



# SPRING '14 RELEASE NOTES

At Salesforce ExactTarget Marketing Cloud your success is our top priority and we're working hard to continuously improve the Marketing Cloud solutions you use.

We recently reached a milestone of listening to 1 billion sources on behalf of our customers so that you can rely on us to accurately listen and engage in the conversations about your brands.

In this release, we are expanding listening abilities even more by improving our language options for Asia. As well, we are adding additional support for listening to the conversations happening on your organization's social channels. We are releasing new innovative features that help mobile users boost productivity. We're also launching capabilities for Social Hub that are a must-have for enterprises.

This release focuses on enhancements to our social listening and social advertising solutions. Our Buddy Media team is hard at work developing our next generation Publish and Engage solution. The new product has been built new from the ground up and early feedback from testers has been extremely positive. Expect to hear more about it soon!

	
<ul style="list-style-type: none"><li>• Support for traditional Chinese</li><li>• Support for Filipino</li><li>• Automated Sentiment for Managed Accounts</li><li>• Quick Actions for Radian6 Mobile</li><li>• Ability to easily test and tweak rules in Social Hub</li></ul>	<ul style="list-style-type: none"><li>• Canvas App Install Ads</li><li>• Cost-per-action (CPA) Bidding for Link Clicks</li><li>• Video Mobile App Install Ads</li><li>• Mobile App Engagement Ads</li></ul>

Marketing Cloud is constantly working to improve our offerings and we couldn't do it without you—please contact your Account Executive with any feedback.

Sincerely,

Salesforce Marketing Cloud team

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# Listen

## Data Acquisition

### Advances in Radian6 Listening: Now 1 Billion+ Sources

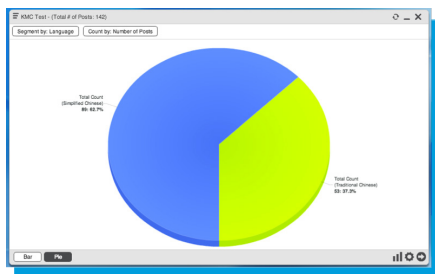
We now listen to 1 billion+ sources on behalf of our customers so that you can listen to the social conversations that are important to you and your brands. We are going to continue to expand our Radian6 listening capabilities. With this release we're improving our Asian language capabilities with the addition of Traditional Chinese and Filipino.

### Now Available: Traditional Chinese

We're adding Traditional Chinese to the platform so that you can filter by that language at the Topic Profile level.

We have had huge demand for this update as Traditional Chinese is used in Taiwan, Hong Kong and Macau as well as China. Our team has added support for the 20,000 characters that make up the basic block of characters for this language. We are also enhancing source coverage for this language with addition of 133 top forums, blogs, and news sites.

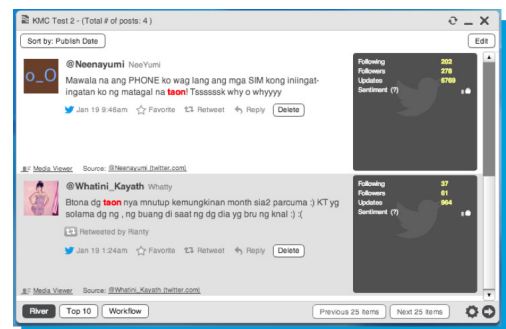
Previously, you could choose Simplified Chinese, now you will see both options in the list of languages to choose from in Topic Profile Configuration in the Dashboard. If you have been using Simplified Chinese you will see improved classification because now the platform is better able to distinguish Simplified from Traditional.



We are also pleased to announce availability of Sina Weibo and Tencent Weibo content in the Analysis Dashboard for monitoring and reporting. Please reach out to your Marketing Cloud Account Executive for more information.

### Now Available: Filipino

Filipino is now a fully supported language, meaning that you can choose to bring in only Filipino language posts to your Topic Profile. To seed this language and geography we've added 50 new webpages and sources based in the Philippines.

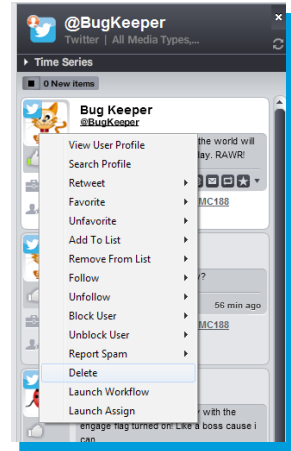


# Engagement Console

We've added new top-requested features to help you manage your social engagement activities.

## Delete Tweets

Customers now can delete tweets that they have published from their Twitter Managed Accounts. Simply select the tweet that needs to be deleted. Right click to bring up the menu of options and choose "delete". A call will be sent to Twitter to delete the tweet and the Engagement Console stack will refresh to show the updated content. Only users with the correct Managed Accounts rights will be able to delete posts.



