Salesforce CDP

At Salesforce Connections, Salesforce announced a rebranding of its Audience 360 as the Salesforce Customer Data Platform (CDP), reflecting the market's awareness of Salesforce's CDP capabilities, as well as new CDP integrations.

— CDP for Loyalty Management and Interaction Studio are generally available.

— CDP for Commerce Cloud is scheduled for availability in October 2021.

Salesforce also announced Marketing Cloud enhancements including the integration of Datorama Reports, and Snapchat and WhatsApp integrations.

Commerce Cloud enhancements include an out-of-the-box CDP integration, a new B2B2C commerce solution to enable business-to-business companies to launch direct-to-consumer experiences, Salesforce Order Management, and new capabilities for headless commerce.

AT A GLANCE

Based on the Salesforce Platform, CDP's key differentiators include integration with activation points across marketing and commerce, a no-code interface built on Lightning, and an open architecture to support integration with partner applications.

DEEP DIVE

Salesforce's integration of Interaction Studio enables customers to more quickly analyze and understand cross-channel brand interactions and apply Einstein for intelligent messaging. Loyalty Management integration supports real-time segmentation and management of loyalty programs within one solution.

LONG VIEW

As the CDP battle heats up, integration, usability, and intelligent automation are the table stakes - and customers are looking beyond just their CRM vendor in the selection process. Prebuilt integrations and predictable cost models reduce complexity, uncertainty, and risk for customers.

MONEY: Salesforce CDP is priced on a tiered basis. Marketing Cloud Messaging and Journeys products are included with all editions.

MARKET: The rebranding gives Salesforce a clearly-defined competitor to others' CDP offerings. The roadmap includes identity and access management and privacy and governance enhancements.

PEOPLE: A new marketer career path on Trailhead provides aspiring or skill-building marketers with new learning resources and a community of peers and experts.

TECH: The CDP's metadata-driven virtual data model provides data federation to support cross-system queries across multiple clouds and orgs.