



# MARKETING CLOUD NAVIGATION

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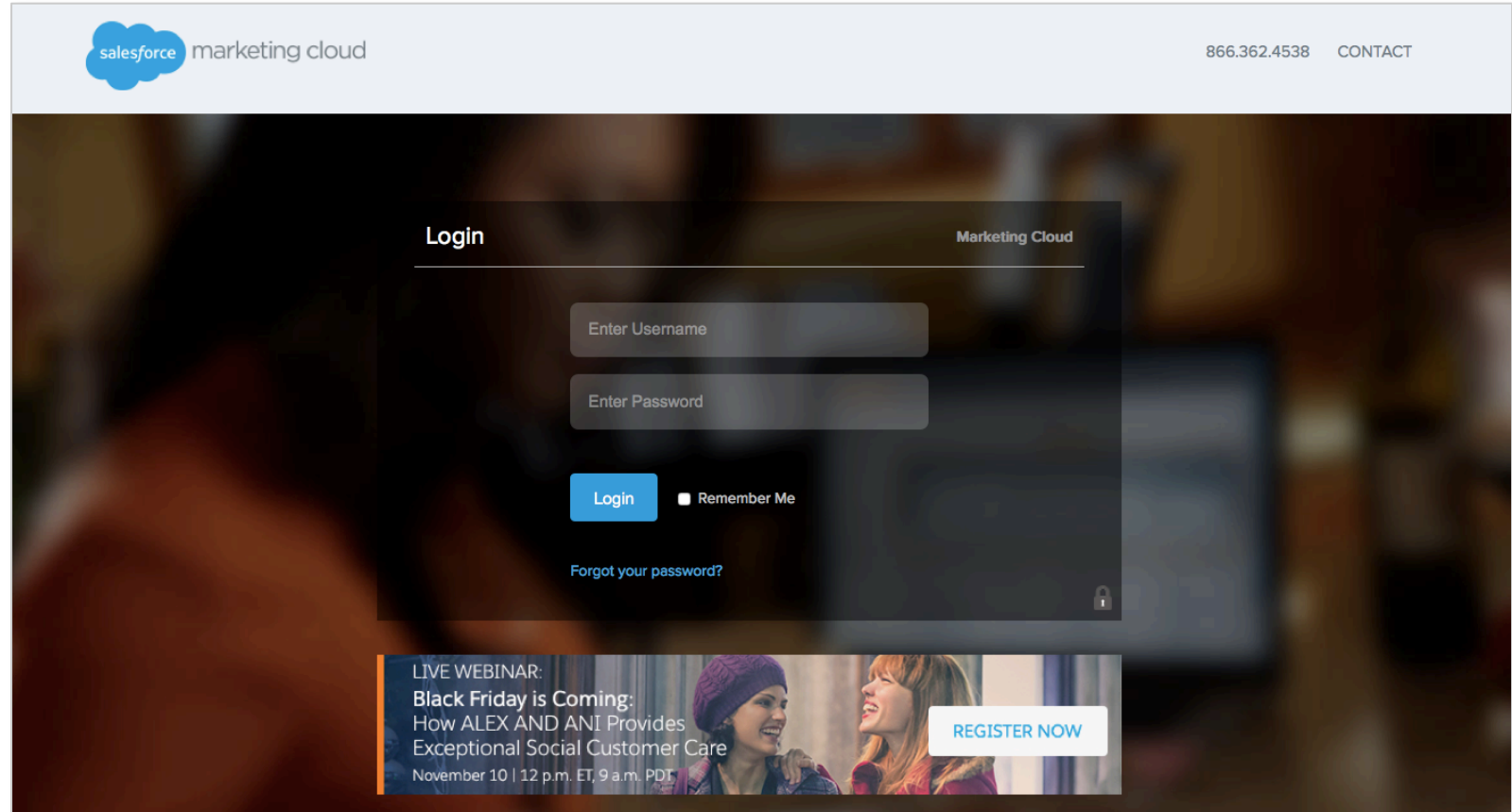
LOGGING IN



