



How Pega and Salesforce Marketing Cloud work together

Enhancing your Salesforce
stack with Pega Customer
Decision Hub





Organizations can differentiate themselves from their competitors by providing a rich and highly personalized customer experience. However, they often struggle to connect best-in-class components to bring their vision to life.

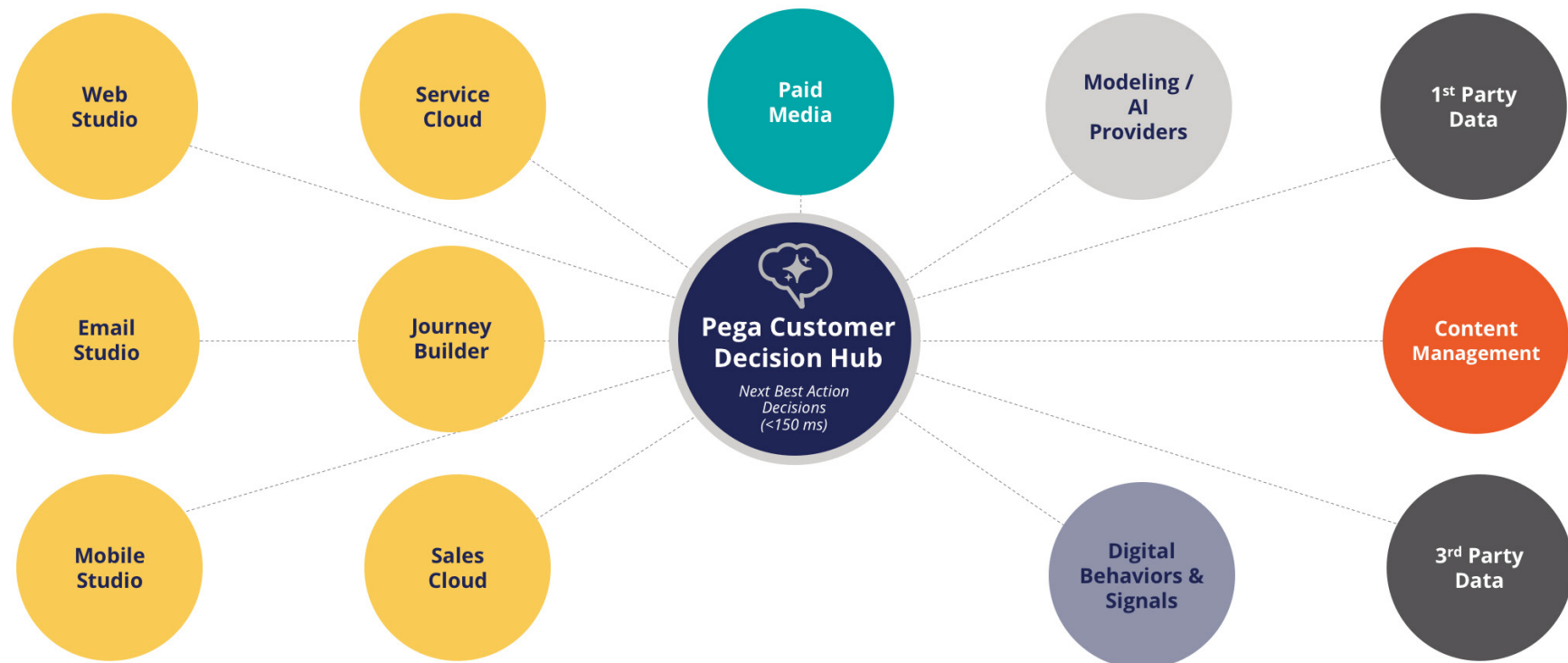
Organizations can get the best of both worlds by enhancing a marketing stack like Salesforce Marketing Cloud with centralized decisioning from Pega Customer Decision Hub™. They can keep all the channel applications that their users love, while joining those channels to a central “brain.” This adds the real-time capabilities required to power an amazing experience, build long-term loyalty, and drive significant revenue gains.

Enhance Salesforce Marketing with Pega's centralized brain

All the components of your marketing stack must work together seamlessly to keep pace with customer expectations. Every channel needs to learn and adapt together to provide a great experience. Salesforce Marketing Cloud delivers communications through channels such as email, web, and mobile – what's missing is a single brain to orchestrate all interactions for an optimized customer experience across channels.

With Pega, you can unify all of those marketing channels with a single, centralized brain. Every channel will then use that brain to make one-to-one, real-time decisions – so they all have a full understanding of the customer's context.

