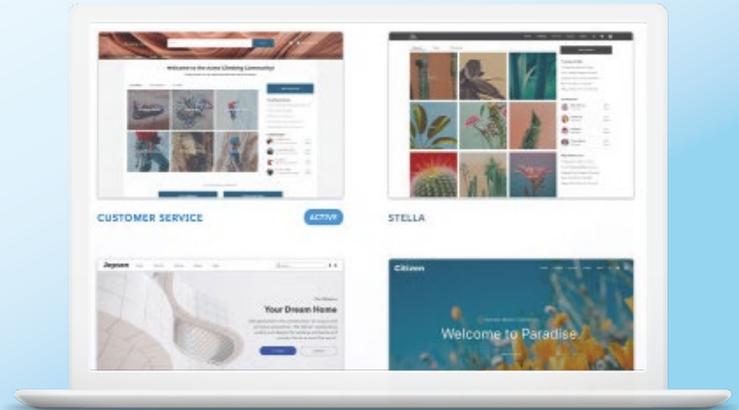# Build connected, digital experiences fast with Salesforce Experience Cloud

It's never been faster to deliver contextual, data-powered sites, portals, and applications.

Your brand experience is your most valuable asset. Now you can create seamless and contextual digital experiences that extend CRM data and processes to your customers, partners, and employees – powered by Customer 360.

Launch sites, portals, and adapt – fast

Build Fast with a Declarative Builder

Experience Builder is our declarative builder that empowers anyone in your organization to build powerful websites, portals, forums, and mobile applications with drag-and-drop capabilities.

Start with Templates

Four out-of-the-box templates preconfigured with pages, components, and business processes, all designed to help you launch faster, or you can build your own template.

Add Components

Hundreds of prebuilt drag-and-drop components make building fast and easy, prepackaged with feature functionality from your CRM. With components, configure experiences for your customers, partners, employees, and industries in weeks – or even days, instead of months.

Beautify with Design Themes

Start with prebuilt themes and add your own branding. Drag-and-drop content built with Salesforce Content Management System, our hybrid CMS allows you to create, manage, and deliver content to any channel inside or outside of Salesforce. Adjust pages, content, and experiences to be pixel-perfect with the design panel.

Make It Mobile

Convert any experience to a mobile application for your customers on the go, with Mobile Publisher. The mobile experience combines an elegant, easy-to-use interface with powerful Salesforce functionality. All Experience Cloud digital experiences are 100% mobile optimized.

66%	**+39%**	**+$987k**	**+25%**
reduced launch time*	net promoter score**	additional business value*	increase in partner sales***

Unlock data and business process

Instantly Extend Salesforce Apps and Processes
Experience Cloud is natively connected to Sales, Service, and Marketing Cloud, so you can seamlessly connect leads, opportunities, cases, and campaigns. Process flows and business data are automatically extended into the experience, based on the sharing and permissions you choose.

Create Tailored Experiences for Each User
Use Audience Targeting to control which page, theme, or component is visible to your customers and create a custom experience for groups or individuals. Use CRM data to define audiences by fields on a CRM object, user profiles, location, referring domain, and record types.

Embed AI Throughout
Experiences are made even smarter with Einstein Intelligence features embedded throughout each experience. Enable users to discover relevant content, groups, people, and files.

Automate Decision-Making
Adapt to an ever-changing market with intelligent decision-making based on insights. Evolve experience journeys based on user feedback to drive engagement.

"85% of executives with service oversight believe customer experience is a key competitive differentiator."
"State of the Connected Customer," Salesforce Research, October 2016

Connect the customer journey across every system

Connect Third Party Systems and Unlock Back Office Data
Connect and access data from external sources and legacy systems (SAP, Oracle, Microsoft, you name it) in real time using drag-and-drop Salesforce application objects. Dramatically reduce integration time to unlock and modernize back-office systems.

Turn Data into Content
Quickly create, manage, and deliver content with clicks using Salesforce Content Management System. You can take CRM data and objects – such as product lists, inventory, and service cases – and transform them into rich, engaging content.

Extend Content to Any Channel
Salesforce CMS is a hybrid CMS allowing you to create content and extend it to any Salesforce touchpoint – such as a commerce site, marketing email, or experience portal. Additionally, you can extend that same content to any external touchpoint, providing the customer with a seamless, connected experience across any interaction with your brand.

Build and deploy faster with prepackaged solutions

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