Enter your username  
and password

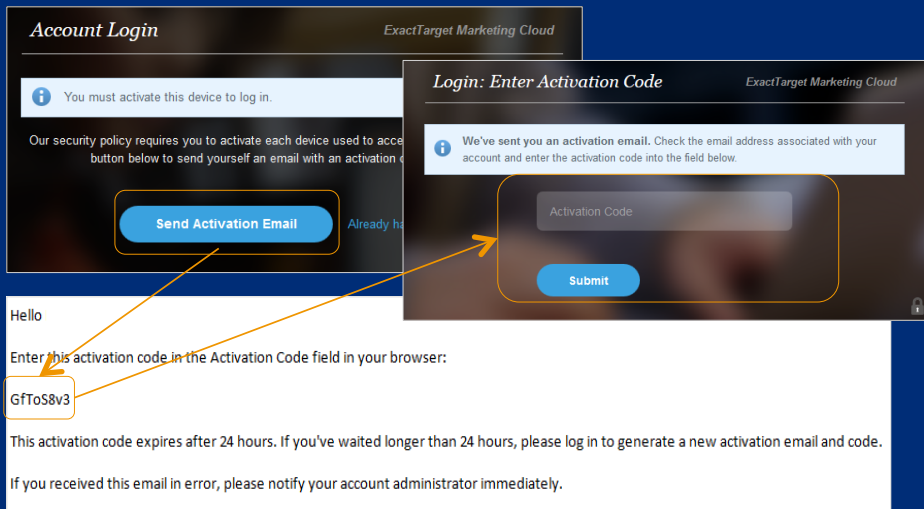
Click the Login button

Access via [marketingcloud.com](https://marketingcloud.com) OR [mc.exacttarget.com](https://mc.exacttarget.com)

A screenshot of the Salesforce Marketing Cloud login page. The page has a light blue header with the "salesforce marketing cloud" logo on the left and the phone number "866.362.4538" and "CONTACT" link on the right. The main content area is a dark grey login form with the title "Login" and "Marketing Cloud" in the top right corner. The form contains two input fields: "Enter Username" and "Enter Password". Below these fields is a blue "Login" button and a "Remember Me" checkbox. At the bottom of the form is a link for "Forgot your password?". Below the login form is a promotional banner for a live webinar titled "Black Friday is Coming: How ALEX AND ANI Provides Exceptional Social Customer Care" on November 10 at 12 p.m. ET, 9 a.m. PDT. The banner includes a "REGISTER NOW" button and a small image of two women smiling.

On your first login you will be prompted to authenticate your account and create security questions for resetting your password if needed in the future.

Marketing Cloud employs double authentication. You will be prompted to activate your account.

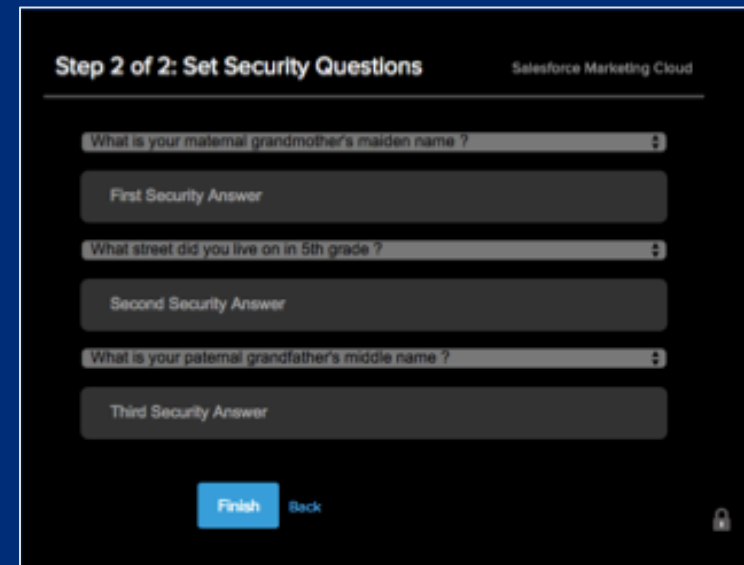


The screenshot illustrates the account activation process. It shows three overlapping windows:

- Account Login:** A window with the title "Account Login" and "ExactTarget Marketing Cloud". It contains a message: "You must activate this device to log in. Our security policy requires you to activate each device used to access your account. Click the button below to send yourself an email with an activation code." A blue button labeled "Send Activation Email" is visible.
- Login: Enter Activation Code:** A window with the title "Login: Enter Activation Code" and "ExactTarget Marketing Cloud". It contains a message: "We've sent you an activation email. Check the email address associated with your account and enter the activation code into the field below." Below the message is an "Activation Code" input field and a blue "Submit" button.
- Email Snippet:** A white box representing an email. It says "Hello" and "Enter this activation code in the Activation Code field in your browser:". The activation code "GfToS8v3" is displayed in a box. Below it, it says "This activation code expires after 24 hours. If you've waited longer than 24 hours, please log in to generate a new activation email and code. If you received this email in error, please notify your account administrator immediately."

Orange arrows point from the "Send Activation Email" button to the "Login: Enter Activation Code" window, and from the "GfToS8v3" code in the email to the "Activation Code" input field.

Change your password and set 3 challenge questions for password recovery



The screenshot shows the "Step 2 of 2: Set Security Questions" screen in "Salesforce Marketing Cloud". It features three dropdown menus for questions and three corresponding text input fields for answers:

- Question 1: "What is your maternal grandmother's maiden name ?" with a "First Security Answer" field.
- Question 2: "What street did you live on in 5th grade ?" with a "Second Security Answer" field.
- Question 3: "What is your paternal grandfather's middle name ?" with a "Third Security Answer" field.

