

Tomorrow, Today

Salesforce Web3:
Emerging Technology
for Your Evolving
Enterprise



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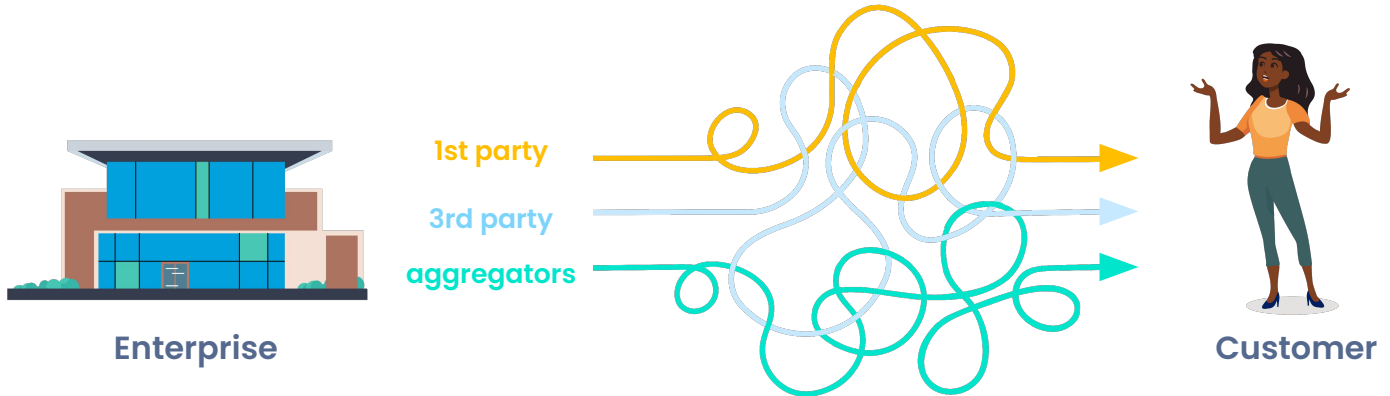
A History of Innovation

Salesforce has revolutionized the way businesses interact with their customers for nearly 25 years, introducing visionary cloud-based software integration long before it became the standard.

Now, Web3 is transforming customer engagement, and Salesforce is once again at the forefront, providing enterprise-grade tools and expertise to succeed in the next era of digital transformation.

The Opportunity

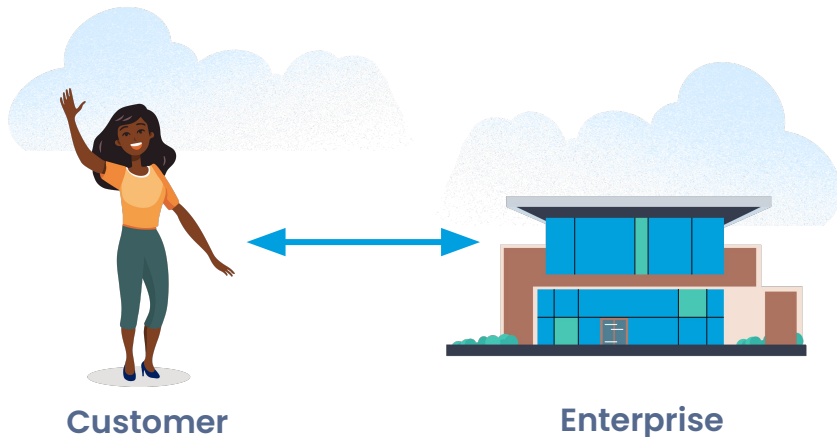
As cookies go the way of floppy disks and dial-up, enterprises must overhaul their consumer data engagement strategy.



81% of brands still rely on third-party data, and only 60% say they are prepared for a world where this data is not available¹

Today, enterprises are excessively dependent on third-party cookies for customer data acquisition, which creates a complex hurdle in the path of seamless interaction between brands and their consumers.

Moreover, changing regulations and platform decisions are steering the industry towards a cookie-less future, which creates the need for new methods of consumer personalization and engagement.



Salesforce Web3 enables enterprises to leverage blockchain tokens and onchain consumer data in their existing marketing and commerce workflows.

1. Twilio - 2023 State of Customer Engagement

Enterprise Web3 initiatives

Enterprises that have piloted successfully in Web3 are now beginning to build long-term, digital-first business models leveraging new technology.

After experimenting with Web3 through pilot programs, many enterprises have now committed to the wide array of opportunities the blockchain offers. Their dedication to long-term program development keeps them at the forefront of innovation and instills confidence with the early adopting consumers who take the journey with them.



