Salesforce Add-on Pricing

Extend the power of Salesforce with add-ons for every product, team, company, and industry. Add new features or expand existing capabilities to create a custom Salesforce experience that truly works for you.

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Sales

Drive strategic growth, boost productivity, and win more customers with add-ons that help every level of your sales org.

	Available with
Sales Planning **$50**/user/month* Easily segment your customers, carve your territories, allocate your quota, and more.	✓ Enterprise ✓ Unlimited ✓ Performance ✓ Einstein 1 Sales Edition
CPQ **$75**/user/month* Get basic configure, price, quote software.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited
CPQ+ **$150**/user/month* Configure, price, quote with increased process control and automation.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited
Billing Growth Contact your account exec. Order-to-cash solution.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited
Billing Plus Contact your account exec. Complete order-to-cash solution with usage rating and revenue recognition capabilities.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited
Salesforce Contracts **$50**/user/month* Contract lifecycle management software.	✓ CPQ+

* Total cost billed annually.
All prices in USD.

Sales

	Available with
Revenue Intelligence **$220**/user/month* Get purpose-built analytics and AI-driven insights embedded in the flow of work.	✓ Enterprise ✓ Unlimited ✓ Einstein 1 Sales Edition
Einstein for Sales **$75**/user/month* Boost sales productivity with generative and predictive AI.	✓ Enterprise ✓ Unlimited ✓ Performance ✓ Einstein 1 Sales Edition
Sales Engagement **$50**/user/month* Purpose-built productivity console for inside sales.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited ✓ Performance ✓ Einstein 1 Sales Edition
Einstein Conversation Insights **$50**/user/month* Conversational intelligence for sales or service.	✓ Enterprise ✓ Unlimited
Sales Programs **$100**/user/month* Deliver sales programs within the flow of work that increase seller impact and unlock revenue.	✓ Enterprise ✓ Unlimited ✓ Einstein 1 Sales Edition
Salesforce Maps Starting at **$75**/user/month* Optimize sales processes with location-based intelligence.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited ✓ Einstein 1 Sales Edition

* Total cost billed annually.
All prices in USD.

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Sales

Territory Planning

$75/user/month*
Get advanced optimization that balances territories and takes plans out of spreadsheets.

✔ Pro Suite
✔ Professional
✔ Enterprise
✔ Unlimited

Marketing Cloud Account Engagement

Starting at **$1,250**/month* (up to 10,000 contacts)
Grow faster with the marketing automation edition that fits your business.

✔ Professional
✔ Enterprise
✔ Unlimited

Sales Emails and Alerts

$50/user/month*
Empower sales to connect early, often, and effectively using Sales Emails and Alerts with Marketing Cloud Account Engagement.

✔ Professional
✔ Enterprise
✔ Unlimited

Partner Relationship Management (PRM)

$25/member/month* or **$10**/login/month*
Boost channel sales by building personalized experiences for your partners.

✔ Enterprise
✔ Unlimited

External Apps

$35/member/month* or **$15**/login/month*
Boost channel sales by building personalized experiences for your partners with even more customization.

✔ Enterprise
✔ Unlimited

Einstein Relationship Insights

$50/user/month for Starter or **$150**/user/month for Growth*
AI-powered research assistant that explores disparate data to discover critical relationships.

✔ Enterprise
✔ Unlimited
✔ Einstein 1 Sales Edition

* Total cost billed annually.
All prices in USD.

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Sales

	Available with
Sales Dialer Starting at **$5**/user/month* Click-to-dial and automatic logging features.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited
Social Intelligence **$25**/user/month* Share social data with stakeholders to shape business strategies.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited
Quip Advanced **$100**/user/month* Accelerate growth with real-time sales planning inside of Salesforce.	✓ Pro Suite ✓ Professional ✓ Enterprise ✓ Unlimited

PRM

CPQ for Partner Experience **$25**/member/month* or **$10**/login/month* Accelerate your channel sales and make it easy for partners to sell your products and services. Requires purchase of CPQ.	✓ Enterprise ✓ Unlimited
Distributed Marketing for Partners **$15**/member/month* or **$6**/login/month* Empower partners to build demand and deliver consistent experiences for customers across your channel.	✓ Enterprise ✓ Unlimited
CRM Analytics for Community (Experience Cloud) **$25**/member/month* **or $10**/login/month* Share AI-powered analytics dashboards with partners, providing your channel with the insight needed to drive business.	✓ Enterprise ✓ Unlimited

* Total cost billed annually.
All prices in USD.

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Sales

	Available with

Mobile Publisher for Experience Cloud
$5/member or employee/month* or **$2**/login/month* ($25,000 minimum)
Transform any digital experience into a branded mobile app – no code needed.

✔ Enterprise
✔ Unlimited

Platform Expansion
Request a Quote
Integrate more data, apps, and storage into every experience.

✔ Enterprise
✔ Unlimited

External Apps

CRM Analytics for Community (Experience Cloud)
$25/member/month* or **$10**/login/month*
Share AI-powered analytics dashboards with partners, providing your channel with the insight needed to drive business.

✔ Enterprise
✔ Unlimited

Distributed Marketing for Partners
$15/member/month* or **$6**/login/month*
Empower partners to build demand and deliver consistent experiences for customers across your channel.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

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Starter and Pro Suite

Expand your reach to help you acquire, engage, and retain customers throughout their journeys. Search "Pro Suite" to see all applicable Pro Suite add-ons.

	Available with
Marketing Email Sends **$10/1,000**/sends/month* Increase the number of emails you can send per month.	✓ Starter Suite ✓ Pro Suite
Web Services API **$25**/user/month* Integrate with external apps using REST, SOAP, Bulk, and Streaming APIs.	✓ Pro Suite
Premier Success Plan 30% of net price Get additional expert help, adoption guidance, coaching, and live support.	✓ Pro Suite

* Total cost billed annually.
All prices in USD.

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Service

Unleash the full potential of your service teams. Get add-ons that help you reach and satisfy more customers – online, on the phone, or in the field.

Contact Center

	Available with

Salesforce Contact Center

$150/user/month*
Transform your contact center into an intelligent engagement center.

✔ Unlimited

Service Channels

Service Cloud Voice

Starting at **$50**/user/month*
Natively integrate voice calling into your Customer 360 solution.

✔ Enterprise
✔ Unlimited
✔ Einstein 1 Service Edition

Self-Service (Customer Community)

$5/member/month* or **$2**/login/month*
Deliver a completely connected self-service experience with Customer Community.

✔ Enterprise
✔ Unlimited
✔ Einstein 1 Service Edition

Self-Service (Customer Community+)

$6/login or **$15**/member/month*
Deliver complex self-service experiences and gain access to performance data with Customer Community+.

✔ Enterprise
✔ Unlimited
✔ Einstein 1 Service Edition

Digital Engagement

$75/user/month*
Reach customers across every digital channel.

✔ Enterprise
✔ Unlimited
✔ Einstein 1 Service Edition

Salesforce Scheduler

$25/user/month* or **$15**/asset/month*
Manage appointments and schedule assets such as classrooms or equipment. This is not a replacement for field service capabilities.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Service

Service Operations

Service Intelligence

$220/user/month*

Supercharge service with actionable insights and AI-powered recommendations in the flow of work.