At the bottom, there are "Finish" and "Back" buttons.

# NAVIGATION



# MARKETING CLOUD HOME SCREEN

Email Studio Mobile Studio Social Studio Advertising Studio Web Studio Analytics Builder Journey Builder Content Builder Personalization Builder Audience Builder HubExchange Platform View My Apps All Apps

Welcome to the Salesforce Marketing Cloud! Mouse over the tips to find out more about these features. Hide Tips

Calendar NOVEMBER 2017

Sat	11 Sun	12 Mon	13 Tue	14 Wed	15 Thu	16 Fri	17
			TODAY				

Campaigns Search View By Status All

- of Items 5 Per Page Page of

Marketing Cloud  
Administration  
(Administrators only)

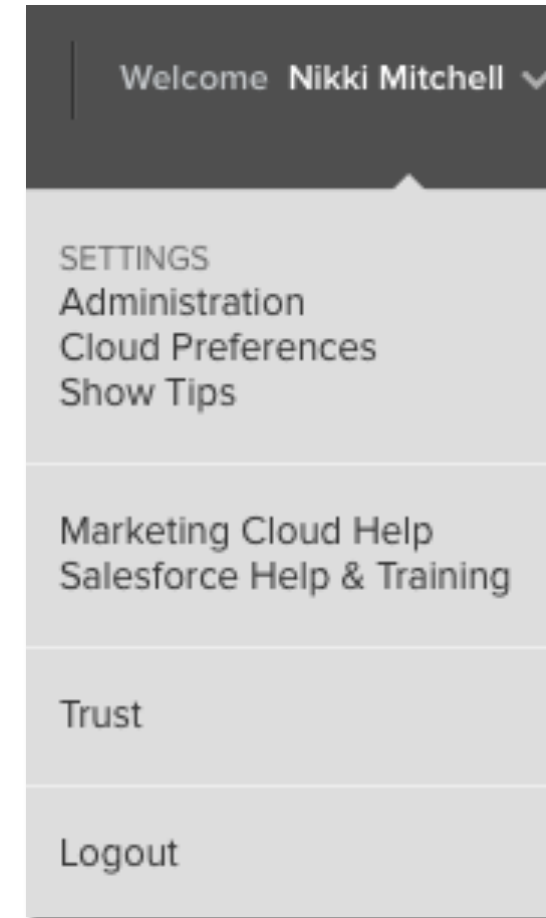
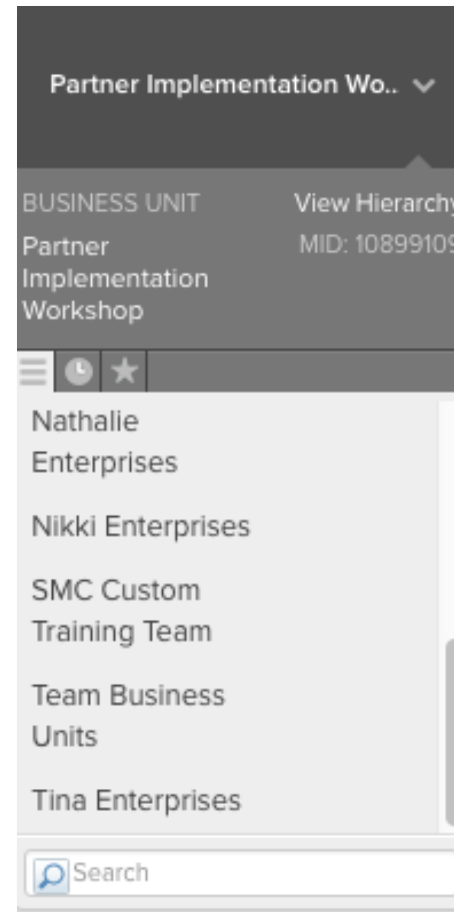
Cloud Preferences

