

# The Latest in Data and AI in Tech and Media & Entertainment

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## Speakers:

Speaker A - 38.46%

Speaker B - 23.86%

Speaker C - 28.45%

Speaker D - 9.22%

## Notes:

- Headline sales reps in tech, media and entertainment only spend about 30% of their time actually selling during an average week. We have a Salesforce solution tailored specifically for the tech and entertainment industries. The latest salesforce features and innovations can help boost revenue and efficiency.

- Gabby, what's the path to increase seller productivity? Dan Walsh from Spotify talked about what they were using. That consisted in sales cloud, tableau in slack and marketing cloud. That brought them 40% in seller productivity. And productivity increases equal additional revenue.

- Agent force is bringing agents with humans together, powered by AI and data. It really is empowering sellers to do more and to increase, um, advertising sales performance. For more on the tech and media keynote, scan the QR code on your screen to check out the entire industry collection here on Salesforce plus.
- Salesforce for technology accelerates cost efficient growth with integrated data automation and intelligent actions across your business. Datacloud unifies all your company's data sources across CRM, data lakes, product usage and more. Let's dive into some product details and discover the power and benefits of an industry specific solution.
- Media Cloud really is a game changer for the advertising industry and the uH, media entertainment industry overall. It is built on top of the Salesforce standard data model, but you add specific features. Now you can start to see and provide some productivity increases.
- Media cloud unpacked and underdeveloped six minutes. So you can watch the latest media cloud demo by scanning the QR code on your screen. And for lots more learnings and innovations, make sure you check it out on Salesforce plus.

## **Speaker A**

**00:00:00**

Headline sales reps in tech, media and entertainment only spend about 30% of their time actually selling during an average week. That's according to our newest state of sales report. But have no fear, we have a Salesforce solution tailored specifically for the tech, media and entertainment industries to give sellers the time that they need to do what they love. Sell. We're here to show you how the latest salesforce features and innovations can help boost revenue and efficiency. Um, Carolyn Bathauer, joined by two senior product marketing managers, Ishmael Brown and Gabby Hosokawa. Great to have you all. I'm so excited for this segment. You're all my favorite. Um, but Ishmael, let's start with you. What do people need to take away from the tech, media and entertainment keynote?

## **Speaker B**

**00:00:43**

Well, first off, I'm glad you let everyone know that we're your favorites. Absolutely. But understanding that tech, media and entertainment business leaders have a very clear mandate they need to fulfill. They need to increase profitability by adjusting their operational approach. They need to satisfy customers across every channel and do so with AI now their mission. While not impossible, like my Tom Cruise franchise, they have to have the right strategy in place and tools in order to leverage. But thankfully, they don't have to go at it alone. With Salesforce as their trusted partner, they can actually turn those challenges into successes of summer blockbuster proportions.

## **Speaker A**

**00:01:26**

You're full of movie puns. Luckily, I'm here for all of them. We like to have a little bit of fun,

but when you're thinking about top takeaways, what are the top three that you want people to pay attention to?

### **Speaker B**

**00:01:38**

Absolutely. So number one is understanding that unlock data is the foundation for growth and it's key to growth. And Aihdenhe a unified data strategy increases seller productivity and leveraging actionable insights with AI, which enhances decision making and accelerates growth. Number two, achieving cost efficient growth is a priority. Tech, media and entertainment companies are tasked with maximizing their investments and partnerships. This is reducing technical depth. Technical depth also it's minimizing, um, their ability, um, for operational efficiency. And lastly, it's the opportunity to deepen engagement across every specific channel. And number three, my absolute favorite, key takeaway here is humans and AI together drive customer success from predictive to generative. And now autonomous AI is evolving and so are our products. With agent force, customers can build and customize agents to scale and enhance every role in every work stream.

### **Speaker A**

**00:02:49**

Well, I think that's really important because you described the mandates that these organizations have, and a lot of that surrounds productivity and profitability. And uh, those things are very intertwined. And so with agent force and using AI, it really helps organizations see what are the ways that we can not just automate, but then also have these agents take action, freeing up the time for sellers right to do the things that they love, those personal connections on the selling. So given your takeaways and all of their mandates, what specific strategies should these organizations prioritize? First, to fully optimize and be ready.