## Automatic Sentiment for Managed Accounts



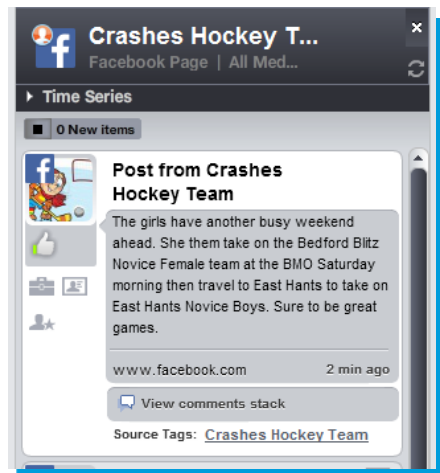
Now Managed Account users will see automated sentiment for the tweets and posts customers and prospects author on their social channels. Sentiment will function for Managed Accounts exactly how it does in your broad listening stacks, allowing you to adjust sentiment on posts and filter by sentiment. This has been a huge customer ask and we are very pleased to roll it out to help you prioritize engagement in your team.

## Enable Source Tags

Now customers can add source tags to posts, comments and replies for their Facebook Managed Accounts. The source tag is applied to all posts on the page (known as page level tagging) similar to how the feature works for Twitter Managed Accounts and broad listening stacks. So if you tag a user on a Facebook brand page, then everyone else who posts on that page will get the same tag. Update the tag and it will automatically update all the tags.

## Help Update

We added a new Help link under the Help section of the top-level menu. This will take you directly to the Quick Start and other knowledge articles at [help.salesforce.com](http://help.salesforce.com) so you can quickly find answers to your questions.



# Analysis Dashboard

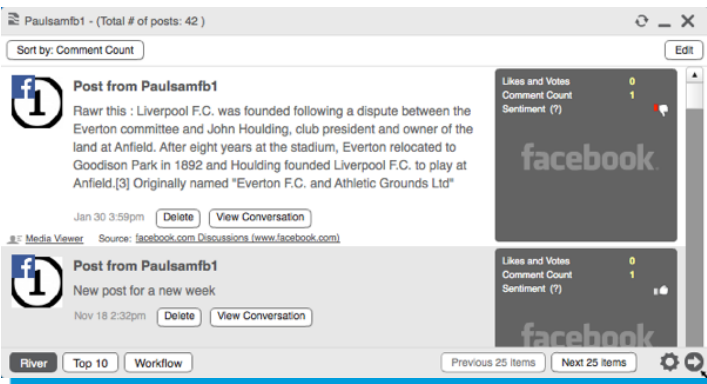
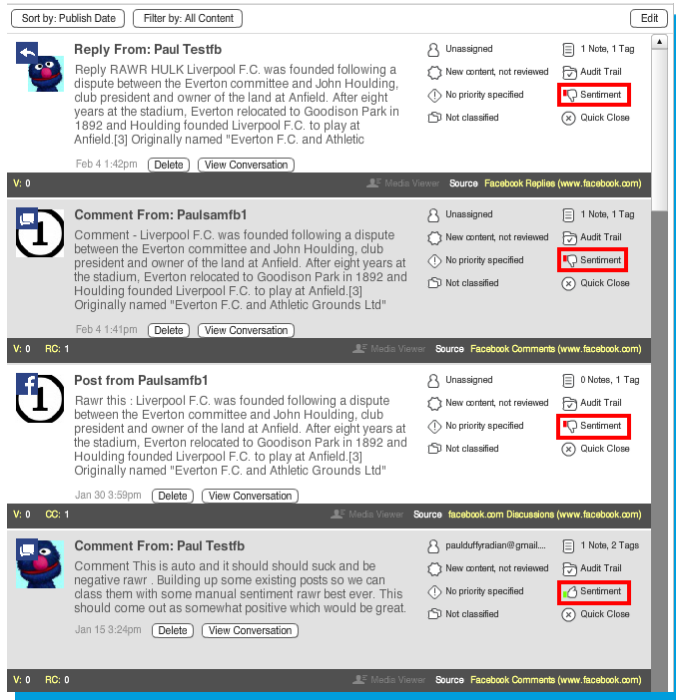
We have added key new features in the Analysis Dashboard to help customers achieve their goals.

## Sentiment for Managed Accounts

Automated sentiment has now been turned on for all Facebook and Twitter Managed Accounts. The addition of automated Radian6 sentiment will help you pull insightful data from the conversations about your brands. As with the sentiment in your broad listening Topic Profiles, you can make any adjustments as required.

## Full Facebook Post Content

You may have noticed that we recently added full post data for your Facebook Managed Accounts. Now you can see the full content for every comment and reply in the Media Viewer, even for those really long posts.



## Sort and Count by Comment Count

Now when you choose to sort by comment count from the menu, the River of News will sort the posts from highest to lowest comment count. This is a great way to find high priority posts. You can also select "count by comment count" from the menu in the Topic Analysis widget and it will count the total number of comments.

