Salesforce

Salesforce Einstein

PRICING & READINESS GUIDE

Commerce AI

Sales AI

Service AI

215B+ predictions per day

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 Copilot Sales Actions: Sell faster with an AI assistant in the flow of work.

Call Exploration:
Ask Einstein to synthesize important call information in seconds. Ask Einstein to identify important takeaways and customer sentiment, so you have the context you need to move deals forward.

Sales Summaries:
summarize records to identify likelihood the deal will close, the competitors involved, key activities, and more.

Forecast Guidance:
Ask Einstein to inform your forecast and help you identify which deals need your attention.

Close Plan:
Generate a customized action plan personalized to your customer and sales process. Increase conversion rates with step-by-step guidance and milestones grounded in CRM data.

Service

NEW

Generative AI features: Streamline service operations by drafting Knowledge articles and surfacing answers, grounded in knowledge, to the most commonly asked questions.

- **Knowledge Creation:** Summarize support interactions to save agent time and formalize institutional knowledge.

- **Search Answers for Agents and Customers:** Surface generated answers to agents' & customers' questions that are grounded in your trusted Knowledge base directly into your search page. Search Answers for Agents is included in the Einstein for Service Add-on SKU and Search Answers for Customers is included in the Einstein 1 Service Edition.

Einstein Copilot Service Actions: Empower agents to deliver more personalized service and reach resolutions faster with an AI assistant built into the flow of work. You can leverage out-of-the-box actions like summarize conversations or answer questions with Knowledge or you can build custom actions to fit your unique business needs.

Sales AI

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 Copilot • Identify Record by Name • Identify Object by Name • Get Record Fields and Values • Query Records • Query Records with Aggregate • Answer Questions with Knowledge • Update Record • Summarize Record • Custom Actions	Sell faster with an AI assistant.	No data requirements Included in Einstein 1 Sales Edition.
Einstein Copilot: Sales Actions • Draft & Revise Sales Emails • Call Explorer • Sales Summaries • Forecast Guidance • Meeting Follow Up • Close Plan	Sell faster with an AI assistant.	No data requirements. Call explorer and meeting follow-up requires Einstein Conversation Insights. Included in Einstein 1 Sales Edition.
Generative AI • Sales Emails • Call Summaries • Call Explorer	Boost productivity by automating time-consuming tasks.	No data requirements. Call summaries and call explorer requires Einstein Conversation Insights. Included in Einstein 1 Sales Edition.
Prompt Builder	Customize and extend AI with low code tools.	No data requirements. Included in Einstein 1 Sales Edition.
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: ≥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 Activity Capture	Automatically capture data & add to your CRM	≥ 30 accounts, contacts, or leads; Requires Gmail, Microsoft Exchange 2019, 2016, or 2013
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 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 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 Activity Metrics (Activity 360)	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 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.
Buyer Assistant	Replace web-to-lead forms with real-time conversations.	No data requirements - Sales Cloud UE or Sales Engagement.
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