### **Speaker B**

**00:03:30**

For this technology, first and foremost, they have to create a unified data strategy. I mean, break down those data silos, because what it does is when you think about they have to actually maximize every ounce of value out of the systems that they're leveraging. On average, enterprises are utilizing more than 1000 systems just to perform daily operations. So when you think about that, that's 1000 different systems and data spread across all of them. Now let's put that in everyday terms. Let's contextualize it a bit. Right? You may not know this about me, but I'm actually a very big vinyl record collector. So imagine when I'm looking for my favorite album and there are records in my bedroom, the living room, the basement, the attic, or maybe I lent it out to a family friend. So the time spent looking for that specific album, that's going to encapsulate the feeling that I want to come through my speakers. But let's put that in terms of business units directly, um, emulates lost revenue. This is something that no business leader ever wants to face.

No, absolutely not. And we know that our customers are using this and we have a great lineup of trailblazers, Autodesk, Spotify, AWS. They've talked about their respective transformations, but let's pull back the layers just a bit. Gabby, what's the path to increase seller productivity?

**Speaker C**

**00:04:53**

Yeah, I mean, I love that you m talked about the lineup because that was amazing and I am biased. Okay? But I cannot live without Spotify. But seller productivity, I mean, that's exactly what Dan Walsh from Spotify was talking about in that keynote. It's all about setting your seller up, uh, for success, right? Giving them the right tools to automate and everything. And you said in the beginning, it's amazing that the sellers are spending the majority of their time on non selling tasks instead of focusing on tasks that are actually bringing revenue for the company. I mean, for me, that's mind blowing. So they need to find tools that will help them automate those repetitive and manual tasks and also reduce errors. Right. Um, and I think for Spotify, they talked about what they were using. So that consisted in sales cloud, tableau in slack and marketing cloud, and that brought them 40% in seller productivity.

**Speaker A**

**00:05:47**

Wow, that is a big number. Uh, and I love that they measure. Right. That's really critical in understanding how your tools are performing. What impact did we have when it came to their revenue?

**Speaker C**

**00:05:59**

Yeah, absolutely. So the 40% is not even the most impressive one. So they actually saw a uh, 19% revenue growth last year, which is pretty good. And honestly that isn't even stopped there. We didn't even dive deeper on the keynote to talk about how that helped their customers and listeners because using more precise marketing, they were able to be more targeted, more precise and much more relevant. And that brought them 53% of increase in click through rates, which is amazing.

**Speaker A**

**00:06:33**

That's amazing. And just being able to track those productivity improvements. And we talked about before, productivity increases equal additional revenue. And so anytime you can give your teams more, um, the better off you are. So agent force, speaking of giving them more, uh, major announcement here at Dreamforce. I'm curious, how did this innovation show up in the tech and media keynote? How do you think that these organizations are going to use that?

**Speaker C**

**00:06:57**

Yeah, I ah, mean, Agent Force, who doesn't love agent force now? I mean, I love it. I thought it was very impressive. Uh, but really is bringing agents with humans together, powered by AI, powered by data, and powered by action, which is amazing. I think for the tech and media and entertainment companies we can talk about advertising sales because that's the use case that we talked about in the keynote. Uh, but really is empowering sellers to do more and to increase, um, advertising sales performance. So they can, for example, use SDR agents to increase prospecting or to help them prospect better. They can use sales coaching because then they can use uh, the feedback that they get to have a much better sales pitch for their customers, which is amazing as well. Right? It gets them more relevance, it gets them more precision.

### **Speaker A**

**00:07:48**

That's so great. Agent force is everywhere we talk to customers and they really want to know how do I deploy these? So thank you so much for being here. So for more on the tech and media keynote, scan the QR code on your screen to check out the entire industry collection here on Salesforce plus. Now let's take a quick look at how Salesforce four technology helps the tech industry accelerate growth.

### **Speaker D**

**00:08:13**

Technology companies need to drive profitability by improving efficiency across their business, but are often stuck with islands of trapped data and siloed systems. Salesforce for technology accelerates cost efficient growth with integrated data automation and intelligent actions across your business. Datacloud unifies all your company's data sources across CRM, data lakes, product usage and more. Then synthesizes that data so you can put it to use personalized journeys to engage the right customer segments at any stage, from upgrades and onboarding to adoption and more. Improve sales productivity with AI powered insights and use copilot as an AI assistant riding your CRM to prioritize the right deals and personalize engagements with next best actions. Close deals faster with streamlined quoting for any revenue type and use slack to automate, cross sell and upsell opportunities across the entire customer lifecycle. Accelerate your revenue even faster with partner relationship management and empower customers to purchase directly from your e commerce site. When customers need help, provide self service options to give them the answers they need faster. While service teams can see a 360 degree view of customers to close more cases on first contact with AI generated answers and knowledge articles grounded in your data, see how Salesforce for technology drives cost efficient growth with a unified foundation powered by the number one AI CRM. Um, to get started, visit [salesforce.com](https://salesforce.com) high tech.