Crown Royal embarked on their Web3 journey "That Deserves a Crown" with generosity to amplify their Purple Bag Project partnership with **20,000+ collectibles claimed**. For every digital collectible claimed, Crown sent **a care package to active duty U.S. military members** around the world



Mattel disrupted the market by introducing "NFT Garage" to redefine collecting with digital collectibles. Mattel's has generated **\$775K+ in revenue** and offers holders **digital ownership** and traditional redemption, captivating collectors and signaling a **transformative shift** in the industry.



Starbucks one of the first companies to **integrate NFTs** with an industry-leading **loyalty program at scale**. Onboard new users to Web3 using new, **gamified incentives** (e.g. Watching educational video, playing trivia, completing a puzzle, etc.) which impacts **long-term consumer behavior and brand engagement**



Why Salesforce Web3?

Trusted and Secure

Salesforce builds innovative products with enterprise-grade performance and security. Utilizing Salesforce allows brands to test new tech with confidence.

Salesforce now offers a range of secure Web3 safeguards:

- **Audited, No-Code Smart Contract templates** offer reconfigurability of branded tokens.
- **Wallet Risk Scoring** identifies risky behaviors and potential bad actors.
- **Built-in Enterprise Security** featuring multi-signature actions, role-based privacy controls, and more.
- **Carbon-neutral blockchains** to bolster sustainability efforts.



Operationally Efficient

Salesforce serves as a centralized hub at the core of your business, integrating blockchain data seamlessly into your CRM ecosystem. This makes Web3 easy and accessible for any brand.

The **integration of new blockchain data** such as wallet IDs, transaction history, and purchase behavior is effortlessly incorporated into your CRM directory.

Real-time monitoring provides valuable insights into consumer behavior, empowering enterprise clients to connect on a deeper level with customers.



Built to Scale

Salesforce handles all fundamental Web3 actions and processes for clients, which can be **customized** to align with a brand's unique specialization.

The Salesforce AppExchange hosts **partner apps and plugins**, which extend and enhance the power of the platform. These tools are critical elements of clients' technology stacks; and, now, Salesforce has empowered partners, like Ledger, to develop and **host integrations that help power their Web3 strategies**.

Salesforce introduced **EinsteinGPT**, a foundational generative product integrated throughout the Salesforce ecosystem (Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud).

Today, enterprises are laying the foundation for future Web3 scalability, and as their business and Web3 programs expand, **Salesforce hub can adapt and grow** alongside them.

Salesforce Web3 data integration feels natural for enterprise MarTech teams, integrating drip campaigns, email blasts, and more for a smooth Web3 transition.



Diving Deep into Web3

Salesforce CRM can deliver additional value and be your one-stop-shop for Web3 use cases



A Community building & engagement

Connect to existing processes across social media & comms channels with a new Web3 consumer data layer

Use Case: Send targeted ads & personalized content to customers who claimed a token at SXSW

Without Salesforce you'd need: 2-6 partners

B Access & Rewards Offering

Develop custom experiences to engage and reward high LTV cohorts & specific token holders

Use Case: Create token-gated experiences for access to brand merchandise/partner site, exclusive early access to reserve brand experiences such as concerts, sporting events, influencer meet & greets specific NFT holders within existing customer experience

Without Salesforce you'd need: 2-6 partners

C Develop & Transact

Integrate with payment & minting partners in a low-code environment without holding crypto or writing custom smart contracts

Use Case: Leverage Salesforce NFT Management to create collections & experiences as needed.

Without Salesforce you'd need: 2-4 partners

Analytics & Insights

Leverage, blockchain-based 1st party data to augment and enhance existing CRM analytics, cohort development, and targeting methodologies

Use Case: Ingest blockchain data from programs into Salesforce Web3 connect and EinsteinGPT to build more robust consumer profiles

Without Salesforce you'd need: 2-4 partners

Digital Custody

Integrate directly with leading consumer wallet solutions to offer seamless Web3 onboarding for existing and new customers

Use Case: User participates at brand experience and receives a digital collectible (NFT, Ticket, Token) to own and access, within a custodial wallet, using email sign up and 2FA

Without Salesforce you'd need: 2-4 partners

Building a Web3 Tech Stack

A high-level roadmap for bringing your Web3 strategy to life with Salesforce



Winning Web3

Enterprises must build new muscles today to be stronger tomorrow. Emerging Web3 leaders are using blockchain technology to enhance their current CRM capabilities to reward loyalty and build owned, scalable communities.

To build these solutions for the next generation of digital consumer behavior, organizations need enterprise-grade, trusted, secure, and scalable CRM solutions.

As a proud Salesforce launch partner, Vayner3 works closely to advise Fortune 500 enterprises on end-to-end Web3 program building.

Simply reach out to your Salesforce or Vayner3 representative to get started.





Want to learn more?

salesforce.com/products/web3/overview

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