

XMA Limited - Salesforce Lightning Agentforce Marketing

Detailed Pricing

VAR to End Customer - Pricing

Salesforce Agentforce Marketing (formerly Marketing Cloud)		Pro Edition	Corporate Edition
Description - Platform	Unit	Per Unit	Per Unit
Agentforce Marketing Engagement	Subscription/Year	£3,846.11	£18,342.21
Description - Utilisation	Unit	Per Unit	Per Unit
Super Messages - excluding SMS/MMS (1,000) ¹	Per pack	£0.91	£0.91
SMS/MMS Mobile Messages (1,000) ¹	Per pack	£0.99	£0.99
WhatsApp Business Messaging (1,000) ²	Per pack		£1.24
Email File Attachments (1,000)	Per pack	£3.80	£3.80
Additional Contacts (1,000)	Subscription/Year	£58.74	£117.48
Description - Options	Unit	Per Unit	Per Unit
Journey Builder (Professional)	Subscription/Year	£3,101.70	Incl.
Journey Builder Contacts (1,000)	Subscription/Year	£8.26	Incl.
Agentforce Marketing Advertising Professional*	Subscription/Year	£6,947.81	£15,880.70
Agentforce Marketing Advertising Professional - Contacts (1,000)	Subscription/Year	£14.47	£29.32
Agentforce Marketing Advertising - Additional Audiences	Subscription/Year	£992.54	£992.54
Additional Business Unit (+1)	Subscription/Year	£3,625.27	£3,625.27
Private Domain	Subscription/Year	£1,178.65	£1,178.65
Einstein Engagement*	Subscription/Year	£9,925.44	Incl.
Einstein Engagement Contacts (1,000)*	Subscription/Year	£29.36	Incl.
Einstein Send Time Optimization	Subscription/Year	£0.00	£0.00
Field Level Encryption	Subscription/Year	£117,864.60	£117,864.60
Field Level Encryption Contacts (1,000)	Subscription/Year	£29.36	£29.36
Bring Your Own Key for Encryption at Rest	Subscription/Year	£0.00	£0.00
SSL Certificate	Subscription/Year	£223.32	£223.32
Intelligence Reports for Engagement Advanced	% of Net Price	24%	30%
Description - Integrations	Unit	Per Unit	Per Unit
Distributed Marketing	Subscription/Year	£471.46	£471.46
Distributed Marketing for Partner Community Members	Subscription/Year	£141.44	£141.44
Distributed Marketing for Partner Community Logins	Subscription/Year	£56.58	£56.58

All prices are exclusive of VAT.

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Description - Additional Usage	Unit	Per Unit	Per Unit
SMS Short Code One Time Setup - (FI, NL, NZ, UK)	One time fee	£827.12	£827.12
SMS/MMS Code Lease - No charge with Edition	Subscription/Year	£0.00	£0.00
Salesforce SMS Long Code Lease - Rate Group A	Subscription/Year	£148.88	£148.88
Salesforce SMS Short Code Setup - Rate Group B	Subscription/Year	£496.27	£496.27
Salesforce SMS Short Code Lease - Rate Group C	Subscription/Year	£992.54	£992.54
		£1.24	£1.24
Salesforce Message Credits - WhatsApp for Marketing (1,000)	Per pack		
Salesforce Message Credits - Email (1,000)	Per pack	£1.41	£1.41
Salesforce Message Credits - SMS (1,000)	Per pack	£0.99	£0.99
Additional Users (per user)	Subscription/Year	£496.27	£496.27
Additional Automations (+50K/year)	Subscription/Year	£8,271.20	£8,271.20
API Calls (+3.65M/year)	Subscription/Year	£248.14	£248.14
Additional Data Storage (+10 GB)	Subscription/Year	£4,962.72	£4,962.72
Sender Authentication Package	Subscription/Year	£2,067.80	£2,067.80
Private IP / Dedicated IP	Subscription/Year	£1,240.68	£1,240.68
Description - Support and Training	Unit	Per Unit	Per Unit
Premier Success Plan - Agentforce Marketing Engagement	% of Net Price	18%	18%
Audit Trail	% of Net Price	10%	10%