## Radian6 Mobile

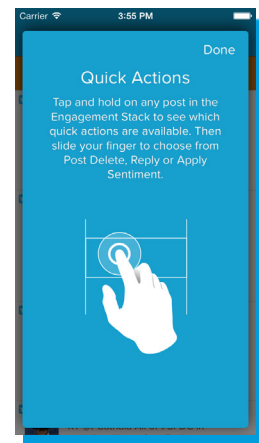
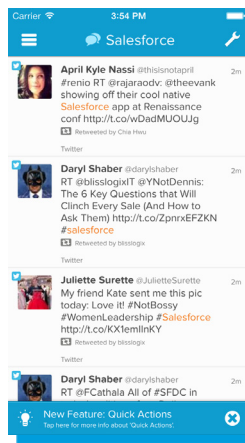
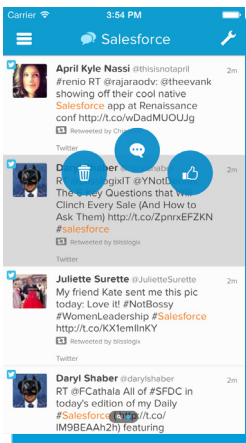
We completely updated the look of Radian6 Mobile in December, bringing it in line with Apple's new iOS7. With this version we refreshed the app using the latest design paradigms. We encourage you to download it if you haven't had a chance and get the following new features as well.

## Quick Actions

With Spring '14 we've added Quick Actions to help you take action on a post faster. Now when you tap and hold on a post, you will see a new menu pop up that shows the top three options users choose. Simply slide your finger to the icons to delete the post, reply to the post or apply/adjust the sentiment.

We've also added a handy reminder at the bottom of the Engagement stack; make sure you try it out.

Tap the "x" to remove the reminder, or tap elsewhere on the blue bar and it will show you a help panel with more details on using the feature.



## Social Hub

### Test Modified Rules

We've added a new feature that allows customers to test rules before putting them into production. Customers have told us they wanted a way to modify and test rules outside of production and then when they are satisfied, put the modified version into production.

Here's an example of how you could use the feature to tweak and test rules:

1. Pull a River of News from the Dashboard so you have a test data source. Export using the detailed XML and make any changes required to make it similar to the data in production.
2. Set up the file to use as a data source.
3. Tweak the rule that you want to test.
4. Choose to push it out to a test org so you can see the results outside of production.
5. Tweak and test until the rule is working as you wish.
6. When you're satisfied switch the data source and install the rule into production.

Once installed, the rule will begin working with new data as well as adjust past data.

## Social Customer Service

We are launching the next generation Social Customer Service solution. We are bringing users an even more efficient integration between Radian6 and the Salesforce Service Cloud to help customer service teams integrate social into their customer service processes. With the Service Cloud release next month, you can:

- Use Radian6 to capture the posts and tweets coming to your corporate Facebook pages and Twitter handles.
- Setup rules to identify sub-sets of important data and fully automate processing requirements. Add additional controls specific to your teams' needs using Apex classes.
- Send huge volumes of posts efficiently into the Salesforce Service cloud.
- Set permissions among members of the customer service team to control who can respond on your social channels.
- The new feed view in the Service Cloud helps customer service agents efficiently and accurately respond to posts and tweets.
- In Twitter, agents can see the content they are responding to, retweet, mark as favorite and follow tweets, and send replies to tweets and direct messages.
- In Facebook, cases are created from your managed Facebook page and agents can see the content they are replying to, like posts and comments, and send posts, comments, replies, and private messages.

If you are interested in finding out how Radian6 and the Salesforce Service Cloud can help you manage your social customer service goals, please talk to your account team for more information.

## Radian6 Core

We have made an update to passwords in Radian6 restricting use of username, first or last name from being used to protect your security. We have also added a tip to the password page to give you indication of which requirements you have and haven't met when you set up a new password.

## API

We have added new image related features to help customers manage images from their Managed Accounts in use in their applications. Now you will get an indication that an image was included with a Facebook post or tweet. As well, you can get the URL of those images so you can access them.



# Advertise

## Social.com

Social.com is the must-have tool for advertisers placing ads and looking to optimize their budget and results on Facebook and Twitter. Recently we launched powerful new features for our customers to help them reach their audiences more effectively.

### **Canvas App Install Ads**

Now Social.com customers can use the new App Install Ad format to drive installation for desktop apps. That means that you can reach users in the News Feed where engagement is highest.

### **Cost-per-action (CPA) Bidding for Link Clicks**

Now you can set a ceiling price for the maximum cost-per-link-click. That means when running ads that include a link, you only pay for the clicks that are most valuable to you.

### **Video Mobile App Install Ads**

Bring your Mobile App Install creatives to life with new video upload options in Social.com. Entice users with app videos in the mobile news feed, and use them to increase your click-to-install rates. Upload multiple images to see which thumbnails are driving plays, and then test video copy to see which drives the highest install and monetization rates.

### **Mobile App Engagement Ads**

Drive continued engagement with Mobile App Engagement ads. Increase loyalty with seven new custom calls to actions that help you reach installed users and then deep link those users back into target areas within the app.