

Customer Personalization Flow

This diagram details how (1) Customer interactions are sent from Experience Cloud to Interaction Studio. (2) Real-time interaction management with Einstein Decisions and Einstein Recipes drives a personalized shopping experience on Experience Cloud. (3) The Salesforce Customer Data Platform collects & unifies data streams from Interaction Studio. (4) Flow triggers customers journeys in Marketing Cloud, (5,6) integrations with external systems through Mulesoft, and (7,8) sends messages and information to Slack for real-time collaboration.

Personalization	SSOT	AI	Automation
CMS	Segments	Low Code	Apps
Privacy	Analytics	Channels	Streams