Help documentation

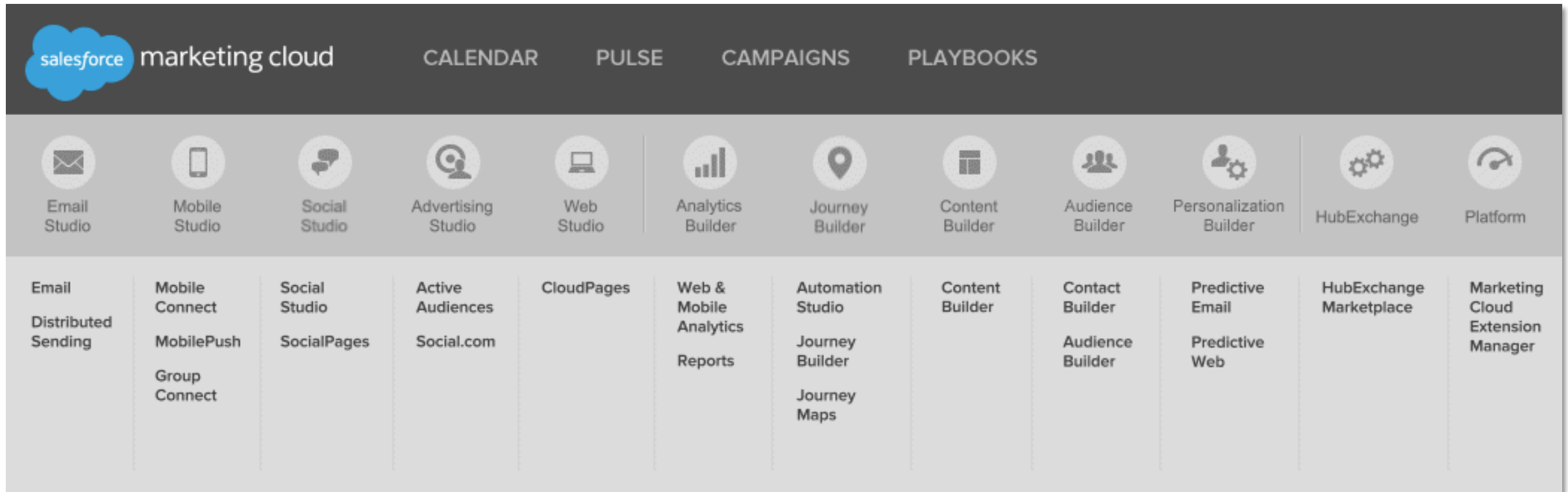
Salesforce Help &  
Training portal

Trust

Navigate between business units accessible to a user  
Manage individual user preferences and resources



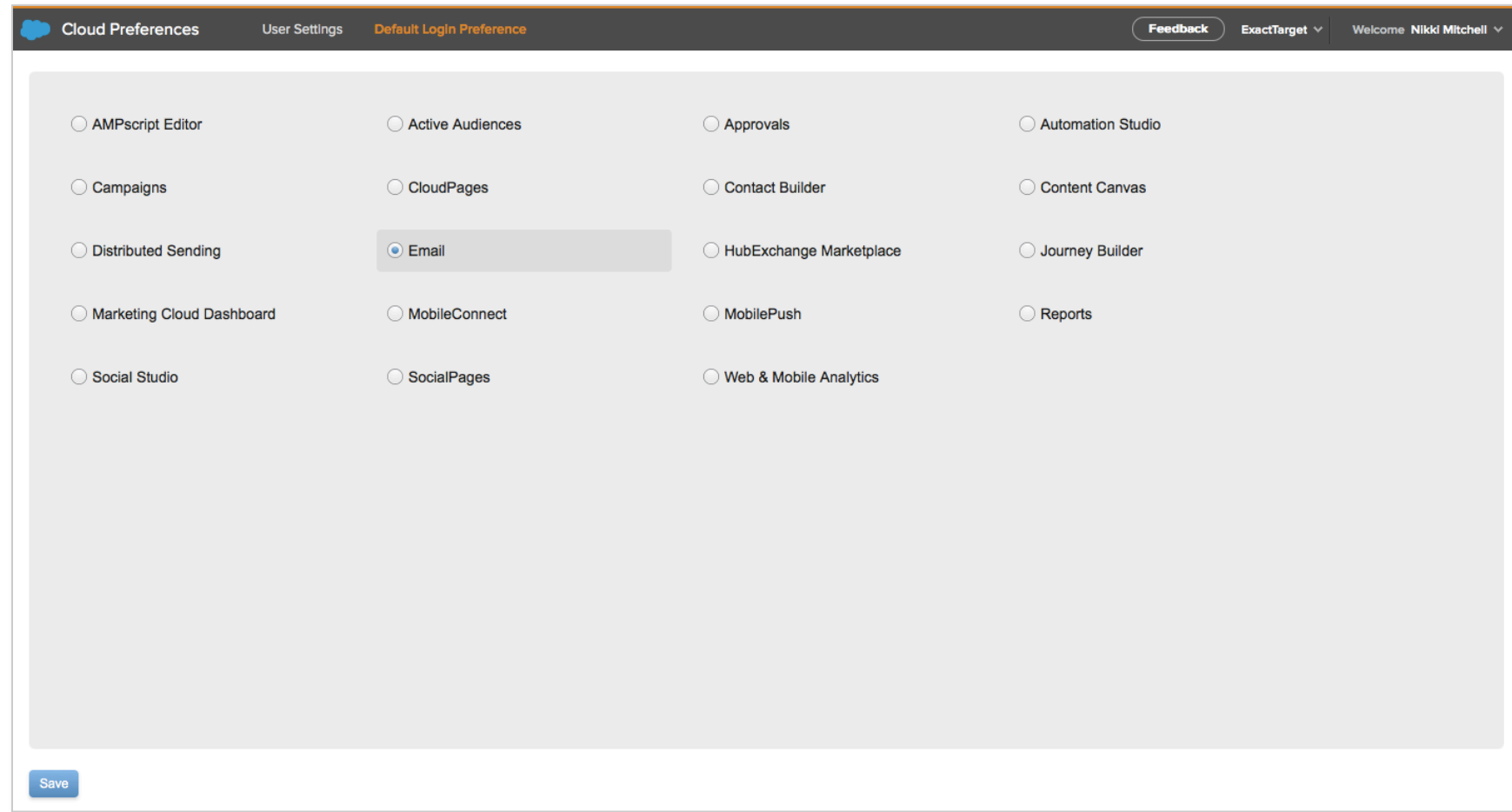
Access the AppSwitcher by hovering in the upper-left corner  
Access an application through its Studio or Builder menu