Salesforce Marketing Powered By Pega
One Brain, CX Adapts in Real-Time



Help Salesforce move faster with real-time decisioning

Understanding customer context is the key to making your messages relevant – but contextual data can stagnate fast. There’s a way you can really optimize a customer’s experience: Analyze their context (emotions, behaviors, intent, location, etc.), score that context through dozens of predictive models, make a decision, and present your content in-channel – all within about 150 milliseconds.

Salesforce makes many decisions in batch. It can take 15 minutes or longer to synchronize customer data from Salesforce Core Cloud to Marketing Cloud. By the time the customer sees their message, it may be too late.

Pega was designed for real time. With Pega as the brain, you can build connections into your Salesforce Marketing applications and trigger next-best-action recommendations exactly when they’re needed – creating a 6x increase in customer response rates.

Speed of the Real-Time Decision		Website	Mobile App	Virtual Assist	Contact Center	Retail Location	Mobile Push	Email & SMS	Paid Adverts	Direct Mail
< 200 milliseconds		✓	✓	✓	✓	✓	✓	✓	✓	✓
< 500 milliseconds		--	--	--	✓	✓	✓	✓	✓	✓
< 1 second		X	X	X	--	--	✓	✓	✓	✓
< 10 seconds		X	X	X	X	X	✓	✓	✓	✓
< 1 minute		X	X	X	X	X	--	--	✓	✓
< 1 hour		X	X	X	X	X	X	X	--	✓
< 1 day		X	X	X	X	X	X	X	X	--
< 1 week		X	X	X	X	X	X	X	X	X

Quality of Customer Experience

The Impact of Speed on CX
As Speed Drops, So Does Quality

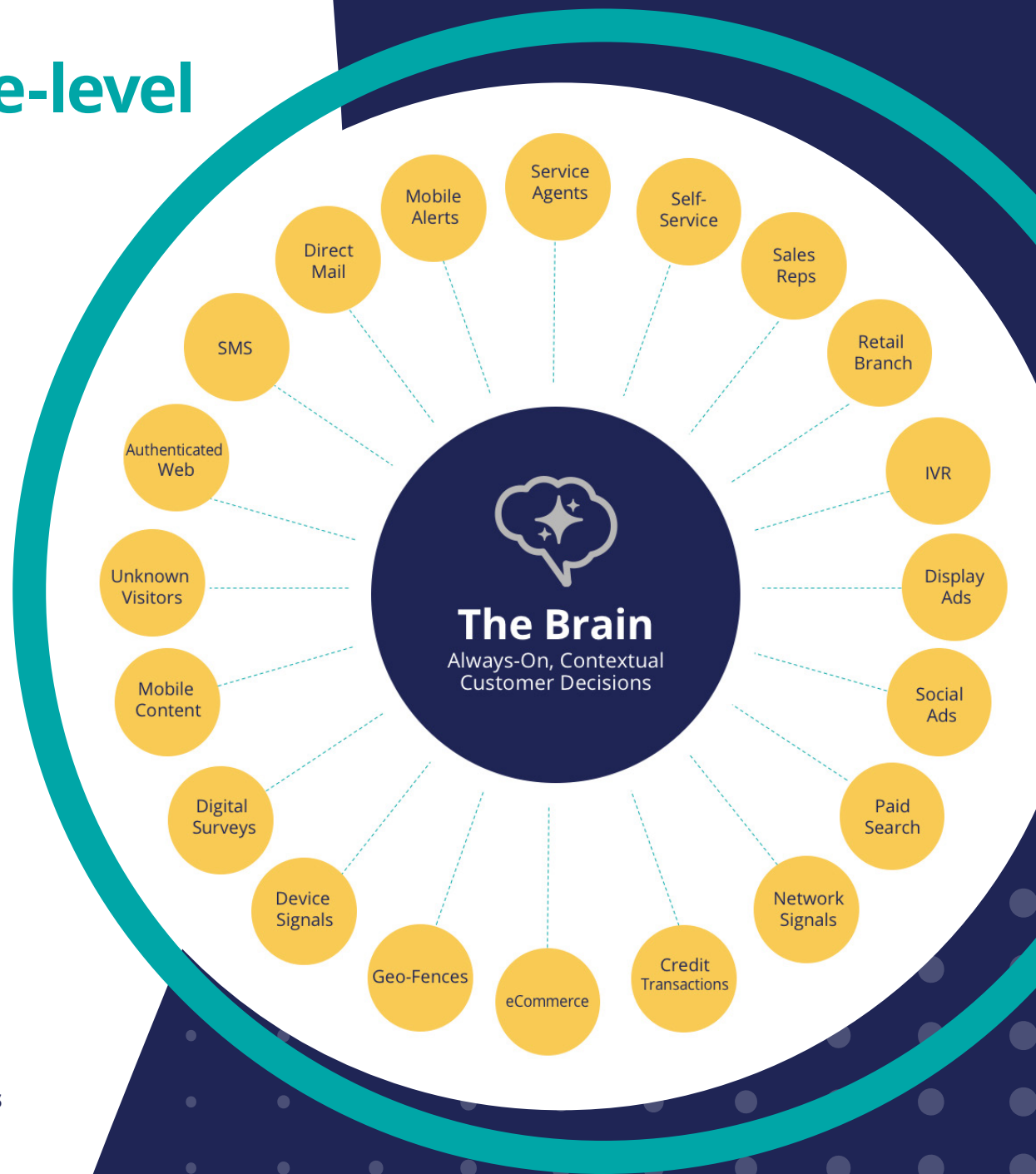
Legend	Good	Fair	Poor
--------	------	------	------

