

Mastering Salesforce Intelligence:

Salesforce Intelligence, formerly Datorama, is a platform that unifies and analyzes data from multiple marketing channels, providing real-time insights and automated reporting. It helps businesses optimize campaigns, measure success, and make data-driven decisions through advanced analytics and customizable dashboards.



Is your Salesforce Intelligence instance truly working for you, or are you leaving untapped potential on the table? In a world where data-driven decisions can make or break your marketing strategy, understanding the full capabilities of your tools is no longer optional—it's essential.

Join us for an engaging 60-minute session where we'll tackle the common performance issues that might be holding you back, reveal how Einstein can deliver lightning-fast insights with minimal effort, and uncover powerful Salesforce features that are often overlooked.



What Can You Expect from the Workshop?

1

Common Performance Issues and Solutions:

Identify and resolve performance bottlenecks that may be affecting your dashboard visuals, ensuring smoother and more reliable reporting.

2

Leverage Einstein for Quick Insights:

Discover how to utilize out-of-the-box Einstein features to gain faster marketing insights without the need for extensive development work.

3

Underutilized Features & Advanced Use Cases:

Explore often overlooked Salesforce features that can be leveraged to get more out of your instance, enhancing both efficiency and effectiveness.

- Learn how to dynamically archive data, keeping granular records for recent data and summaries for older data, ensuring you have the right information at your fingertips.
- See how Activation Center can swiftly raise decision points and automatically adjust your campaign strategy, keeping your marketing efforts agile and responsive.

Register now



Interested? Get in touch with our Experts!

Online



Sales

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Format: Online, instructor-led event (MS Teams)