

# Salesforce (CRM)

Technology / Software - Application

StockRover

Stock Report | July 19, 2025

**\$262.38** **\$2.50 (0.96%)** as of Friday's close

Cap (\$M USD)  
**\$250,835**

P/E  
**41.0**

EPS (1Y)  
**14.9%**

Dividend  
**\$1.66**

Last Filing  
**04/30/25**

52-wk Range  
\$230.00  \$369.00

Sales (\$M)  
**38,591**

Fwd. P/E  
**20.8**

Sales (1Y)  
**8.0%**

Fwd. Yield  
**0.6%**

Next Earnings  
**08/27/25**

## Dividend Adjusted Return Jul 18, 2024 - Jul 18, 2025

**CRM 262.38 (+5.1%)** **Technology 685.53 (+18.2%)** **S&P 500 6296.79 (+14.1%)**



CRM has underperformed the S&P 500 by -9.0% in the past year.

CRM has underperformed its sector by -13.2% in the past year.






The Technology sector has outperformed the market by 4.2% in the past year.

## ANALYST CONSENSUS

**Buy**

The consensus rating is unchanged from 1 month ago.




Strong Buy  36  
Buy  2  
Hold  9  
Sell  0  
Strong Sell  2

## QUANTITATIVE SCORES

**Fair Value** \$359.98

**Margin of Safety** 37%

The Margin of Safety is the difference between a company's Fair Value and the current price. See more on page 8.

 **5 warnings**  
Details on Page 8

### Value Score

**57**

**Value Score:** Our value score looks at EV/EBITDA, P/E, P/S, P/TB (Price/Tangible Book) and EPS Predictability. P/S and P/TB are compared within a sector. Other metrics are compared across all stocks

### Quality Score

**72**

**Quality Score:** Our quality score compares profitability and balance sheet metrics to find high quality companies using ROIC, Net Margin, Gross Margin, Interest Coverage, and Debt / Equity metrics.

### Growth Score

**96**

**Growth Score:** Our growth score looks at the 5 year history and the forward estimates for EBITDA, Sales, and EPS growth, ranking the best companies across all stocks.

### Sentiment Score

**73**

**Sentiment Score:** Our sentiment score finds stocks in favor by analyzing Short Interest, returns in key periods over the last year, Price vs. 52-wk High, Days Since 52-wk High and MACD signals.

## BUSINESS SUMMARY

Salesforce provides enterprise cloud computing solutions. The company offers customer relationship management technology that brings companies and customers together. Its Customer 360 platform helps the group to deliver a single source of truth, connecting customer data across systems, apps, and devices to help companies sell, service, market, and conduct commerce. It also offers Service Cloud for customer support, Marketing Cloud for digital marketing campaigns, Commerce Cloud as an e-commerce engine, the Salesforce Platform, which allows enterprises to build applications, and other solutions, such as MuleSoft for data integration.

**Employees** 76,453

**Homepage** [www.salesforce.com](http://www.salesforce.com)

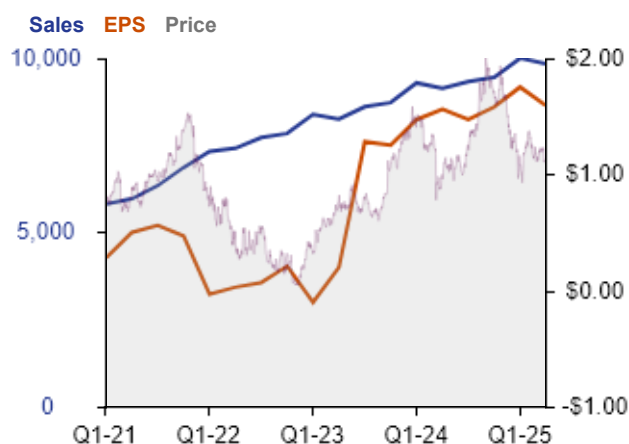
**Headquarters** San Francisco, CA

**VALUATION SUMMARY**

	CRM	Industry	S&P 500
Value Score	<b>57</b>	<b>45</b>	<b>70</b>
Price / Earnings	41.0	109.0	30.0
Price / Sales	6.6	6.9	3.3
Price / Free Cash Flow	20.1	66.8	40.3
Price / Book	4.1	7.3	5.5
Price / Tangible Book	46.9	-	500+
EV / EBITDA	21.5	35.8	25.2
EPS Predict. Pctl.	17	54	71
Piotroski F Score	8	7	6
5-Year P/E Range	38.8	-	-
5-Year P/B Range	2.1	7.4	7.4
5-Year P/S Range	4.4	13.6	13.6


**GROWTH SUMMARY**

	CRM	Industry	S&P 500
Growth Score	<b>96</b>	<b>53</b>	<b>76</b>
<b>Sales Growth</b>			
Sales Growth Next Year	9.0%	12.0%	10.5%
Sales 1-Year Chg (%)	8.0%	7.7%	7.3%
Sales 3-Year Avg (%)	11.4%	15.8%	7.9%
Sales 5-Year Avg (%)	16.2%	12.4%	11.1%
<b>EPS Growth</b>			
Next Yr. Growth Est.	11.9%	22.7%	14.3%
EPS 1-Year Chg (%)	14.9%	-2.8%	10.1%
EPS 3-Year Avg (%)	84.8%	21.4%	7.7%
EPS 5-Year Avg (%)	-	17.0%	14.9%

