

## Note:

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*Megan  
Palmisano.*

WILLIAMS-SONOMA, INC.

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# *Quarterly Business Review*

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Salesforce Professional Services





## *Forward Looking Statements*

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# *Agenda*

WILLIAMS-SONOMA, INC.



Opening Thoughts

Annual Partnership Review

Adoption & Roadmap

*Break*

Looking Forward - FY Kickoff

Innovations & Partnership

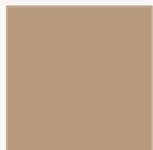
# Meet the Team

WILLIAMS-SONOMA, INC.



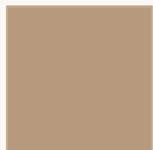
## Executive Team

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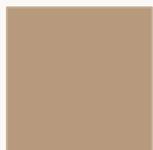
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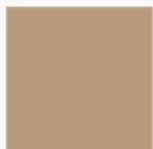
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## Account Team

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# *Our Journey Together*

2004-2021

## *Tactical Beginnings*

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2021-2023

## *Strategic Partners*

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2024 and Onwards

## *Driving Value*

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# FY'XX Success Highlights

WILLIAMS-SONOMA, INC.



Highlight #1

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Highlight #2

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Highlight #3

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Highlight #4

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Highlight #5

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FY24 Signature Success Team



Product Adoption

Technical Health

Customer Expertise

# Celebrating *FY'XX Together*

WILLIAMS-SONOMA, INC.



## *Williams-Sonoma's Impact with Marketing Cloud*



**XXXB**

▲ XX% YoY

Email Sends



**167M**

▲ XX% YoY

SMS Sends



**XXXM**

▲ XX% YoY

Push Sends



**XXXM**

▲ XX% YoY

Journey Sends



**XXXM**

Visits (Email)



**\$XXXM**

Revenue (Email)

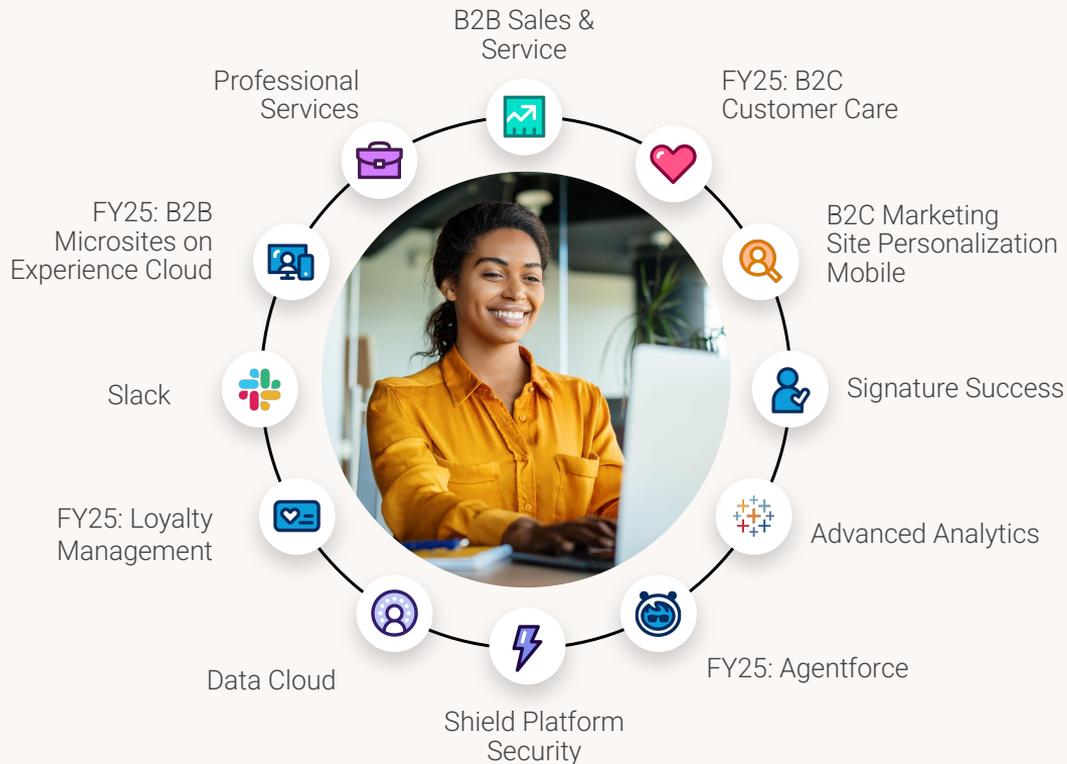
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# *Opening Thoughts*

# Williams-Sonoma and Salesforce Partnership

WILLIAMS-SONOMA, INC.