## Update own user account settings

- Name as it displays in system
- Preferred email address
- Password
- Time zone

Set preferred application to access on login



The screenshot displays the 'Cloud Preferences' page in Salesforce. The navigation bar includes 'Cloud Preferences', 'User Settings', and 'Default Login Preference'. The main content area shows a grid of application preferences, each with a radio button. The 'Email' option is selected and highlighted. A 'Save' button is located at the bottom left of the form.

Application	Selected
AMPscript Editor	<input type="radio"/>
Active Audiences	<input type="radio"/>
Approvals	<input type="radio"/>
Automation Studio	<input type="radio"/>
Campaigns	<input type="radio"/>
CloudPages	<input type="radio"/>
Contact Builder	<input type="radio"/>
Content Canvas	<input type="radio"/>
Distributed Sending	<input type="radio"/>
Email	<input checked="" type="radio"/>
HubExchange Marketplace	<input type="radio"/>
Journey Builder	<input type="radio"/>
Marketing Cloud Dashboard	<input type="radio"/>
MobileConnect	<input type="radio"/>
MobilePush	<input type="radio"/>
Reports	<input type="radio"/>
Social Studio	<input type="radio"/>
SocialPages	<input type="radio"/>
Web & Mobile Analytics	<input type="radio"/>

# CALENDAR



View scheduled sends according to:

- Campaign association
- Business unit
- Message type
- Performance metrics for past sends

Week or Month view available

Schedule offline events

## Visibility and communication for account users

The screenshot displays the Salesforce Marketing Cloud Calendar interface. At the top, there are navigation tabs for 'CALENDAR', 'PULSE', 'CAMPAIGNS', and 'PLAYBOOKS'. The user is logged in as 'Nikki Mitchell'. The main view is a calendar for October 2015, currently in 'Week' view. The calendar shows events for each day, with a detailed view for Monday, October 26, 2015, which shows 'No events were found for this day'. On the left side, there are filters for 'Campaigns', 'Message Types', and 'Business Units'. The 'Campaigns' filter shows 'ExactTarget' selected, with sub-items like 'AMPscript Training Session (0)', 'Court Sample (0)', 'Court Training (0)', and 'INDNOV14 (0)'. The 'Message Types' filter shows 'Email (15)', 'Email - Automated (15)', 'MobileConnect (0)', 'Facebook Page (0)', 'MobilePush (0)', and 'Campaign (2)'. The 'Business Units' filter shows 'ExactTarget' selected, with sub-items like 'Alicia's Wonderful Wacky Widgets', 'Demo Business Unit', 'Jennifer Brick', and 'Journey Builder Training'. A 'Print Calendar' button is located at the bottom left of the calendar view.