✓ Enterprise
✓ Unlimited
✓ Einstein 1 Service Edition

Service Intelligence with Tableau

$250/user/month*

Supercharge service with actionable insights and AI-powered recommendations in the flow of work and take it one step further with deeper data exploration in Tableau.

✓ Enterprise
✓ Unlimited

Salesforce Feedback Management — Growth

$46,000/org/month*

Automate and analyze feedback at every stage of a customer journey.

✓ Enterprise
✓ Unlimited
✓ Einstein 1 Service Edition

Salesforce Feedback Management — Starter

$13,500/org/month*

Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

Customer Lifecycle Analytics

$165/user/month*

Get AI insights into survey performance and response data. Requires Salesforce Surveys or Feedback Management.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack

$300 per 1,000 responses

Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Service

Field Service

	Available with

Salesforce Field Service

Starting at **$50**/user/month*
Deliver trusted field service from anywhere – fast.

✓ Enterprise
✓ Unlimited
✓ Einstein 1 Field Service Edition

Appointment Assistant

$25/user/month*
Build loyalty with appointment updates and flexible scheduling.

✓ Enterprise
✓ Unlimited
✓ Einstein 1 Field Service Edition

Visual Remote Assistant

$50/user/month*
Engage customers and empower employees from the contact center to the field with real-time visual support.

✓ Enterprise
✓ Unlimited
✓ Einstein 1 Field Service Edition

Service Automation & AI

Einstein for Service

$75/user/month*
Add predictive and generative AI to your service operations to boost service team productivity and deliver personalized experiences across all channels.

✓ Enterprise
✓ Unlimited
✓ Performance
✓ Einstein 1 Field Service Edition

Employee Service

Employee Productivity — Starter

$0/user/month – with the purchase of one or more Employee Service – Agent licenses.
Give every employee easy access to apps, self-service support, and knowledge.

✓ Enterprise
✓ Unlimited

Employee Productivity — Plus

$10/user/month – with the purchase of one or more Employee Service – Agent licenses.
Streamline service with cross-departmental ticketing, bots, and custom objects.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

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Service

	Available with

Employee Service — Agent
$75/user/month*
Route, respond, and report on tickets, access library of workflow templates, manage inventory.

✓ Enterprise
✓ Unlimited

Sales + Service

CPQ
$75/user/month*
Get basic configure, price, quote services.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

CPQ+
$150/user/month*
Configure, price, quote services with increased process control and automation.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

Billing Growth
Contact your account exec.
Order-to-cash solution.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

Billing Plus
Contact your account exec.
Complete order-to-cash solution with usage rating and revenue recognition capabilities.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

Subscription Management
Contact your account exec.
Let customers buy on their own, across any channel, with any monetization model.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Service

	Available with

Quip Advanced
$100/user/month*
Accelerate growth with real-time sales planning inside of Salesforce.

✔ Pro Suite
✔ Professional
✔ Enterprise
✔ Unlimited

Sales Engagement
$50/user/month*
Purpose-built productivity console for inside sales.

✔ Pro Suite
✔ Professional
✔ Enterprise
✔ Unlimited
✔ Performance

Sales Programs
$100/user/month*
Deliver sales programs within the flow of work that increase seller impact and unlock revenue.

✔ Enterprise
✔ Unlimited

Feedback & Analytics

Salesforce Feedback Management — Growth
$46,000/org/month*
Automate and analyze feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Starter
$13,500/org/month*
Improve customer experiences with unified feedback.

✔ Enterprise
✔ Unlimited

Customer Lifecycle Analytics
$165/user/month*
Using AI-powered insights, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack or Feedback Management.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

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Service

	Available with

Salesforce Surveys Response Pack
$300/per 1,000 responses
Continue gathering feedback across all meaningful touchpoints.

✔ Enterprise
✔ Unlimited

Elastic Services

Elastic Services
$2,000/org/month (shared with sandbox and scratch orgs)*
Deliver scalable experiences fast using Salesforce Functions. Includes 1 million GB-seconds of invocations/month and 235,000 daily API limit for functions.

✔ Enterprise
✔ Unlimited

Elastic Services — Additional Capacity
$45/org/month (shared with sandbox and scratch orgs)*
Deliver scalable experiences fast using Salesforce Functions. Includes 1 million GB-seconds of invocations/month and 235,000 daily API limit for functions.

✔ Enterprise
✔ Unlimited

Self Service

Digital Engagement
$75/user/month*
Reach customers across every digital channel.

✔ Enterprise
✔ Unlimited

Einstein Bots
$50/100 conversations/month*
Provide customers with intelligent, self-service bots. Requires Service UE or Digital Engagement.

✔ Enterprise
✔ Unlimited

Mobile Publisher for Experience Cloud
$5/member or employee/month* or **$2**/login/month* ($25,000 minimum)
Transform any Lightning Experience into a branded mobile app – no code needed.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

Service

	Available with

CRM Analytics for Community (Experience Cloud)
$25/member/month* or **$10**/login/month*
Give partners the power of AI-powered analytics in their communities.

✓ Enterprise
✓ Unlimited

Lightning Platform Expansion
Request a Quote
Integrate more data, apps, and storage into every experience.

✓ Enterprise
✓ Unlimited

Salesforce Maps for Experience
$25/member/month and **$10**/login/month*
Extend location intelligence to customers, partners, and employees.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Marketing

Enhance every part of your marketing, including email, mobile, social, digital advertising, and data management.

Data Cloud for Marketing

	Available with

Segmentations and Activations
$1,000/100,000 credits*
Purchase credits to create segments and send to activation targets.

✓ Data Cloud Starter for Marketing

Data Services
$1,000/100,000 credits*
Expand or replenish data services credits in addition to that provided with the starter pack.

✓ Data Cloud Starter for Marketing

Ad Audiences
$2,400/audience*
Activate segments to advertising platforms.

✓ Data Cloud Starter for Marketing

Data Storage
$1,800/TB*
Additional storage from that provided with the starter pack.

✓ Data Cloud Starter for Marketing

Marketing Cloud Engagement

Distributed Marketing
$50/user/month*
Enables Sales Cloud and Service Cloud users with Distributed Marketing.

✓ Pro
✓ Corporate
✓ Enterprise

Einstein Engagement
Starting at **$1,250**/month*
Find the optimal number of messages to send, predict how customers will engage with your messages, and create stronger, intelligence-driven subject lines that drive clicks. Even get notifications about any drops or gains in KPIs.

✓ Pro

* Total cost billed annually.
All prices in USD.

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Marketing

	Available with

Intelligence Reports Advanced for Engagement
Request a Quote
Analyze, visualize, and report on email, mobile, and journey data – all within Marketing Cloud Engagement.

✓ Pro
✓ Corporate
✓ Enterprise

Journey Builder
Starting at **$1,250**/month*
Deliver cross-channel personalized experiences at every step of the customer lifecycle with campaign management. Included in Corporate and Enterprise editions.

✓ Pro

Mobile Connect
Request a Quote
Drive customer engagement with SMS messaging.

✓ Pro

Encryption at Rest
Request a Quote
For customers who wish to have their own database and unique encryption key.

✓ Pro
✓ Corporate
✓ Enterprise

Field Level Encryption
Request a Quote
Encrypt data at rest to facilitate compliance with corporate privacy policies, regulatory requirements, and contractual obligations for handling private data. The system converts encrypted fields to plain text at the time of send.