Sales AI

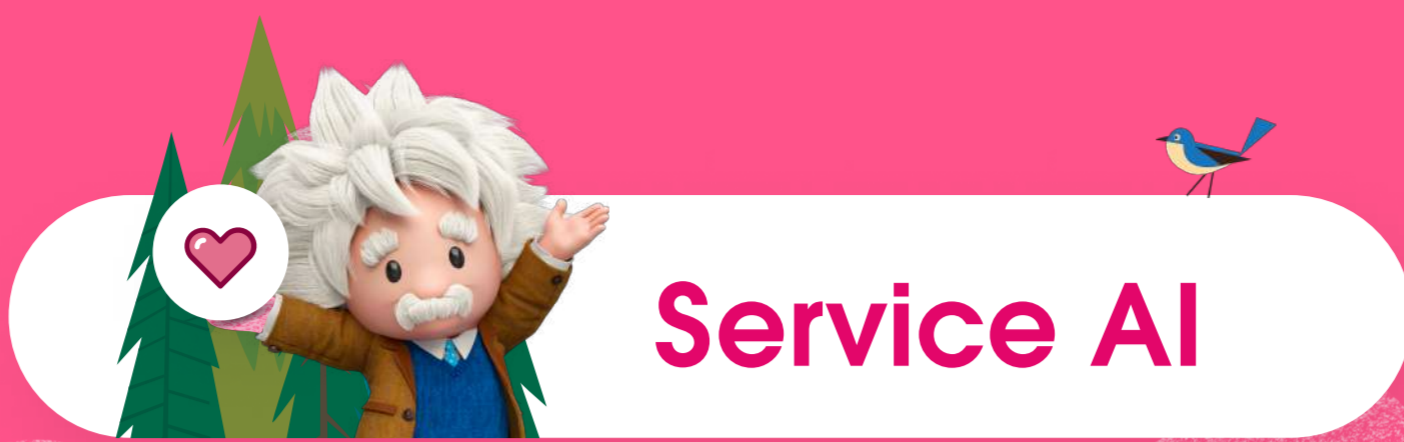| FEATURE	STARTER Edition: $25 PUPM	PROFESSIONAL Edition: $80 PUPM	ENTERPRISE Edition: $165 PUPM	UNLIMITED Edition: $330 PUPM	EINSTEIN 1 SALES Edition:$500 PUPM	ADD-ON EINSTEIN FOR SALES $75 PUPM* Included in Einstein 1 Edition	ADD-ON SALES ENGAGEMENT $50 PUPM Included in UE/ Einstein 1 Edition	ADD-ON REVENUE INTELLIGENCE $220 PUPM Included in Einstein 1 Edition	ADD-ON SALES PROGRAMS $100 PUPM Included in Einstein 1 Edition
Einstein Copilot • Identify Record by Name • Identify Object by Name • Get Record Fields and Values • Query Records • Query Records with Aggregate • Answer Questions with Knowledge • Update Record • Summarize Record • Custom Actions					✓	✓			
Einstein Copilot: Sales Actions • Draft & Revise Sales Emails • Call Explorer • Sales Summaries • Forecast Guidance • Meeting Follow Up • Close Plan					✓	✓			
Generative AI • Sales Emails • Call Summaries • Call Explorer					✓	✓			
Prompt Builder					✓	✓			
Einstein Lead Scoring				✓	✓	✓	✓		
Einstein Opportunity Scoring			✓	✓	✓	✓		✓	
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 Recommended Connections				✓	✓	✓	✓	✓	
Einstein Forecasting				✓	✓	✓		✓	
Einstein Email Insights				✓	✓	✓	✓	✓	
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					✓	✓		✓	
Einstein Conversation Insights			10 Licenses	✓	✓		✓		✓
Buyer Assistant				✓ (25 conversations/ user/month)	✓ (25 conversations/ user/month)		✓ (25 conversations/ user/month)		
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				

Service AI

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?
Generative AI: • Service Replies and Knowledge-Grounded Emails • Conversation Summaries and Conversation Catch Up • Search Answers for Customers and Agents • Knowledge Creation	Boost productivity by auto-generating service replies, summarizing conversations during escalations and transfers or closed interactions, drafting knowledge articles, and surfacing relevant answers grounded in knowledge for agents' and customers' commonly asked questions.	Service Cloud Enterprise Edition, Unlimited Edition, Einstein 1 Service
Einstein Copilot: • Identify Record by Name • Identify Object by Name • Get Record Fields and Values • Query Records • Query Records with Aggregate • Answer Questions with Knowledge • Update Record • Summarize Record • Custom Actions	Resolve cases faster with an AI assistant built into the flow of work.	No data requirements Service Cloud Enterprise Edition, Unlimited Edition, or Einstein 1 Service
Prompt Builder	Customize and extend AI with low code tools.	No data requirements Service Cloud Enterprise Edition, Unlimited Edition, or Einstein 1 Service
Einstein Copilot: Service Actions • Conversation Summaries • Knowledge Answers	Empower agents to deliver more personalized service and resolve cases faster	Service Cloud Enterprise Edition, Unlimited Edition, Einstein 1 Service
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