# CAMPAIGNS OVERVIEW

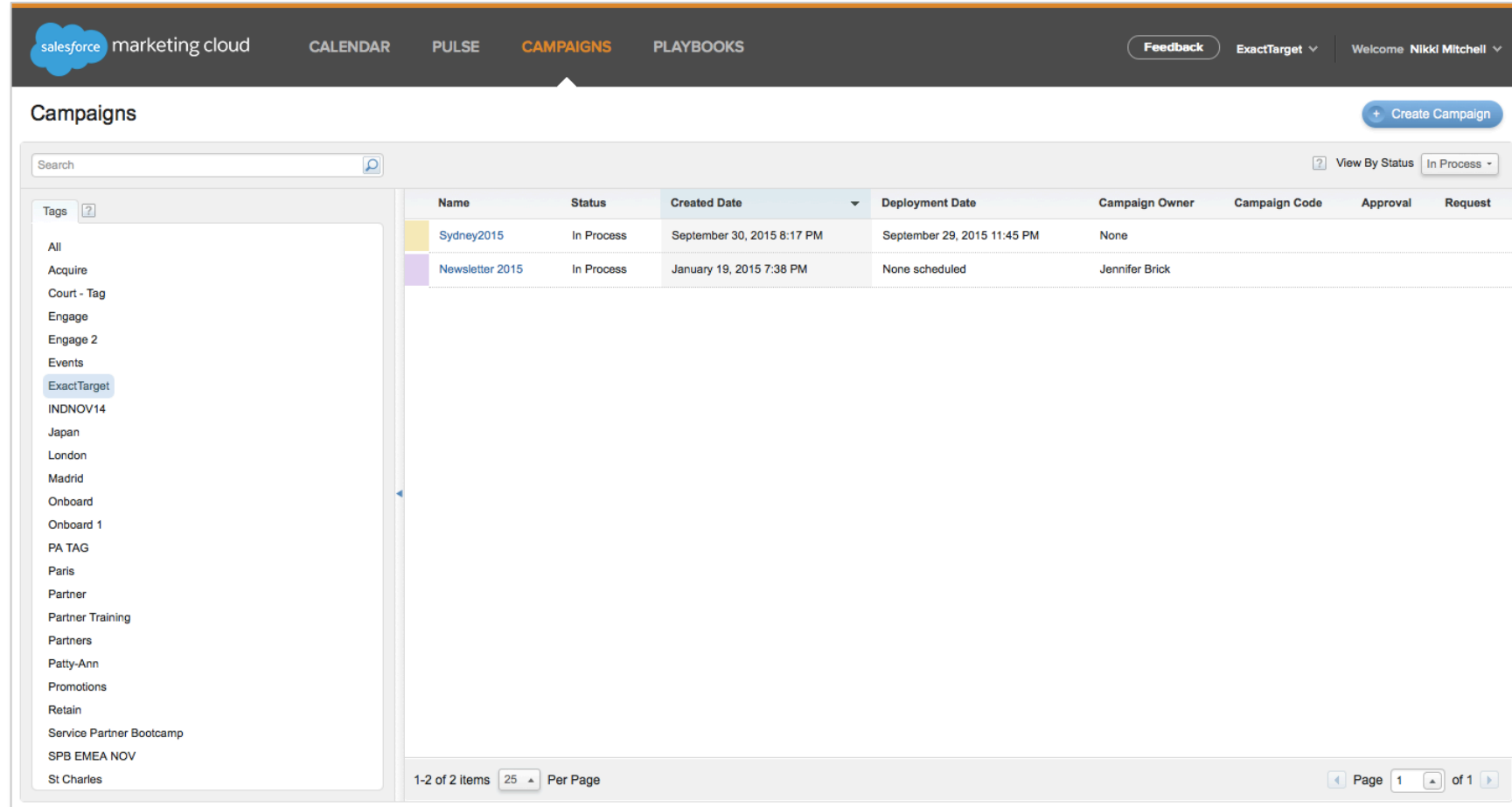


Color-coded organization of all assets

Storyboard provides view of assets for campaign planning

Report on cumulative performance of sends across a campaign

Plan, coordinate, and measure cross-channel campaigns per business unit by viewing all assets in one view



The screenshot shows the Salesforce Marketing Cloud interface for the 'Campaigns' section. The top navigation bar includes 'marketing cloud', 'CALENDAR', 'PULSE', 'CAMPAIGNS', and 'PLAYBOOKS'. A user profile for 'Nikki Mitchell' is visible in the top right. The main content area is titled 'Campaigns' and features a search bar, a 'View By Status' dropdown set to 'In Process', and a '+ Create Campaign' button. A table lists two campaigns:

Name	Status	Created Date	Deployment Date	Campaign Owner	Campaign Code	Approval	Request
Sydney2015	In Process	September 30, 2015 8:17 PM	September 29, 2015 11:45 PM	None			
Newsletter 2015	In Process	January 19, 2015 7:38 PM	None scheduled	Jennifer Brick			

On the left side, there is a 'Tags' sidebar with a list of categories including 'All', 'Acquire', 'Court - Tag', 'Engage', 'Engage 2', 'Events', 'ExactTarget', 'INDNOV14', 'Japan', 'London', 'Madrid', 'Onboard', 'Onboard 1', 'PA TAG', 'Paris', 'Partner', 'Partner Training', 'Partners', 'Patty-Ann', 'Promotions', 'Retain', 'Service Partner Bootcamp', 'SPB EMEA NOV', and 'St Charles'. The bottom of the interface shows pagination information: '1-2 of 2 Items', '25 Per Page', and 'Page 1 of 1'.