✓ Pro
✓ Corporate
✓ Enterprise

Sender Authentication Package
Request a Quote
Sender Authentication Package is an account branding tool that gives you the ability to customize links and images to match branding for the authenticated domain you're sending email from.

✓ Pro
✓ Corporate
✓ Enterprise

* Total cost billed annually.
All prices in USD.

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Marketing

	Available with

Google Analytics 360 Integration for Marketing Cloud

Starting at **$1,250**/month*
Measure performance and engage across channels based on web or app activity.
Requires a Google Analytics 360 account license and Journey Builder.

✔ Pro
✔ Corporate
✔ Enterprise

Marketing Cloud Advertising

Starting at **$2,000**/month*
Leverage CRM data to power personalized advertising at scale.

✔ Pro
✔ Corporate
✔ Enterprise

Marketing Cloud Account Engagement

Engagement History Dashboards

$300/user/year*
View engagement data on the account, lead, contact, or opportunity records.

✔ Growth
✔ Plus
✔ Advanced
✔ Premium

Sales Emails and Alerts

$50/user/month*
Empower sales to connect early, often, and effectively using Sales Emails and Alerts with Marketing Cloud Account Engagement.

✔ Growth
✔ Plus
✔ Advanced
✔ Premium

B2B Marketing Analytics Plus

$3,000/month*
Use intelligent insights to determine what efforts improve campaign performance and marketing ROI.

✔ Plus
✔ Advanced
✔ Premium

Premier Success

Request a quote.
Success Plans help customers drive adoption, get support and boost productivity to maximize ROI from Salesforce.

✔ Growth
✔ Plus
✔ Advanced
✔ Premium

* Total cost billed annually.
All prices in USD.

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Marketing

	Available with

Bring your own encryption key at rest
$30,000/month*
Safeguard your data and enable your team to protect your customers' data at any moment.

✓ Premium

Marketing Cloud Personalization

Unique Visitors
100,000/**$9,000**
Scale customer personlization with the edition that is sized to your brand's needs.

✓ Growth
✓ Premium

Named Profiles
100,000 starting at **$6,000** for Growth
Scale customer personlization with the edition that is sized to your brand's needs.

✓ Growth
✓ Premium

Marketing Cloud Intelligence

Granular Data Center
Request a Quote
Surface deeper insights into marketing performance with granular data.

✓ Starter
✓ Growth
✓ Plus

Sandbox
Request a Quote
Ensure data governance best practice with a dedicated testing environment.

✓ Starter
✓ Growth
✓ Plus

Media Impact Optimization
Request a Quote
Bundle of Media Planning Center and Media Transparency Center at a discounted price.

✓ Starter
✓ Growth
✓ Plus

* Total cost billed annually.
All prices in USD.

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Marketing

	Available with

Media Planning Center
Request a Quote
Optimize your media budget allocations with advanced planning analytics, and use AI to forecast performance and make data-driven decisions based on past campaigns.

✓ Starter
✓ Growth
✓ Plus

Media Transparency Center
Request a Quote
Reconcile your planned and delivered spend automatically for in-flight pacing, discrepancy analysis, billing, and reporting.

✓ Starter
✓ Growth
✓ Plus

Executive Workspace
Request a Quote
Create an executive view of your marketing data from across all your Intelligence workspaces.

✓ Starter
✓ Growth
✓ Plus

Developer API Access
$1,000/user/month*
Innovate and extend your Intelligence platform with developer-friendly APIs.

✓ Starter
✓ Growth
✓ Plus

Loyalty Management

Loyalty Management
Starting at **$20,000** org/month*
Easily build, deploy, track, and manage your customer loyalty program across teams, organizations, and partners.

✓ Pro
✓ Corporate
✓ Enterprise

CRM Analytics for Loyalty Management
$165/user/month*
Get AI insights with a complete analytics platform for loyalty management.

✓ Pro
✓ Corporate
✓ Enterprise

* Total cost billed annually.
All prices in USD.

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Marketing

Marketing Cloud Growth Edition

	Available with

Marketing Cloud Growth Edition

Starting at **$1,500** org/month*
Connect teams, deliver campaigns faster with AI, and personalize customer relationships. It is time to do big things with your small business.

✔ Growth

Additional Marketing Profiles

Starting at **$250*** org/year
Includes 1,000 additional profiles, 24,000 additional Data Cloud credits, and 1,000 additional segment and activation credits.

✔ Growth

SMS

$10 per 1,000 sends
Leverage mobile messaging as part of your customer journeys with SMS for Marketing Cloud Growth.

✔ Growth

Additional Email Sends

$10 per 1,000 sends
Increase your email send limit and never miss an opportunity to connect with customers.

✔ Growth

Data Cloud Services Card

$1,000 per 100,000 credits
Leverage additional Data Cloud Services credits for storage, queries, and more.

✔ Growth

Segmentation and Activation Card

$1,000 per 100,000 credits
Create more segments and leverage them in your marketing with additional segmentation and activation credits.

✔ Growth

* Total cost billed annually.
All prices in USD.

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Marketing

	Available with
Additional Data Cloud Storage **$150** per TB Never run out of storage as your business grows.	✓ Growth
Additional AI Requests **$2** per 1,000 AI requests Leverage additional AI credits as you build campaigns with Einstein.	✓ Growth

* Total cost billed annually.
All prices in USD.

Commerce

Grow your commerce solution with powerful add-ons that further unify the customer experience across all channels.

B2C

	Available with

Salesforce Payments for B2C

Request a Quote

Launch B2C commerce sites with a secure, out-of-the-box payment solution that scales, simplifies integration, and targets fraud.

✔ Starter
✔ Growth
✔ Plus

B2B

Additional Storefronts

Request a Quote

Add an individual storefront to deploy a separate ecommerce site.

✔ Starter
✔ Growth
✔ Plus

Additional Product SKUs

Request a Quote

Increase the number of products you can sell through your B2B commerce storefront.

✔ Starter
✔ Growth
✔ Plus

Unmanaged Orders

Request a Quote

Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.

✔ Starter
✔ Growth

Salesforce Payments for B2B and D2C Commerce

Request a Quote

Launch storefronts with a secure, out-of-the-box payment solution that scales, simplifies integration, and targets fraud.

✔ Starter
✔ Growth

OMS

Additional Omnichannel Inventory Locations

Request a Quote

Increase the number of locations you can fulfill from.

✔ Starter
✔ Growth
✔ Plus

* Total cost billed annually.
All prices in USD.

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Commerce

	Available with
Additional Storefronts **Request a Quote** Add an individual storefront to deploy a separate ecommerce site.	✓ Starter
Unmanaged Orders **Request a Quote** Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.	✓ Starter

* Total cost billed annually.
All prices in USD.

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Platform

Add power and tools to your custom platform. Empower partners, boost security, support dev, and get deeper visibility into your apps.