Service AI

FEATURE	ESSENTIALS Edition: $25 PUPM	PROFESSIONAL Edition: $80 PUPM	ENTERPRISE Edition: $165 PUPM	UNLIMITED Edition: $330 PUPM	EINSTEIN 1 SERVICE Edition: $500 PUPM	ADD-ON EINSTEIN FOR SERVICE $75 PUPM*, available with EE and 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
Generative AI: • Service Replies and Knowledge-Grounded Emails • Conversation Summaries and Conversation Catch Up • Search Answers for Customers and Agents • Knowledge Creation					✓	✓		
Einstein Copilot: • Identify Record by Name • Identify Object by Name • Get Record Fields and Values • Query Records • Query Records with Aggregate • Answer Questions with Knowledge • Update Record • Summarize Record • Custom Actions					✓	✓		
Prompt Builder					✓	✓		
Einstein Copilot: Service Actions • Conversation Summaries • Knowledge Answer					✓	✓		
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).	✓			✓
Einstein Next Best Action			5K requests POPM	5K requests POPM	Unlimited Requests	Unlimited Requests	10K requests POPM	
Einstein Recommendation Builder					✓ Unlimited for agent users	✓ Unlimited 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	✓ 5 data segments. Access to Einstein Case Classification in Flow		
Einstein Case Routing					✓ 2K case routing predictions PUPM	✓ 2K case routing predictions PUPM		
Einstein Case Wrap-Up			✓ Single data segment	✓ Single data segment	✓ Up to five data segments	✓ 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					✓ Unlimited for agent users	✓ Unlimited for agent users		
Service Analytics					✓ 20+ pre-built dashboards. Service Intelligence also included	✓ 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.

Marketing AI

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?
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. *Other technical restrictions may apply*
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

Marketing AI

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 Marketing AI**

Get the report →

Marketing AI

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

Commerce AI

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?
Smart Promotions	Boost sales with AI-generated promotions, across your site, buyer groups, and multiple languages.	All Salesfore 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
SEO Metadata	AI-generated SEO enhances search engine rank and visibility to improve your online presence.	All Salesfore 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
Copilot for Shoppers	AI-powered personal shopping assistant, offering natural language interactions to simplify product searches for a smooth experience across digital channels.	All Salesfore 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
Returns Insights	Use AI to uncover patterns in returns activity, and make product display changes that minimize future returns.	All Salesfore 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 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

Commerce AI

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 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

Commerce AI

FEATURE	B2C COMMERCE STARTER *Edition: Price Based On Gross Merchandise Value*	B2C COMMERCE GROWTH *Edition: Price Based On Gross Merchandise Value*	B2C COMMERCE PLUS *Edition: Price Based On Gross Merchandise Value*	B2B COMMERCE STARTER	B2B COMMERCE GROWTH	D2C COMMERCE STARTER	SALESFORCE ORDER MANAGEMENT
Smart Promotions				✓	✓	✓	
SEO Metadata				✓	✓	✓	
Copilot for Shoppers				✓	✓	✓	
Return Insights							✓
Einstein GPT for Commerce Generative Product Descriptions				✓	✓	✓	
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	✓	✓	✓	✓	✓	✓	

The Power of Personalized Shopping

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

Get the report →

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 keywords from large text fields. Input these keywords 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		✓	✓	✓			

Feature	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 *(additional available for purchase)*	25 million	100 million	10 billion	10 billion			
Einstein Discovery for Reports			✓	✓	Read-only access		

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Platform AI

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.

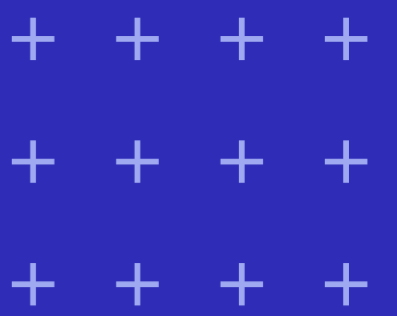| FEATURE	WHY IS IT SO GREAT?	WHAT DO I NEED?
Einstein Prediction Builder	Build and deploy custom predictions on any Salesforce object – standard or custom – using clicks.	Data is located on one object in Salesforce. For binary (yes/no) predictions: ≥ 400 example records with ≥ 100 yes examples & ≥ 100 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

