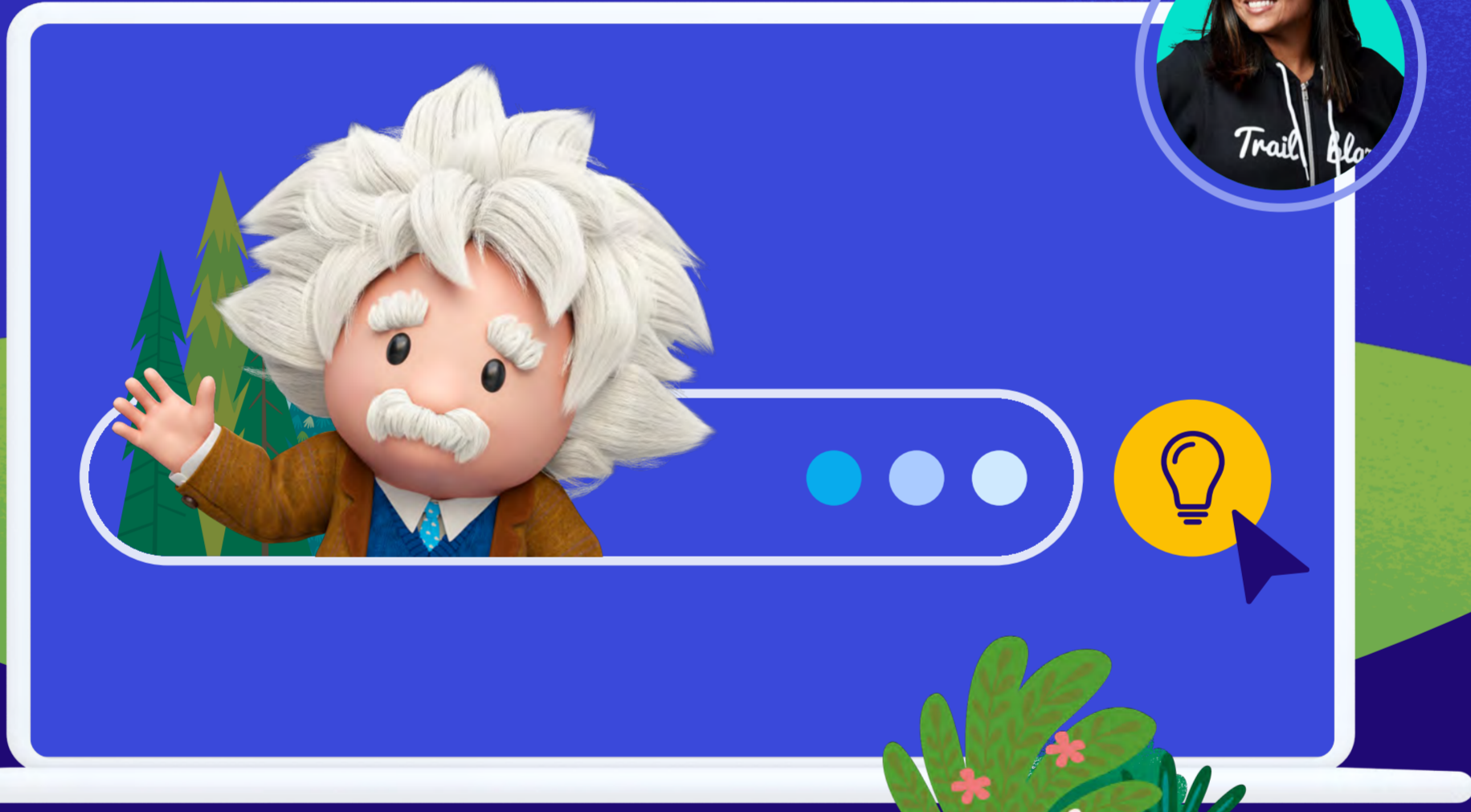


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