Environments

	Available with
Developer Sandbox **Platform Expansion** An individual development environment with a copy of all your metadata	✔ Pro Suite ✔ Professional ✔ Enterprise ✔ Unlimited
Developer Pro Sandbox **5%** of net spend A collaborative development environment with a copy of all your metadata	✔ Pro Suite ✔ Professional ✔ Enterprise ✔ Unlimited
Partial Copy Sandbox **20%** of net spend A testing environment with a partial sample of your customer data and all your metadata	✔ Enterprise ✔ Unlimited
Full Copy Sandbox **30%** of net spend A complete replica of your production org, including all customer data and metadata	✔ Enterprise ✔ Unlimited
Scratch Org **$25**/org/month* Source-driven, CLI accessible, disposable environments	✔ Enterprise ✔ Unlimited
Apex Debugger **$1,500**/org/month* Find and fix bugs in your Apex code.	✔ Enterprise ✔ Unlimited

* Total cost billed annually.
All prices in USD.

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Platform

	Available with

Salesforce Data Mask
10% of net spend*
Mask confidential or protected information, such as personally identifiable information (PII), when deploying sandbox environments.

✓ Enterprise
✓ Unlimited

Security

Privacy Center
15% of net spend*
Suite of data management tools to automate privacy law compliance, data retention and archive, and data subject rights.

✓ Enterprise
✓ Unlimited
✓ Performance
✓ Developer

Security Center
10% of net spend*
Easily manage your security, compliance, and governance metrics across all your Salesforce environment in a single view.

✓ Enterprise
✓ Unlimited

Shield
30% of net spend*
Protect, monitor, and retain critical Salesforce data with Platform Encryption, Event Monitoring, and Field Audit Trail bundled together.

✓ Enterprise
✓ Unlimited

Platform Encryption
20% of net spend*
Encrypt sensitive data at rest while preserving business functionality.

✓ Enterprise
✓ Unlimited

Event Monitoring
10% of net spend*
Add visibility and automation to your Salesforce data.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Platform

	Available with

Field Audit Trail

10% of net spend*
Strengthen data integrity for compliance and to gain insight.

✓ Enterprise
✓ Unlimited

Cache-only Keys for Platform Encryption

$4,000/org/month*
Maintain encryption keys entirely outside of Salesforce and fetch them on demand from a key service that you control.

✓ Enterprise
✓ Unlimited

Salesforce Data Mask

10% of net spend*
Mask confidential or protected information, such as personally identifiable information (PII), when deploying sandbox environments.

✓ Enterprise
✓ Unlimited

Additional Platform Capacity

Additional API Calls

$25/month* for 10,000 daily calls
Increase the number of API calls per day so you can integrate all your external systems, and enhance your apps, data, and processes.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

Additional Flow Entitlements

$1,000/org/month*
Transform your Salesforce experience with more Flow capacity. Includes 10,000 Flows with screens, 10 million Flows without screens, and 50,000 paused flows.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

Additional Scheduled Analytics Bundle

$500/org/month*
Automatically run reports and deliver insights right to your inbox. Includes one additional scheduled dashboard, report, and snapshot every hour.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Platform

Additional Dynamic Dashboards

$250/org/month*
Includes five additional Dynamic Dashboards.

✔ Enterprise
✔ Unlimited

Big Objects

$1,000/month* for 50 million records
Hyperscale big data storage for a complete view of your customers; store, manage, and act on up to billions of records natively.

✔ Enterprise
✔ Unlimited

Additional Custom Objects

$75/user/month*
Build additional apps on custom objects to realize greater business efficiency. Gives each licensed user access to up to 2,000 custom objects.

✔ Enterprise
✔ Unlimited

Platform Events

$500/month* for 100,000 daily events
Build a modern, event-driven integration architecture for speed and scale.

✔ Enterprise
✔ Unlimited

Platform Expansion for Experience Cloud

Request a quote
Customize your existing communities with custom objects, APIs calls, and storage, and realize the power of the platform.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth

$46,000/org/month*
Automate and analyze feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

Platform

	Available with

Salesforce Feedback Management — Starter
$13,500/org/month*
Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack
$300/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

Customer Lifecycle Analytics
$150/user/month*
Using AI-powered insights, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✓ Enterprise
✓ Unlimited

Integration Services

Change Data Capture
$5,000/org/month*
Keep external systems in sync with your Salesforce data.

✓ Pro Suite
✓ Professional
✓ Enterprise
✓ Unlimited

Salesforce Connect
$4,000/connection/month*
Access, display, and change data from an external data source in real time without importing data.

✓ Enterprise
✓ Unlimited

Salesforce Data Pipelines
$9,000/per org/per month for a capacity of 100M rows, with 30 hours of processing time.
Enrich and modify Salesforce data at scale without taking data outside of your Salesforce org.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Platform

	Available with

Web Services API
$25/user/month*****
Integrate with external apps using REST, SOAP, Bulk, and Streaming APIs.
Included in Enterprise and Unlimited licenses.

✔ Pro Suite
✔ Professional

Einstein Platform Services

Einstein Predictions
$75/user/month*
Create custom predictions on any Salesforce object.

✔ Enterprise
✔ Unlimited

Einstein Next Best Action Additional Requests
$50/org/month* for 10,000 requests
Deliver optimal recommendations at the point of maximum impact.

✔ Pro Suite
✔ Professional
✔ Enterprise
✔ Unlimited

Einstein Vision and Language
$4,000 for 1 million predictions/org/month*
Embed computer vision and natural language processing in your apps.

✔ Pro Suite
✔ Professional
✔ Enterprise
✔ Unlimited

Identity

Customer 360 Identity
Starting at **$2,000** for 25,000 users /month*
Build richer relationships with customers and partners by creating and maintaining
a single identity for interaction across all channels.

✔ Enterprise
✔ Unlimited

Identity Connect
$1/user/month*
Seamlessly and instantaneously integrate your active directory with Salesforce. Companies
that use AD for user management can use Identity Connect to manage Salesforce accounts.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Platform

	Available with

Identity for Employees
$5/user/month*
Simplify employee access management and connect all your business apps with single sign-on, and elevate the employee experience.

✓ Enterprise
✓ Unlimited

Identity Verification Credits
$1,250/org/month*
Enhance your Identity for Customers and Partners experience by getting rid of passwords for login.

✓ Enterprise
✓ Unlimited

Mobile

Mobile App Plus
$25/user/month*
Enhance the Salesforce mobile app with custom branding, additional security features, and managed packaging and distribution.

✓ Enterprise
✓ Unlimited

Mobile Publisher for Experience Cloud
$5/member or employee/month* or **$2**/login/month* ($25,000 minimum)
Transform any Lightning Experience into a branded mobile app – no code needed.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

MuleSoft

Get advanced tools, power, and customizations to connect any app, data, or device – in the cloud or on-premises.

	Available with
API Management and Security **Request a Quote** Manage APIs and secure them using prebuilt and custom API policies.	✓ Anypoint Integration Starter ✓ Anypoint Integration Advanced
API Experience Management **Request a Quote** Create and nurture a community of developers and partners to foster adoption of API products.	✓ Anypoint Integration Starter ✓ Anypoint Integration Advanced
Premium Connectors **Request a Quote** Integrate with SAP, Oracle EBS, and more using premium prebuilt connectors.	✓ Anypoint Integration Starter ✓ Anypoint Integration Advanced
Applications Deployed and Managed in the European Union **Request a Quote** Host all your integrations and API capabilities in the European Union.	✓ Anypoint Integration Starter ✓ Anypoint Integration Advanced
Enterprise Grade Cloud Messaging **Request a Quote** Perform advanced asynchronous messaging scenarios between applications.	✓ Anypoint Integration Starter ✓ Anypoint Integration Advanced

* Total cost billed annually.
All prices in USD.

salesforce

Analytics

Find custom analytics tools for every part of your business – or make your current analytics more intelligent and predictive.