### **Speaker A**

**00:09:57**

Let'S dive into some product details and discover the power and benefits of an industry

specific solution. One of the demos in the tech, media and entertainment keynote at Dreamforce showcase how companies can manage their advertising sales. Senior product marketing manager Ishmael Brown and Gabby Hosakawa are here to break it down. So Gabby, tell us more about what media Cloud is and all the value that it offers.

**Speaker C**

**00:10:22**

Absolutely. I think media Cloud really is a game changer for the advertising industry and the uH, media entertainment industry overall. It really is built on top of sales and our service cloud, which for me is amazing because you get all the benefits from those two clouds, but you add specific features, is specifically designed for media and entertainment company and that is the specific data model, specific modules, specific applications and even templates, which is really amazing, right? And I think what is the value of that is that it brings more time to value, right? Because you don't have to customize things by yourself. We did it for you already.

**Speaker A**

**00:11:02**

See, I love that about our industry solutions is that we take you 80% of the way there and that 20% is just configuration or customization. It doesn't have to be a brand new build, which is amazing. When we talk about the value that media club provides, a lot of times we're thinking about the underlying data model. So let's take it there. Why is the data model so important in this instance?

**Speaker C**

**00:11:29**

Yeah, I think this is built by people that were in the industry before, right. We are the industry experts. We know what media m entertainment companies face every day. So we built the data model specifically to tackle m the most challenging problems that the MidI entertainment has. So again, it is built on top of the Salesforce standard data model. So you have all the objects from the standard data model, but you add specific features. So for example, take advertising on subscription. We have those objects for you on media cloud data model. So I think this is really valuable.

**Speaker A**

**00:12:01**

Yeah, and you mentioned it's built on the Salesforce platform. So not only do you get that data model, but you get that metadata model. So now you can start to see and provide some productivity increases and things like that to your internal teams because you can measure the steps, the duration when things are happening. So I think that's a great combination. Uh, so ishmael, coming over to you, um, detail a key application that media cloud offers for audience.

**Speaker B**

**00:12:29**

Absolutely. But to start I just have to level set by saying media cloud is my absolute favorite product just to get that on the list.

**Speaker A**

**00:12:36**

Okay.

**Speaker B**

**00:12:36**

Uh, but let's start with advertising sales management. What this does is it enables ad sellers to fully transform that process from start to finish. They are able to accelerate the sales process, transform their and optimize their campaign performance and actually leverage a fully customizable process that enables them to choose the spot type, the duration and also the pricing method. And they can do this by integrating ad placements across multiple channels, think digital tv, print and radio, and going back to the uh, spot, the pricing method, so they can actually leverage fixed fees or per spot costs. This gives them full autonomy over the creation of a converged media plan. That customization allows them to operate more efficiently and actually accelerate that time to value so they can capitalize on their advertising budgets.

**Speaker A**

**00:13:32**

So I love this because I am the ultimate consumer and so I really appreciate targeted ads. And I think when you're working with organizations on their audience type or what is the audience or medium that's going to provide them with the most impact for their advertising dollars, you can get all of that information and customize those conversations so those sellers really go in prepared based on what that customer is truly looking for. So I love that. Um, however, I also, because I love very uh, targeted advertising, I really don't like irrelevant ads. And so if I had a nickel for every time I got an irrelevant ad, I could go on vacation and it might be Fiji or Bora Bora. But um, so from a service perspective, Gabby, earlier you mentioned service aspects for media cloud through things like subscriber management. We talked about that earlier. Can you tell us more, more about some of those features?

**Speaker C**

**00:14:31**

Absolutely. So we just talked about the advertising sales management. Right. But media Cloud has another major application which is subscriber, uh, lifecycle Management. This application really helps media entertainment companies that have subscribers. So think about publishers, think about streamers. Ah, right. We help them manage, um, the entire subscriber lifecycle management, from acquisition to onboarding. We help them service, um, we help them engage their subscriber better. And of course, retention, because, you know, churn is a big challenge for them. So it's all about that. We have specific features, um, that help them do just that. And I think that's an amazing feature for them to use.

Yeah. So personalization is absolutely critical for these organizations. So thank you. Thank you, thank you. Well, there you have it. Media cloud unpacked and underdeveloped six minutes. Now that's efficiency. Thank you both for the deep dive and highlighting the value. So you can watch the latest media cloud demo by scanning the QR code on your screen. And for lots more learnings and innovations, make sure you check it out on Salesforce plus.

**Speaker B**

**00:15:44**

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