## Highlights

**XXX**

Customer Since

**XXX**

Dreamforce Attendees (2023-2024)

**XXX**

Emails sent in FY24

**XXX**

Signature Success Engagements in FY24

**\$XXX**

Email channel Revenue via Marketing Cloud in FY24

**XXX**

B2B Sales/Service users in FY24

**XXX**

Marketing Cloud Users across 10 brands in FY24

**\$XXX**

B2B Revenue Growth Goal

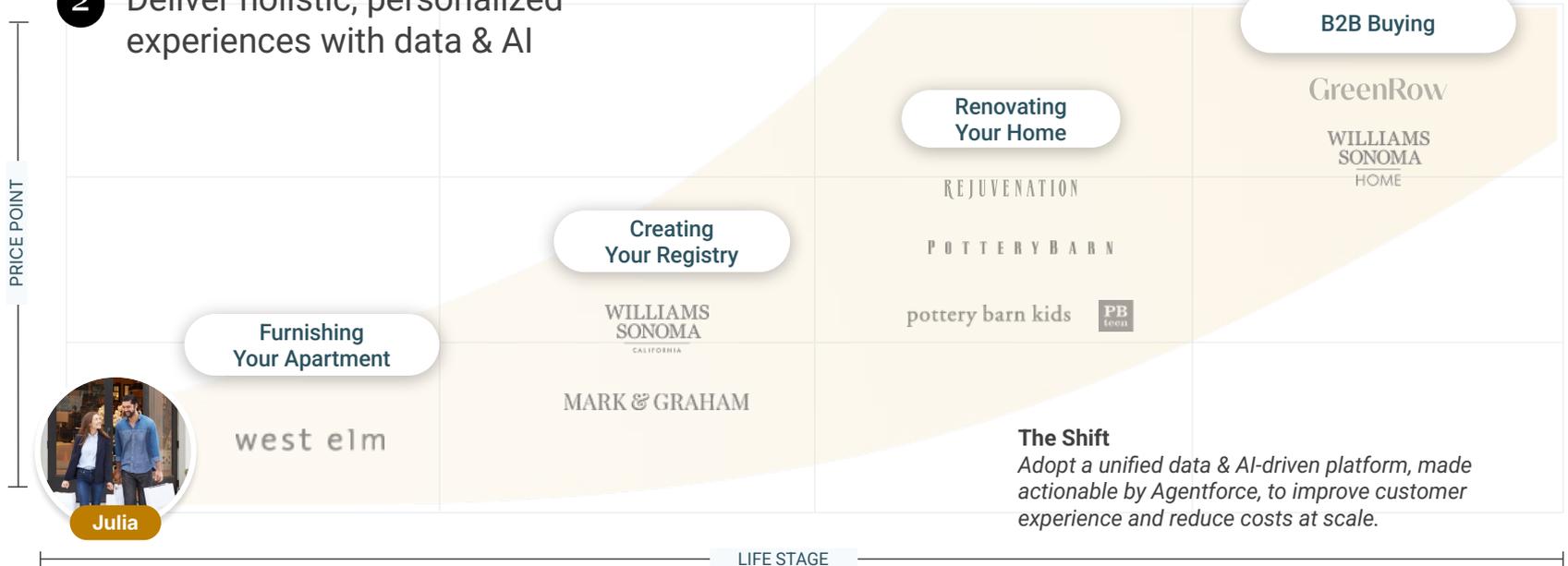
# Tomorrow: Personalized Experiences

WILLIAMS-SONOMA, INC.



1 One WSI: unified profiles grow with customers over time

2 Deliver holistic, personalized experiences with data & AI



Julia



WILLIAMS-SONOMA, INC.



*Thank You.*