	Available with

Salesforce Shield
30% of net spend
Encryption at REST and Event Monitoring Analytics

✔ Enterprise
✔ Unlimited

CRM Analytics Apps

Revenue Intelligence
$220/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

Sales Cloud Einstein
$50/user/month*
Uncover trends and insights with advanced sales analytics

✔ Enterprise
✔ Unlimited

Service Cloud Einstein
$50/user/month*
Create smarter managers, more productive agents, and happier customers with service analytics.

✔ Enterprise
✔ Unlimited

B2B Marketing Analytics
Included in: Marketing Cloud Account Engagement Plus, Advanced, and Premium.
Maximize marketing and sales efforts with advanced marketing analytics.

✔ Enterprise
✔ Unlimited

CRM Analytics for Community (Experience Cloud)
$25/member/month* or **$10**/login/month*
Share personalized analytics with your external apps, partners, and communities, providing them with the insights needed to drive their business.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

salesforce

Analytics

CRM Analytics Apps

	Available with

CRM Analytics for Net Zero Cloud
$165/user/month*

Get faster to net zero with AI-powered insights and rich data visualization in executive-ready dashboards.

✓ Enterprise
✓ Unlimited
✓ Performance

CRM Analytics for Financial Services Cloud
$165/user/month*

Get AI-powered insights with a complete intelligence platform for wealth, banking, and insurance.

✓ Enterprise
✓ Unlimited

CRM Analytics for Health Cloud
$165/user/month*

Get a complete intelligence platform for providers, payers, and medical devices.

✓ Enterprise
✓ Unlimited

CRM Analytics for Consumer Goods Cloud
$165/user/month*

Track inventory, store performance, and the entire health of your business.

✓ Enterprise
✓ Unlimited

CRM Analytics for Manufacturing Cloud
$165/user/month*

Boost revenue and increase customer satisfaction with on-time delivery, powered by intelligent analytics.

✓ Enterprise
✓ Unlimited

CRM Analytics for Automotive Cloud
$165/user/month*

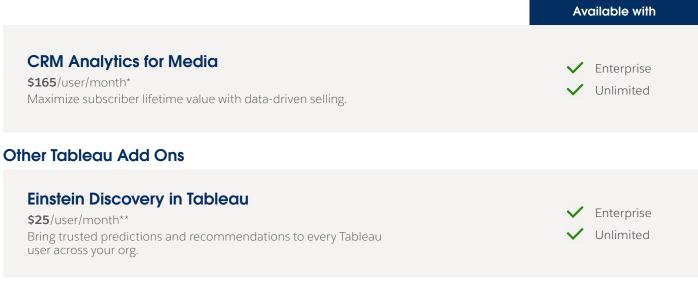Surface actionable business insights embedded where you work.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

salesforce

Analytics

	Available with

Customer Lifecycle Analytics
$165/user/month*
Dive into the performance and response data in your Salesforce Surveys response pack.

✔ Enterprise
✔ Unlimited

CRM Analytics for Loyalty Management
$165/user/month*
Boost loyalty program performance and increase member engagement with AI insights.

✔ Enterprise
✔ Unlimited

CRM Analytics for Revenue Operations
$165/user/month*
Boost forecasting accuracy and build stronger pipeline with a complete AI platform.

✔ Enterprise
✔ Unlimited

CRM Analytics for Communications Cloud
$165/user/month*
Uncover communications-specific insights across negotiation, sales, and service.

✔ Enterprise
✔ Unlimited

CRM Analytics for Energy & Utilities Cloud
$165/user/month*
Get AI-powered insights with a complete intelligence platform for energy and utilities.

✔ Enterprise
✔ Unlimited

CRM Analytics for Public Sector
$165/user/month*
Get AI-powered insights with a complete intelligence platform for the public sector.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

salesforce

Analytics

	Available with
CRM Analytics for Media **$165**/user/month* Maximize subscriber lifetime value with data-driven selling.	✓ Enterprise ✓ Unlimited

Other Tableau Add Ons

Einstein Discovery in Tableau **$25**/user/month** Bring trusted predictions and recommendations to every Tableau user across your org.	✓ Enterprise ✓ Unlimited

* Total cost billed annually.
All prices in USD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

salesforce

Industries

Discover or build custom solutions to meet the needs of your industry, like healthcare, financial services, and more.

Financial Services Cloud	Available with

OmniStudio — 200,000 Additional Calls
$10,000/org/month*
Scale process automation with additional calls.

✓ Enterprise
✓ Unlimited

Business Rules Engine Calls — 100,000 Additional Calls
$10,000/org/month*
Configure sophisticated rating procedures with factor tables, functions, and arithmetic.

✓ Enterprise
✓ Unlimited

Flow Orchestration
$1/orchestration run/org*
Create multistep processes that interact with multiple users.

✓ Enterprise
✓ Unlimited

MuleSoft Anypoint Platform
Request a Quote
Connect to legacy and third-party systems using industry-standard integrations with MuleSoft Direct for Financial Services Cloud.

✓ Starter
✓ Advanced

Financial Services Cloud Intelligence
$250/user/month*
Purpose-built analytics and AI for Financial Services Cloud.

✓ Enterprise
✓ Unlimited

CRM Analytics for Financial Services Cloud
$165/user/month*
Get prebuilt, customizable financial services-specific AI-powered analytics.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

	Available with

Experience Cloud for Financial Services Cloud
$10/member/month* or $4/login/month*
Launch simple client-facing sites and portals that use industry
data models, components, flows, and templates.

✔ Enterprise
✔ Unlimited

Experience Cloud+ for Financial Services Cloud
$35/member/month* or $15/login/month*
Build robust client-facing sites and portals with full data sharing and reporting access.

✔ Enterprise
✔ Unlimited

External Apps+ for Financial Services Cloud
$75/member/month* or $30/login/mont*
Build fully featured partner-facing sites and portals that use both the
sales and industry data models, components, flows, and templates.

✔ Enterprise
✔ Unlimited

Intelligent Document Reader
$0
Increase efficiency by automatically extracting forms data into Financial Services Cloud.

✔ Enterprise
✔ Unlimited

Einstein Relationship Insights
$50/user/month* for Starter or $150/user/month for Growth*
Book customer appointments with the right specialist at the right time and place.

✔ Enterprise
✔ Unlimited
✔ Performance

Salesforce Scheduler
$25/user/month* or $15/asset/month*
Book customer appointments with the right specialist at the right time and place.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

	Available with

Shield
30% of net spend
Meet compliance and industry regulations by protecting, monitoring, and retaining critical Salesforce data.

✔ Enterprise
✔ Unlimited

Digital Engagement
$75/user/month*
Reach customers across every digital channel.

✔ Enterprise
✔ Unlimited

Einstein Bots
$50/100 conversations/month*
Provide customers with intelligent, self-service bots that help place travel notifications and report lost credit cards. Requires Service UE or Digital Engagement.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth
$46,000/org/month*
Automate and analyze feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Starter
$13,500/org/month*
Improve customer experiences with unified feedback.

✔ Enterprise
✔ Unlimited

Customer Lifecycle Analytics
$165/user/month*
Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Salesforce Surveys Response Pack

$300/1,000 responses*

Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

Health Cloud

Home Health

Starting at **$50**/user/month*
Deliver connected healthcare experiences in the home.