# ASSOCIATING ASSETS



Complete the properties for the Campaign

Associate assets using the Add to Campaign Dropdown

Associate from Campaigns or when creating assets in other applications

### Create Campaign

Name

Description   
Characters allowed: 500

Calendar Color

Deployment Date

Campaign Owner

Campaign Code

Tags

- Add to Campaign**
- Email
    - Email
    - Triggered Send
  - Mobile
    - Mobile Message
    - Push Message
  - Social
    - Facebook Tab
  - Web
    - Landing Page
  - Audience
    - Subscriber List
    - Subscriber Group
    - Data Extension
  - Other
    - Automation
    - Event

Organized by channel

Associations include:

- Email messages
- Mobile messages
- Facebook tabs
- Landing Pages
- Audiences
- Automations

Link directly to assets by clicking on name

View all assets associated with a campaign

Back to Campaigns Overview

2015\_Q4\_Partner\_Implementation\_Workshops Campaign Code

TAGS: No items found | 
 DEPLOYMENT DATE: None scheduled | 
 CAMPAIGN OWNER: Nikki Mitchell | 
 CAMPAIGN STATUS: In Process

Storyboard

EMAIL: 0 | MOBILE: 0 | SOCIAL: 0 | WEB: 0 | AUDIENCE: 1 | OTHER: 0  
 EMAIL TRIGGERED SEND: 0 | MOBILE MESSAGE PUSH MESSAGE: 0 | FACEBOOK TAB: 0 | LANDING PAGE: 0 | SUBSCRIBER LIST: 0 | SUBSCRIBER GROUP: 0 | DATA EXTENSION: 1 | AUTOMATION: 0 | EVENT: 0

My Storyboard Assets

All	Summary	Details	Actions
EMAIL <a href="#">Email</a> <a href="#">Triggered Send</a>	<a href="#">Munich 09_2015</a> ASSET GROUP <b>AUDIENCE</b>	NUMBER OF SUBSCRIBERS <b>34</b> ACTIVITY <a href="#">View Tracking</a>	<a href="#">Share</a> <a href="#">Link</a>
MOBILE <a href="#">Mobile Message</a> <a href="#">Push Message</a>	ASSET TYPE <b>SENDABLE CUSTOM OBJECT</b>		
SOCIAL <a href="#">Facebook Tab</a>			
WEB <a href="#">Landing Page</a>			
AUDIENCE <a href="#">Subscriber List</a> <a href="#">Subscriber Group</a>			

REPORTS AVAILABLE



Data summarized by individual email name across all sends

Cumulative data across all sends of all emails associated with campaign

Shows the email tracking data for each send for all emails associated with a campaign over life of campaign

Results: Campaign Email Job Tracking Summary

Save

Report Parameters		Campaign Email Job Tracking Summary					
Campaign Definition ID	Abandoned Cart Program	Campaign Name:	Abandoned Cart Program	Run Date:	1/25/2014 12:09:58 PM		
Include Send Type Summaries	True	Campaign Description:	Drip campaign aimed at motivating subscribers to complete their purchase.		Member Name:	Northern Trail Outfitters	
Exclude Test Sends	True	Deployment Date:	10/12/2012 9:30:00 AM	Member ID:	1079707		
Exclude Jobs Where Tracking Is Suppressed	True	Campaign Owner:	NTO Marketing Manager				
Timezone ID	(GMT-05:00) Eastern Time (US & Canada) *	Campaign Code:	Abandoned_Cart_Program				
Locale	English (United States)	Audiences:	CustomObject				
Email Name	Send Date	Source	Send Count	% of Send	Opens	Open Rate	T
Abandoned Cart - High Value 1	8/21/2013 11:35:29 AM	EMAIL	1,700	0.03 %	784	46.12 %	
Abandoned Cart - High Value 1	7/5/2013 11:37:56 AM	EMAIL	1,726	0.03 %	733	42.47 %	
Abandoned Cart - High Value 1	8/10/2013 11:37:46 AM	EMAIL	1,730	0.03 %	787	45.49 %	
Abandoned Cart - High Value 1	11/7/2013 11:35:37 AM	EMAIL	1,730	0.03 %	709	42.10 %	
Abandoned Cart - High Value 1	12/10/2012 11:38:11 AM	EMAIL	1,734	0.03 %	451	26.11 %	
Abandoned Cart - High Value 1	5/13/2013 11:37:33 AM	EMAIL	1,742	0.03 %	0	0.00 %	

Includes data for cross-channel messages

Cumulative given according to message channel across all sends

Shows send tracking data for each message sent associated with a campaign during time period defined

Results: Campaign Email Tracking Report

Save

**Report Parameters** Edit

Date Range: Last 7 Days

Campaign Definition ID: Abandoned Cart Program

Exclude Jobs Where Tracking Is Suppressed: True

Timezone ID: (GMT-05:00) Eastern Time (US & Canada) \*

Locale: English (United States)