Achieve enterprise-level scale with your AI

Large enterprises interact with their customers hundreds of millions of times each day – across as many as 20 inbound and outbound channels. Those interactions generate massive amounts of behavioral data, increase their understanding of what customers really need, and can drive richer, more relevant experiences.

Salesforce is suited for batch outbound, but lacks the full capabilities needed to optimize the full spectrum of mobile, agent, and web interactions in real time at scale. By integrating Pega, you can make millions of hyper-personalized decisions a day while still leveraging your Salesforce investment. Customer behaviors from the current experience immediately inform the next – regardless of where, when, and how often they take place. You can engage with real empathy – because you will be more timely and relevant – which leads to longer-term customer relationships.

Breaking Down The Brains
Today's Conversation



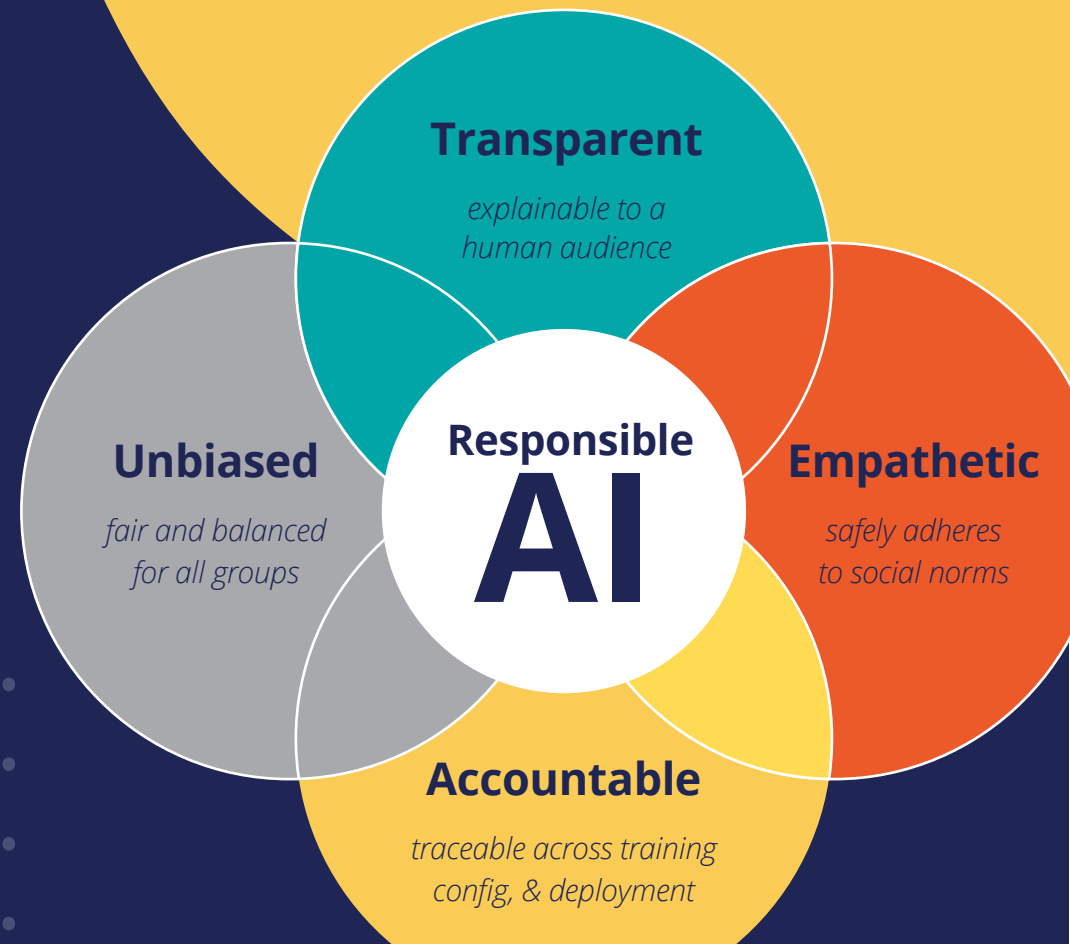
Engage customers with responsible AI

Enterprises are using artificial intelligence (AI) to bridge the customer gap. They're mining data and using the insights to understand customer needs – so they can better connect with the individuals they serve.