Salesforce Agentforce Marketing - Integrations		Pro Edition	Corporate Edition
Description - Integrations	Unit	Per Unit	Per Unit
Integration for Google Analytics 360	Subscription/Year	£7,307.61	£7,307.61
Integration for Google Analytics 360 Contacts (1,000)	Subscription/Year	£12.39	£12.39
Integration for Google Analytics 360 (Free)*	Subscription/Year	£0.00	£0.00

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Salesforce Agentforce Marketing Intelligence		Pro Edition	Corporate Edition
Description - Platform	Unit	Per Unit	Per Unit
Agentforce Marketing Intelligence Platform*	Subscription/Year	£24,118.82	£75,433.34
API User (20,000 calls per day per user)	Subscription/Year	£9,429.17	£9,429.17
Archived Data Rows (1M)	Subscription/Year	£1,885.83	£1,885.83
DirectConnect	Subscription/Year	£33,002.09	£33,002.09
Additional Admin	Subscription/Year	£4,714.58	£4,714.58
Additional Power User	Subscription/Year	£1,650.10	£1,650.10
Additional Viewer	Subscription/Year	£282.88	£282.88
Additional Data Rows (1M)	Subscription/Year	£7,071.88	£7,071.88
Granular Data Center (1TB) - Agentforce Marketing Intelligence	Subscription/Year	£29,220.50	£29,220.50
Media Planning Center	% of Net Price	15%	15%
Additional Workspace	Subscription/Year	£1,131.50	£1,131.50

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Salesforce Agentforce Marketing - Account Engagement		Pro Edition	Enterprise Edition	Unlimited Edition
Description	Unit	Per Unit	Per Unit	Per Unit
Agentforce Marketing Account Engagement - Growth	Subscription/Year	£11,786.46	£11,786.46	£7,878.32
Agentforce Marketing Account Engagement - Advanced	Subscription/Year		£37,994.58	£26,508.87
Premium - Additional Contacts (10,000)	Subscription/Year		£2,620.32	£2,120.07
Business Unit	Subscription/Year		£15,061.86	£15,061.86
Email - Custom Object Integration (4)	Subscription/Year	£2,914.36	£2,914.36	£2,914.36
API Access (100,000/day)*	Subscription/Year	£3,454.05	£3,454.05	£3,454.05
API Access (100,000/day) - LP*	Subscription/Year	£3,454.05	£3,454.05	£3,454.05
Email - Advanced Email Analytics	Subscription/Year	£3,250.78	£3,250.78	£3,250.78
File Hosting (500MB)	Subscription/Year	£942.92	£942.92	£942.92
Dedicated IP Address	Subscription/Year	£3,424.28	£3,424.28	£3,424.28
Engagement History Dashboards - Additional User	Subscription/Year	£235.73	£235.73	£235.73
Inbound Marketing (SEO 100 & Competitor 10)*	Subscription/Year	£942.92	£942.92	£942.92
Google Adwords Integration*	Subscription/Year	£3,771.67	Incl.	Incl.
Custom User Roles (Unlimited)*	Subscription/Year		£4,714.58	
Agentforce Marketing Account Engagement - Expansion Pack	Subscription/Year	£3,771.67	£3,771.67	£3,771.67
Database - Expansion Pack - LP*	Subscription/Year	£3,771.67	£3,771.67	£3,771.67
Automation Rules (50)	Subscription/Year	£1,885.83	£1,885.83	£1,885.83
BCC Email Compliance	Subscription/Year		£3,771.67	£3,771.67
Premier Success Plan	% of Net Price	18%	18%	18%
Premier Success Plan (Support) - SP*	% of Net Price	18%	18%	18%
Premier Success Plan - Agentforce Marketing Account Engagement	% of Net Price	18%	18%	18%

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Loyalty Management		Enterprise Edition
Description	Unit	Per Unit
Loyalty Management Starter	Subscription/Year	£109,179.84
Loyalty Management Growth	Subscription/Year	£191,064.72
Loyalty Management Starter - Events	Per pack of 1M even	£1,985.09
Loyalty Management - Historical Events	Subscription/Year	£0.00

Salesforce Feedback Management		Enterprise / Unlimited Edition
Description	Unit / Org	Per Unit / Org
Feedback Management Starter	Subscription/Year	£58,153.15
Feedback Management Growth	Subscription/Year	£198,151.48