1 of 1

Campaign Email Tracking Report							
Run Date:	1/25/2014 12:12:59 PM						
Member ID:	1079707						
Member Name:	Northern Trail Outfitters						
Date Range Start:	1/18/2014 1:00:00 AM						
Date Range End:	1/26/2014 12:59:59 AM						
Campaign Selected:	Abandoned Cart Program						
Email Name	Send Date	Send Count	% of Send	Opens	Open Rate	Clicks	
Abandoned Cart - Low Value	1/19/2014 11:33:37 AM	11,727	9.67 %	5,239	44.67 %	459	
Abandoned Cart - Low Value	1/18/2014 11:33:43 AM	11,545	9.52 %	5,094	44.12 %	437	
Abandoned Cart - Low Value	1/22/2014 11:33:49 AM	11,510	9.49 %	4,971	43.19 %	410	
Abandoned Cart - Low Value	1/20/2014 11:33:52 AM	11,447	9.44 %	5,074	44.33 %	462	
Abandoned Cart - Low Value	1/25/2014 11:32:32 AM	11,060	9.12 %	4,953	44.78 %	452	
Abandoned Cart - Low Value	1/21/2014 11:33:40 AM	10,799	8.90 %	4,719	43.70 %	434	
Abandoned Cart - Low Value	1/23/2014 11:34:38 AM	9,083	7.49 %	4,060	44.70 %	334	
Abandoned Cart - Low Value	1/24/2014 11:32:46 AM	9,044	7.46 %	3,970	43.90 %	360	
Abandoned Cart - High Value 1	1/19/2014 11:35:32 AM	2,408	1.99 %	1,032	42.86 %	93	

Summarizes sends by email name for messages with multiple sends

Cumulative metrics show performance of all message sends associated with campaign

Shows email tracking data summarized by each email associated to the selected campaign over the lifetime of the campaign.

Results: Campaign Email Tracking Summary

Save

Campaign Email Tracking Summary							
<b>Campaign Name:</b>	Abandoned Cart Program	<b>Run Date:</b>	1/25/2014 12:14:53 PM				
<b>Campaign Description:</b>	Drip campaign aimed at motivating subscribers to complete their purchase.	<b>Member Name:</b>	Northern Trail Outfitters				
<b>Deployment Date:</b>	10/12/2012 11:30:00 AM	<b>Member ID:</b>	1079707				
<b>Campaign Owner:</b>	NTO Marketing Manager						
<b>Campaign Code:</b>	Abandoned_Cart_Program						
<b>Audiences:</b>	CustomObject						

Email Name	Initial Send Date	Send Count	% of Send	Opens	Open Rate	Total Opens	
Abandoned Cart - High Value 1	11/13/2012 1:59:07 PM	851,099	14.13 %	320,769	38.03 %	320770	2
Abandoned Cart - High Value 2	11/13/2012 2:02:03 PM	850,933	14.13 %	316,858	37.94 %	316858	2
Abandoned Cart - Low Value	9/24/2012 11:46:13 AM	4,306,511	71.51 %	1,587,776	37.61 %	1587837	11
Abandoned Cart - Medium Value	9/26/2012 4:38:44 PM	13,334	0.22 %	2,928	21.96 %	2928	
<b>Totals</b>		<b>6,021,877</b>	<b>100.00 %</b>	<b>2,228,331</b>	<b>37.68 %</b>	<b>2228393</b>	<b>18</b>

Provides tracking statistics across multiple campaigns

Do not select a tag to see comparison of campaigns all campaigns with sends in time period defined

Shows summarized performance by campaign name in time period defined showing aggregated send metrics

**Results: Multi-Campaign Email Tracking Summary**

Save ▾

Multi-Campaign Email Tracking Summary						
Date Range:	8/26/2015 12:00:00 AM - 10/26/2015 12:00:00 AM		Run Date:	10/26/2015 11:37:24 AM		
Tags:	None		Member Name:	ExactTarget		
			Member ID:	10485971		
Campaign Name	Campaign Description	Deployment Date	Campaign Owner	Send Count	% of Send	Op
LONSEP14		1/1/0001 12:00:00 AM	Tina Rozul	39	20.63 %	⋮
NYCAUG14		1/1/0001 12:00:00 AM	Jennifer Brick	42	4.44 %	⋮
Partner Implementation Workshop		1/1/0001 12:00:00 AM		13	3.44 %	⋮
Partner Implementation Workshop		1/1/0001 12:00:00 AM	Nikki Mitchell	47	8.29 %	⋮
Service Partner Bootcamp -General Communications		1/1/0001 12:00:00 AM	Jennifer Brick	108	28.57 %	⋮
SFOSEP14	ExactTarget San Francisco Partner Training	1/1/0001 12:00:00 AM	Tina Rozul	20	5.29 %	⋮
<b>Totals</b>				<b>269</b>	<b>142.33 %</b>	<b>1</b>

**Report Parameters** Edit

DateType: Job Date  
 StartDate: 8/26/2015  
 EndDate: 10/26/2015  
 Exclude Test Sends: True  
 Exclude Jobs Where Tracking Is Suppressed: True  
 Time Zone: (GMT-05:00) Eastern Time (US & Canada)  
 Culture Code: English (United States)  
 Tags: (None)

Q+A