✓ Enterprise
✓ Unlimited

Field Service

Starting at **$50**/user/month*
Empower field care providers with mobile patient management
and optimize workforce scheduling.

✓ Enterprise
✓ Unlimited

Salesforce Scheduler

Included: 12,000 service appts/year per org, 350 service appts/month per license (EE),
400 service appts/month per license (UE)
Additional appointments can be purchased: $15,000 for 12,000 service appts per org
Streamline scheduling for your patients, members, and employees to improve team
productivity and customer engagement.

✓ Enterprise
✓ Unlimited

Health Cloud Intelligence

$220/user/month*
Purpose-built analytics and AI for Health Cloud.

✓ Enterprise
✓ Unlimited

CRM Analytics for Health Cloud

$165/user/month*
Get AI-powered insights with a complete intelligence platform for providers,
payers, and medical devices.

✓ Enterprise
✓ Unlimited

Virtual Care

$0 (billed through AWS)
Improve access and lower costs with a connected virtual health experience.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

	Available with

Intelligent Document Reader
$0 (billed through AWS)
Automate manual data entry by extracting text from faxed documents and mapping that data to Salesforce records.

✓ Enterprise
✓ Unlimited

Medication Management
$75/user/month*
Automate drug reconciliation process during transitions in care.

✓ Enterprise
✓ Unlimited

Provider Network Management
$100/user/month*
Decrease provider onboarding time while increasing operational efficiency.

✓ Enterprise
✓ Unlimited

Distribution Management
$100/user/month*
Decrease channel partners onboarding time while increasing operational efficiency.

✓ Enterprise
✓ Unlimited

Benefit & Sales Administration — Individual, Family & Medicare
$125/user/month*
Unify health benefits administration from quote to renewal for Individual, Family, or Medicare members.

✓ Enterprise
✓ Unlimited

Benefit & Sales Administration — Groups
$175/user/month*
Optimize customer experiences and boost member engagement.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

	Available with

Rebate Management
$20,000/org/month*
Program approvals, rebate tiers and thresholds, rebate types, and payout periods in scalable platform.

✔ Enterprise
✔ Unlimited

OmniStudio - Additional Calls (2M)
$10,000/unit/month* (**$120k**/yr) (One SKU = one unit)*
Scale process automation with additional calls

✔ Enterprise
✔ Unlimited
✔ Performance

Business Rules Engine — Additional Calls
$10,000/unit/month* (**$120,000**/year) for 100,000 BRE calls/month*
Scale process automation with additional calls.

✔ Enterprise
✔ Unlimited
✔ Performance

Advanced Therapy Management — Additional Capacity
$2,500/org/month*
500 additional patients per organization.

✔ Enterprise
✔ Unlimited

Einstein Relationship Insights
$50/user/month* for Starter or **$150**/user/month for Growth*
Automate relationship discovery and visualize key networks with Einstein Relationship Insights.

✔ Enterprise
✔ Unlimited
✔ Performance

Data Cloud for Health

Unified Health Scoring
$10,000/org/month*, includes licenses for up to 400 users.
Understand the whole health of patients with real-time data.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Data Services
$1,000/100,000 credits*
Expand or replenish data services credits in addition to that provided with the starter pack.

✔ Enterprise
✔ Unlimited

Data Storage
$1,800/TB*
Additional storage from that provided with the starter pack.

✔ Enterprise
✔ Unlimited

Segmentations and Activations
$1,000/100,000 credits*
Purchase credits to create segments and send to activation targets.

✔ Enterprise
✔ Unlimited

Experience Cloud for Health Cloud

Experience Cloud for Health Cloud
$10/member/month* and **$4**/login/month*
Launch simple patient-facing sites that use industry data models, components, flows, and templates.

✔ Enterprise
✔ Unlimited

External Apps for Health Cloud
$75/member/month* or **$30**/login/month*
Work with partners on advanced sharing use cases, B2B use cases, opportunities, quotes, and much more.

✔ Enterprise
✔ Unlimited

Experience Cloud Plus for Health Cloud
$35/member/month* or **$15**/login/month*
Build robust patient-facing sites and portals with full data sharing and reporting access.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Mobile Publisher for Experience Cloud

$5/member or employee/month* or **$2**/login/month* ($25,000 minimum)

Coupled with the Health Cloud app template, create a secure patient community with a branded mobile app for iOS or Android.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Manufacturing Cloud

<table>
<tr><td></td><td style="text-align:center">**Available with**</td></tr>
</table>

Experience Cloud for Manufacturing
$50/user/month*

Extend Salesforce to your ecosystem of customers and partners with prebuilt communities tailor-made for the manufacturing industry.

✓ Enterprise
✓ Unlimited

Manufacturing Cloud Intelligence
$220/user/month*

Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✓ Enterprise
✓ Unlimited

CRM Analytics for Manufacturing Cloud
$165/user/month*

Surface actionable business insights and bring AI-powered intelligence and insights to day-to-day operations.

✓ Enterprise
✓ Unlimited

MuleSoft Anypoint Platform
Request a Quote

Synchronize your front and back office to drive predictable business performance.

✓ Enterprise
✓ Unlimited

Salesforce Feedback Management — Growth
$46,000/org/month*

Automate and analyze feedback at every stage of a customer journey.

✓ Enterprise
✓ Unlimited

Salesforce Feedback Management — Starter
$13,500/org/month*

Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

	Available with

Salesforce Surveys Response Pack

$300/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

OmniStudio - Additional Calls (2M)

$10,000/unit/month* (**$120k**/yr) (One SKU = one unit)*
Scale process automation with additional calls

✓ Enterprise
✓ Unlimited
✓ Performance

Einstein Relationship Insights

$50/user/month* for Starter or **$150**/user/month for Growth*
Automate relationship discovery and visualize key networks
with Einstein Relationship Insights.

✓ Enterprise
✓ Unlimited
✓ Performance

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Automotive Cloud

Experience Cloud for Automotive

$50/user/month*
Extend Salesforce to your ecosystem of customers and partners with prebuilt communities tailor-made for the automotive industry

✓ Enterprise
✓ Unlimited

Automotive Cloud Intelligence

$220/user/month*
Get purpose-built analytics and AI-driven insights embedded where you work.

✓ Enterprise
✓ Unlimited

CRM Analytics for Automotive Cloud

$165/user/month*
Bring AI-powered intelligence and actionable business insights to your day-to-day

✓ Enterprise
✓ Unlimited

OmniStudio — Additional Calls (2M)

$10,000/unit/month* (**$120,000**/yr) (One SKU = one unit)*
Scale process automation with additional calls

✓ Enterprise
✓ Unlimited
✓ Performance

Einstein Relationship Insights

$50/user/month* for Starter or **$150**/user/month* for Growth*
Automate relationship discovery and visualize key networks.

✓ Enterprise
✓ Unlimited
✓ Performance

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Consumer Goods

Territory Planning
$75/user/month*
Drive revenue growth with an advanced optimization engine that balances territories and takes planning out of Excel.

✔ Enterprise
✔ Unlimited

Additional Custom Objects
$75/user/month*
Build additional apps on custom objects to realize greater business efficiency. Gives each licensed user access to up to 2,000 custom objects.