But this can also introduce potential risks to their credibility, brand reputations, and bottom lines. Enterprises are accountable for regulatory compliance, but that's not enough. They must hold themselves to a higher standard and ensure they're engaging with empathy, building trust by providing full transparency, and proactively working to reduce or eliminate bias.

Pega Customer Decision Hub introduces proactive guardrails to govern AI – in every place that next-best-action decisions are made. Users can implement centralized rules, set propensity thresholds, conduct bias testing, and configure transparency settings for models – all within a single application.

Pega Customer Decision Hub lets you implement responsible AI guardrails that simulate, test, govern, and explain every decision – from suitability rules and propensity thresholds to model transparency settings and bias alerts.



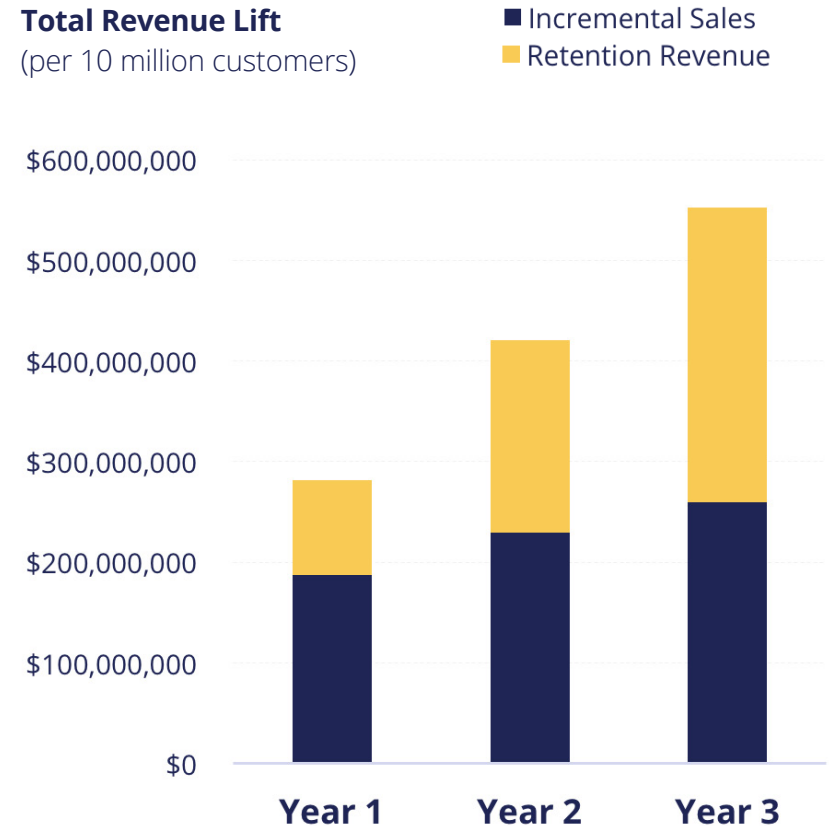
Achieve a 489% return on investment

Pega commissioned Forrester Research to conduct a **Total Economic Impact™ (TEI) Study** on the average financial return from a Pega Customer Decision Hub investment. The study found that a brand with 10 million customers can generate:

- **\$226 million in incremental sales per year**
- **\$193 million in incremental retention revenue per year**
- **489% return on investment (ROI)**
- **Project payback within six months**

By enhancing your Salesforce Marketing Cloud with Pega Customer Decision Hub, you can create a much more compelling and contextual customer experience across channels – resulting in higher acceptance rates, faster revenue growth, and significantly improved customer retention.

Total Revenue Lift
(per 10 million customers)



On average, an investment in Pega Customer Decision Hub creates over \$400 million in incremental customer value each year.



About Pegasystems

Pega is the leader in cloud software for customer engagement and operational excellence. The world's most recognized and successful brands rely on Pega's AI-powered software to optimize every customer interaction on any channel while ensuring their brand promises are kept. Pega's low-code application development platform allows enterprises to quickly build and evolve apps to meet their customer and employee needs and drive digital transformation on a global scale. For more than 35 years, Pega has enabled higher customer satisfaction, lower costs, and increased customer lifetime value.

For more information, please visit us at [pega.com](https://www.pegasystems.com)