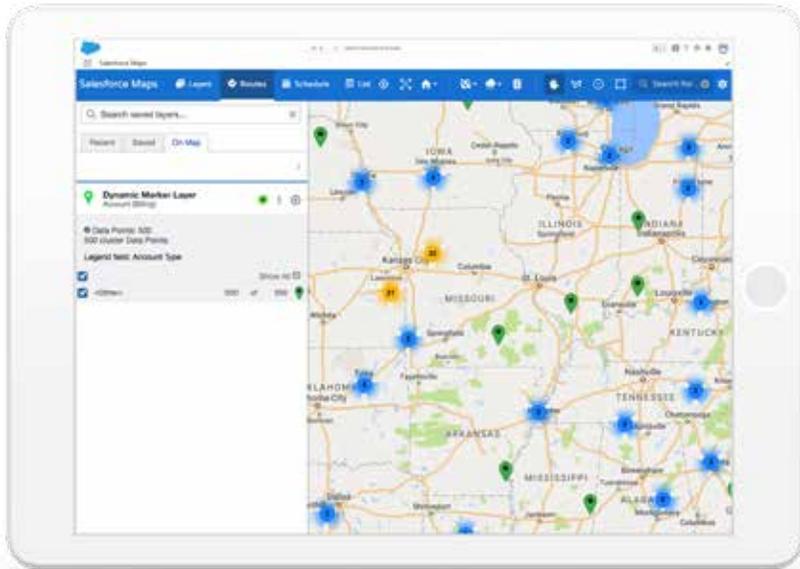# Salesforce Maps

**S**alesforce Maps injects Location Intelligence into field operations to make field reps more efficient and profitable while on the road. By visualizing Salesforce data on a map, companies can accelerate sales, improve performance, automate admin tasks, and ultimately, provide a better experience to customers.

Considering customer and rep location during each phase of the sales process allows businesses to increase results and accelerates revenue attainment:

- **Focus your sales territory efforts on the accounts that matter**
- **Maximize selling time with optimal routes**
- **Find nearby customers and prospects with mobile**



*Display Standard and Custom Objects on a Map*

"It all comes down to time saving, and the big thing that data visualization provides is the ability to plan more time spent in the field producing opportunities that directly impact the conversion rate of new accounts. The simplicity of the layers and automating a lot of the functions that were being done manually is a real value add. We are now able to instantly pull the data we need to canvas more efficiently and get to more houses."

Jim Buchan
Head of Development of Customer Applications and User Adoption of Salesforce.com
Axia Fibre Optics

## Top Benefits

- **Increase Customer Conversion**
- **Increase Revenue Generation**
- **Drive Pipeline and Lead Generation**

## Top Features

- **Visualize Salesforce data as pins, clusters or heat maps**
- **View and Sync ArcGIS Maps**
- **Deploy Maps on any page with nearby lightning app**
- **Auto-Assign leads based on location**

## What's included in Salesforce Maps?

Salesforce Maps enables businesses to see their data on a map to create optimal schedules and map optimal routes, allowing field reps to see more accounts in less time. While planning or in the field, reps can uncover new opportunities for revenue by visualizing nearby prospects to add to their routes and schedules.

With Salesforce Maps, companies can maximize resources, drive productivity and revenue, and increase territory control and visibility, all while reducing expenses.

**Map-based Visualization** - Easily understand hard-to-find data on a map-based interface and make location-driven decisions that drive productivity.

**Optimized Routing** - Ensure timely arrival to high-value prospects and customers with optimized routes that cut down on windshield time.

**Prioritized Scheduling** - Optimize a 7-day schedule with visits prioritized based on Einstein® Score, Pardot® Score, or potential revenue to spend the most time with the most valuable customers and prospects.

**Lead Generation** - Access necessary data to turbocharge your prospecting efforts and marketing campaigns, fill schedule gaps with nearby opportunities, and more.

**Mobile Compatibility** - Automate admin processes, like check-in and check-out, via mobile device while on the road.
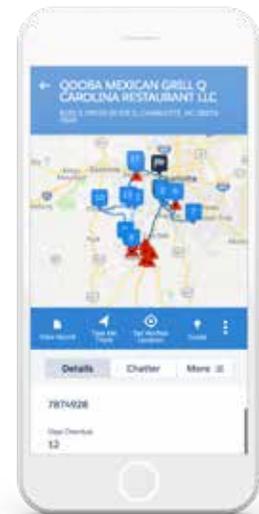
*Access Information While on the Road*
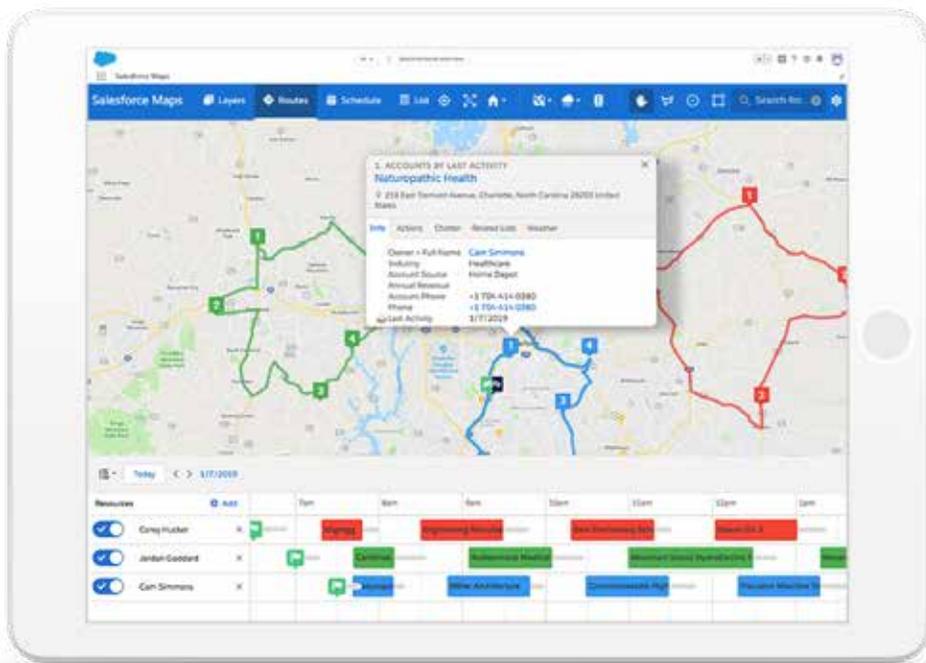
*View Multiple Field Reps' Routes to Avoid Overlaps and Ensure Coverage*

## Drive Productivity

**24%**
FEEL THEIR SCHEDULES ARE PRODUCTIVE

**31%**
SPEND LESS THAN HALF THEIR TIME SELLING