✔ Enterprise
✔ Unlimited

Planogram Compliance Images
Starting at **$4,000** for 1 million predictions*
Add additional predictions

✔ Enterprise
✔ Unlimited

Digital Engagement
Starting at **$75***
Service your field reps in real time.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth
$46,000/org/month*
Automate and analyze feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Starter
$13,500/org/month*
Improve customer experiences with unified feedback.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

	Available with

Customer Lifecycle Analytics
$165/user/month*
Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✓ Enterprise
✓ Unlimited

Consumer Goods Cloud Intelligence
$220/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✓ Enterprise
✓ Unlimited

CRM Analytics for Consumer Goods Cloud
$165/user/month*
Get insights from prebuilt and customizable consumer goods-specific analytics and AI-augmented business intelligence. Customer Lifecycle Analytics is included in this add-on.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack
$300/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

Key Account Management
$50/user/month*
Manage partners and optimize revenue on a single platform.

✓ Enterprise
✓ Unlimited

Loyalty Management
$30,000/org/month*
Incentivize channel partners and distributors with a B2B loyalty program.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Rebates Management

$20,000/org/month*

Scale incentive programs and nurture partnerships with rebate management.

✓ Enterprise
✓ Unlimited

Experience Cloud for Consumer Goods

$10/user/month*

Deliver a digital commerce experience for your channel partners.

✓ Enterprise
✓ Unlimited

Einstein Relationship Insights

$50/user/month* for Starter or **$150**/user/month for Growth*

Automate relationship discovery and visualize key networks with Einstein Relationship Insights.

✓ Enterprise
✓ Unlimited
✓ Performance

* Total cost billed annually.
All prices in USD.

Industries

Net Zero Cloud

	Available with

CRM Analytics for Net Zero Cloud
$165/user/month*

Get faster to net zero with AI-powered insights and rich data visualization in executive-ready dashboards.

✓ Enterprise
✓ Unlimited
✓ Performance

External Engagement Management
$60K/org/year*

Get access to the supplier data model and support for 50 external engagement ledgers.

✓ Enterprise
✓ Unlimited
✓ Performance

Net Zero Cloud User (500 users)
$60K/org/year*

Get additional 500 permission set licenses for the Net Zero Cloud starter and growth SKUs.

✓ Enterprise
✓ Unlimited
✓ Performance

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Salesforce Communications Cloud

Communications Cloud — B2B BSS Suite

$4 million/org/year*
Define B2B products, capture quotes and orders, and orchestrate fulfillment.

✔ Enterprise
✔ Unlimited

Communications Cloud — B2C BSS Suite

$4 million/org/year*
Define B2C products, capture orders, and orchestrate fulfillment.

✔ Enterprise
✔ Unlimited

Customer Community for Communications Cloud

$10/member/month*; **$4**/login/month*
Enable B2C and B2B customers to self-serve with a branded digital community.

✔ Enterprise
✔ Unlimited

Customer Community Plus for Communications Cloud

$100/member/month;* **$40**/login/month*
Perform MACD operations, review quotes, browse, and order with branded B2B2C communities.

✔ Enterprise
✔ Unlimited

Partner Community for Communications Cloud

$150/member/month*; **$60**/login/month*
Enable partners to address service cases, coordinate fulfillment, and gauge usage with a branded community.

✔ Enterprise
✔ Unlimited

Communications Cloud Intelligence

$220/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

	Available with

CRM Analytics for Communications Cloud
$165/user/month*
Uncover communications-specific insights across negotiation, sales, and service.

✔ Enterprise
✔ Unlimited

Contract Lifecycle Management for Communications Cloud
$75/user/month*
Automate lifecycles across drafting, negotiation, execution, activation, and renewal.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway
$1.5 million/org/year*
Manage high order volumes through peak periods with APIs and scalable caching.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway — API
$24,000/10 million APIs/year*
Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway - Additional Cache
$90,000/10GB Cache/year*
Increase cache allowance for endpoint responses to reduce call volume and improve of API latency.

✔ Enterprise
✔ Unlimited

Additional Orders — B2B BSS Suite (1,000 orders)
$12,000/1,000 B2B orders annually*
Additional orders for B2B BSS Suite.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

	Available with

Additional Orders — B2C BSS Suite (5,000 orders)
$12,000/5,000 B2C orders annually*
Additional orders for B2C BSS Suite

✓ Enterprise
✓ Unlimited

Einstein Relationship Insights
$50/user/month* for Starter or **$150**/user/month for Growth*
Automate relationship discovery and visualize key networks
with Einstein Relationship Insights.

✓ Enterprise
✓ Unlimited
✓ Performance

Salesforce Feedback Management — Growth
$46,000/org/month*
Automate and analyze feedback at every stage of a customer journey.

✓ Enterprise
✓ Unlimited

Salesforce Feedback Management — Starter
$13,500/org/month*
Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

Customer Lifecycle Analytics
$165/user/month*
Powered by CRM Analytics, dive deeper into survey performance and response data.
Requires Salesforce Surveys response pack.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack
$300/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Salesforce Scheduler

$25/user/month* or $15 asset/month*

Manage virtual or in-person appointments from anywhere.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

Salesforce Energy & Utilities Cloud

	Available with

Salesforce Field Service Plus for Energy & Utilities Cloud
$250/user/month*
Give technicians and dispatchers versatile field service tools with Energy & Utilities data models and integrations.

✔ Enterprise
✔ Unlimited

Energy & Utilities Cloud Intelligence
$220/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

CRM Analytics for Energy & Utilities Cloud
$165/user/month*
Get prebuilt, customizable Energy & Utilities-specific AI-powered analytics.

✔ Enterprise
✔ Unlimited

Salesforce Field Service Contractor Plus for Energy & Utilities Cloud
$100/user/month*
Give contractors and third-party resources access to work orders, cases, and contracts with built-in Energy & Utilities data models and integrations.

✔ Enterprise
✔ Unlimited

Customer Community for Energy & Utilities Cloud
$10/member/month*; **$4/**login/month*
Enable B2C and B2B customers to self-serve with a branded digital community.

✔ Enterprise
✔ Unlimited

Customer Community Plus for Energy & Utilities Cloud
$35/member/month*; **$15/**login/month*
Enable B2C and B2B customers to self-serve and browse products and services in a branded digital community.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in USD.

salesforce

Industries

Partner Community for Energy & Utilities Cloud

$50/member/month*; **$20**/login/month*

Give partners a full view of services and products, preferences, usage, account history, and even access to sales or service specific applications.

✓ Enterprise
✓ Unlimited

Contract Lifecycle Management for Energy & Utilities Cloud

$75/user/month*

Automate lifecycles across drafting, negotiation, execution, activation, and renewal.

✓ Enterprise
✓ Unlimited

Enterprise Product Catalog for Energy & Utilities Cloud

$75/user/month*

Quickly create, launch, and update products, bundles, and services from reusable components.

✓ Enterprise
✓ Unlimited

Digital Commerce Gateway

$1.5/million/org/year*

Manage high order volumes through peak periods with APIs and scalable caching.

✓ Enterprise
✓ Unlimited

Digital Commerce Gateway - API

$24,000/10 million APIs/year*

Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

✓ Enterprise
✓ Unlimited

Digital Commerce Gateway — Additional Cache

$90,000/10GB Cache/year*

Increase cache allowance for endpoint responses to reduce call volume and improve of API latency.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

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Industries

B2B Order Management for Energy & Utilities Cloud

$12,000/1,000 B2B orders annually*

Automate the offer and enrollment processes, reduce configuration and fulfillment costs, and keep up with dynamic offerings. 1,000 B2B orders.