Data 360 for Agentforce Marketing		Pro Edition	Enterprise Edition	Unlimited Edition
Description	Unit	Per Unit	Per Unit	Per Unit
Customer Data 360 Starter for Marketing	Subscription/Year		£49,627.20	£49,627.20
Customer Data 360 for Marketing - Ad Audiences	Subscription/Year	£804.95	£804.95	£804.95
Customer Data 360 for Marketing - Data Services Card (100K Credits)	Per pack	£368.07	£368.07	£368.07
Customer Data 360 for Marketing - Data Storage (1024 GB)	Per pack	£818.85	£818.85	£818.85
Data Space - Marketing	Subscription/Year	£31,761.41	£31,761.41	£31,761.41

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Agentforce Marketing Customer Data Platform		Corporate Edition
Percentage Based Products	Unit	%
Premier Success Plan	% of Net Price	30%
Premier Priority*	% of Net Price	6%
Audit Trail	% of Net Price	10%
Agentforce Marketing Shield	% of Net Price	30%
Agentforce Marketing Shield - Dedicated Database	% of Net Price	30%

Agentforce Marketing Personalisation		Corporate Edition	Enterprise Edition
Description - Agentforce Marketing Personalisation	Unit	Per Unit	Per Unit
Agentforce Marketing Personalization - Growth (EMEA) combi	Subscription/Year	£33,945.00	£33,945.00
Agentforce Marketing Personalization - Growth - Named Profi	Subscription/Year	£2,592.03	£2,592.03
Agentforce Marketing Personalization - Unique Visitors combi	Subscription/Year	£2,828.75	£2,828.75

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Description	Term
*	Products identified with asterisk (*) are Phased Out Products. Phased Out Products can only be purchased by Customer that has already purchased the same Phased Out Product before and continues using the Phased Out Product at least until the end of the term identified in the new Order Form.
1 - Super Messages - excluding SMS/MMS (1,000) 1 - SMS/MMS Mobile Messages (1,000)	Utilization units must be used before the End Date set forth in the Usage Details Table. No rollover will be permitted. Usage fees do not include taxes or overage fees. Customer will be invoiced for any applicable taxes or overage fees as set forth in the Agreement and the Order Form. Usage will be calculated based on Central Standard Time. Additional units may be purchased at any time during the term of the Order Form; however, if Customer fails to order additional units prior to exhausting its then-current unit volume, the applicable overage rates for such units as set forth in the Order Form will apply. A detailed description of SMS/MMS Mobile Messages and how they may be used, including the corresponding multipliers by market, can be found at https://sfdc.co/mc-multipliers. The following terms apply to this product: NOTICE - Overage Billing. For Customers with Contract Start Dates beginning on or after May 17, 2022: Multipliers are subject to change upwards or downwards at any time, notwithstanding anything to the contrary in the Main Services Agreement. SFDC will provide Customer with at least 30 days' notice of any increase in multipliers, and any such increase will not apply until after the expiration of the applicable notice period.

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Description	Term
2 - WhatsApp Business Messaging (1,000)	Utilization units must be used before the End Date set forth in the Usage Details Table. No rollover will be permitted. Usage fees do not include taxes or overage fees. Customer will be invoiced for any applicable taxes or overage fees as set forth in the Agreement and the Order Form. Usage will be calculated based on Central Standard Time. Additional units may be purchased at any time during the term of the Order Form; however, if Customer fails to order additional units prior to exhausting its then-current unit volume, the applicable overage rates for such units as set forth in the Order Form will apply. A detailed description of how WhatsApp Business Messaging can be used, including the applicable multipliers, is available at https://www.salesforce.com/products/marketing-cloud/sfmc/sms-ratio-updates/. Notwithstanding anything to the contrary in the MSA, the WhatsApp Business Messaging multipliers may change over time. SFDC will provide Customer with at least 30 days' notice of any increase in multipliers, and any such increase will not apply until after expiration of the applicable notice period.
3 - "Agentforce Marketing Personalization (EMEA) combined quantity" 3 - "Agentforce Marketing Personalization - Named Profiles combined quantity " 3 - "Agentforce Marketing Personalization - Unique Visitors combined quantity "	For Agentforce Marketing Personalization, for the purpose of determining the appropriate volume tier, subscription volumes of Agentforce Marketing Personalization (EMEA), Named Profiles, and Unique Visitors are summed up.

All prices are quoted exclusive of VAT.