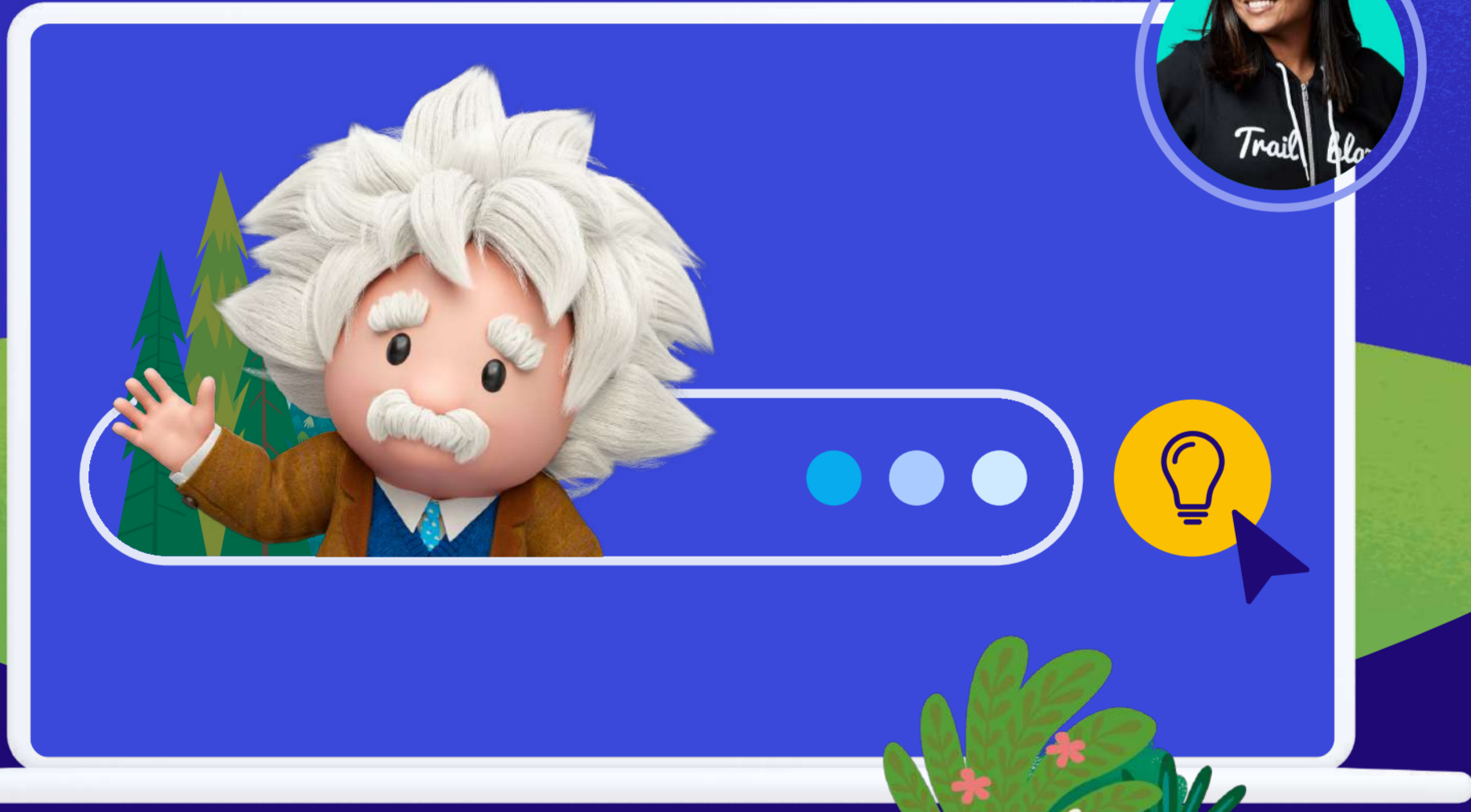| FEATURE	ESSENTIALS Edition: $25 PUPM	PROFESSIONAL Edition: $75 PUPM	ENTERPRISE Edition: $150 PUPM	UNLIMITED Edition: $300 PUPM	PLATFORM PLUS Edition: $100 PUPM
Einstein Prediction Builder	NO	NO	1 Prediction Per Org	1 Prediction Per Org	10 Predictions PUPM
Einstein Next Best Action	5K Requests POPM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