✓ Enterprise
✓ Unlimited

B2C Order Management for Energy & Utilities Cloud

$12,000/5,000 B2C orders annually*

Automate offer and enrollment processes, reduce configuration and fulfillment costs, and keep up with dynamic offerings. 5,000 B2C orders.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

Salesforce Media Cloud

	Available with

Media Cloud — Subscriber Lifecycle Management

$75/user/month*
Rapidly launch and monetize B2C and B2B subscription services.

✓ Media Cloud Advanced

Media Cloud — Advertising Sales Management

$100/user/month*
Maximize ad sales with centralized planning, execution, and measurement on a converged platform.

✓ Media Cloud Advanced

Customer Community for Media Cloud

$10/member/month*; **$4**/login/month*
Enable B2C and B2B customers to self-serve with a branded digital community.

✓ Enterprise
✓ Unlimited

Customer Community Plus for Media Cloud

$100/member/month*; **$40**/login/month*
Enable B2C and B2B customers to make account changes, review quotes, and browse and order with a branded community.

✓ Enterprise
✓ Unlimited

Partner Community Plus for Media Cloud

$150/member/month*; **$60**/login/month*
Enable partners with a complete view of customers' active services and interaction history.

✓ Enterprise
✓ Unlimited

Contract Lifecycle Management for Media Cloud

$75/user/month*
Speed contract authoring, approvals, redlining, and digital signatures.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

	Available with

Media Cloud Intelligence
$220/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

CRM Analytics for Media Cloud
$165/user/month*
Get prebuilt, customizable, media-specific, AI-powered analytics.

✔ Enterprise
✔ Unlimited

Enterprise Product Catalog
$75/user/month*
Flexibly capture product and pricing requirements and fast-track new launches.

✔ Media Cloud Advanced

Digital Commerce Gateway
$1.5 million org/year*
Manage high order volumes through peak periods with APIs and scalable caching.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway — API
$24,000/10 million APIs/year*
Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway — Additional Cache
$90,000/10GB Cache/year*Increase cache allowance for endpoint responses to reduce call volume
and improve of API latency.

✔ Enterprise
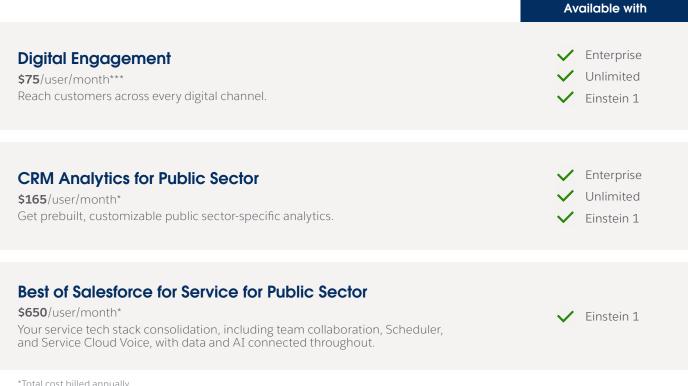✔ Unlimited

* Total cost billed annually.
All prices in USD.

Industries

Marketing Cloud Intelligence

Plus License: **$360,000**/year, Media Transparency Center: **20%** of Plus License + addtl rows, API User: **$1,000**/user/month

Automate your campaign analytics, performance, and revenue pacing.

✓ Media Cloud Advanced

Industries Order Management — B2B

$12,000/1,000 B2B orders annually*

Get catalog-driven, cloud-based order fulfillment for B2B media providers.

✓ Media Cloud Advanced

Industries Order Management — B2C

$12,000 /5,000 B2C orders annually*

Get catalog-driven, cloud-based order fulfillment for B2C media providers.

✓ Subscriber Lifecycle Management

* Total cost billed annually.
All prices in USD.

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Industries

Salesforce Public Sector Foundation - Advanced

	Available with

Public Sector Application Forms - Individual (1,000)

Starting at **$5,000**/1,000 individual application units*
Help citizens find, complete, and check status for licensing and permitting online.

✔ Enterprise
✔ Unlimited

Public Sector Application Forms - Business (1,000)

Starting at **$10,000**/1,000 business application units*
Help citizens find, complete, and check status for licensing and permitting online.

✔ Enterprise
✔ Unlimited

Public Benefit Assistance

Starting at **$20**/participant/month*
Match eligible individuals to the right government benefits faster.

✔ Enterprise
✔ Unlimited

Employee Experience for Public Sector

Starting at **$15**/user/month***
Empower employees to focus on their mission.

✔ Advanced
  Enterprise
✔ Unlimited

Customer Community for Public Sector

$10/user/month or **$4**/login/month***
Provide a "digital front door" for constituents.

✔ Enterprise
✔ Unlimited

Customer Community Plus for Public Sector

$35/user/month or **$15**/login/month***
Provide a "digital front door" for constituents.

✔ Enterprise
✔ Unlimited
✔ Einstein 1

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in USD.

salesforce

Industries

	Available with
Digital Engagement **$75**/user/month*** Reach customers across every digital channel.	✓ Enterprise ✓ Unlimited ✓ Einstein 1
CRM Analytics for Public Sector **$165**/user/month* Get prebuilt, customizable public sector-specific analytics.	✓ Enterprise ✓ Unlimited ✓ Einstein 1
Best of Salesforce for Service for Public Sector **$650**/user/month* Your service tech stack consolidation, including team collaboration, Scheduler, and Service Cloud Voice, with data and AI connected throughout.	✓ Einstein 1

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in USD.

salesforce

Quip

Increase sales, deliver great customer service, and align your teams. Create, edit, discuss, and organize your work, all in one place.

	Available with
Quip Shield **30%** of net Quip spend Comprehensive security add-on bundle includes Enterprise Key Management, Governance, Event Monitoring, and Antivirus Scanning.	✔ Quip Plus ✔ Quip Advanced
Quip Advanced Encryption **20%** of net Quip spend Create, manage, and control your own encryption keys.	✔ Quip Plus ✔ Quip Advanced
Quip Governance **10%** of net Quip spend Manage and report on custom data retention policies and data holds for all Quip data.	✔ Quip Plus ✔ Quip Advanced
Quip Event Monitoring **10%** of net Quip spend Monitor critical business data via real-time, auditable event logs.	✔ Quip Plus ✔ Quip Advanced
Quip Antivirus Scanning **10%** of net Quip spend Control access to your corporate data, monitor for suspicious employee activity, and actively protect against malware and ransomware attacks.	✔ Quip Plus ✔ Quip Advanced

* Total cost billed annually.
All prices in USD.

salesforce

Success

Further your current success plan with additional guidance and support for your custom Salesforce solution.

	Available with
Premier Success Plan **30%** of net price Get additional expert help, adoption guidance, coaching, and live support.	✔ Pro Suite ✔ Professional ✔ Enterprise ✔ Unlimited
Signature Success Plan **Custom Pricing** Add proactive account and incident management, event readiness, and more.	✔ Pro Suite ✔ Professional ✔ Enterprise ✔ Unlimited

* Total cost billed annually.
All prices in USD.