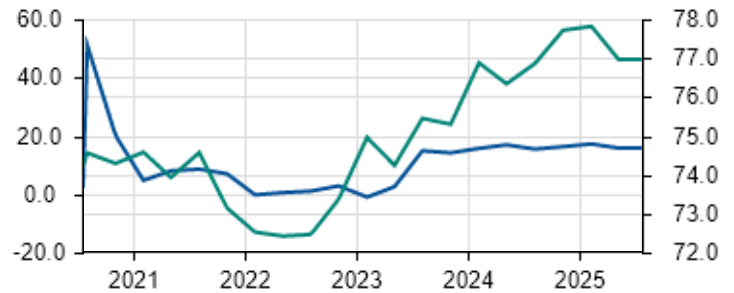

**PEERS ANALYSIS SUMMARY**

Ticker	Company	Cap (\$M USD)	P/E	Fwd. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
SAP	SAP	\$358,704	54.1	0.8%	5.6%	56.5%	9%	<b>59</b>	<b>94</b>	<b>95</b>
IBM	IBM	\$265,686	48.8	2.4%	0.9%	59.0%	8%	<b>67</b>	<b>68</b>	<b>73</b>
CRM	Salesforce	\$250,835	41.0	0.6%	1.1%	6.7%	37%	<b>57</b>	<b>96</b>	<b>72</b>
INTU	Intuit	\$209,943	61.4	0.6%	-0.2%	18.8%	20%	<b>55</b>	<b>99</b>	<b>96</b>
NOW	ServiceNow	\$199,570	131.6	-	-1.9%	30.4%	5%	<b>52</b>	<b>100</b>	<b>97</b>
UBER	Uber Technologies	\$189,438	15.9	-	8.6%	36.7%	14%	<b>64</b>	<b>78</b>	<b>96</b>
ACN	Accenture	\$175,918	22.5	2.1%	-7.4%	-12.3%	22%	<b>85</b>	<b>90</b>	<b>95</b>
ADBE	Adobe	\$155,168	23.4	-	-3.2%	-34.3%	44%	<b>77</b>	<b>98</b>	<b>99</b>
ADP	Automatic Data Pr...	\$122,503	30.9	2.0%	-1.6%	24.5%	26%	<b>71</b>	<b>89</b>	<b>96</b>
MSTR	Strategy	\$118,907	-	-	14.7%	172.1%	-	<b>14</b>	<b>32</b>	<b>42</b>
CDNS	Cadence Design S...	\$86,163	80.0	-	6.3%	13.6%	12%	<b>58</b>	<b>99</b>	<b>97</b>
SNOW	Snowflake	\$72,367	-	-	2.3%	67.0%	-28%	<b>55</b>	<b>53</b>	<b>34</b>

## PROFITABILITY SUMMARY

	CRM	Industry	S&P 500
Quality Score	<b>72</b>	<b>53</b>	<b>76</b>
Gross Margin	77.3%	62.7%	31.6%
Operating Margin	20.5%	13.5%	15.1%
Net Margin	16.1%	10.3%	11.2%
Return on Assets	6.4%	8.3%	10.9%
Return on Equity	10.2%	15.4%	34.6%
ROIC	8.6%	13.0%	24.8%

Net Margin 15.7    Gross Margin 77.0

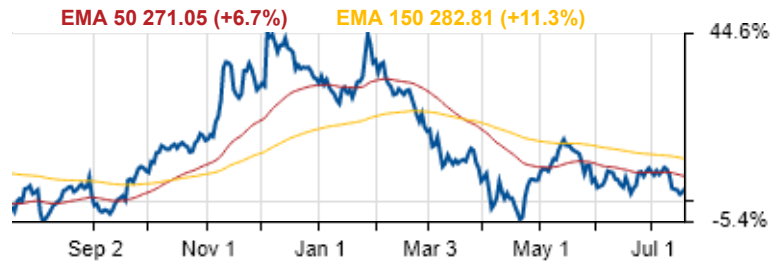


## RETURNS SUMMARY

	CRM	Industry	S&P 500
Sentiment Score	<b>73</b>	<b>52</b>	<b>56</b>
5-Day Return	1.7%	1.8%	0.6%
1-Month Return	1.1%	3.4%	5.6%
YTD Return	-21.3%	3.0%	7.7%
1-Year Return	6.7%	19.3%	15.0%
3-Year Return	57.7%	74.7%	71.5%
5-Year Return	41.0%	35.2%	109.8%
Beta 1-Year	1.12	1.04	1.00

Dividend Adjusted Return Jul 18, 2024 - Jul 18, 2025

CRM 262.98 (+3.5%)



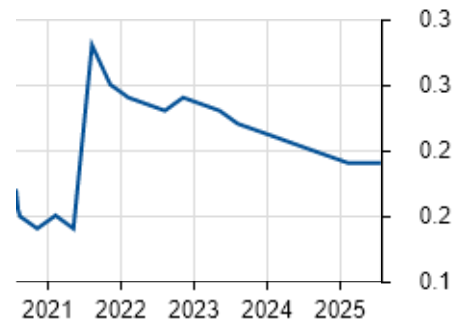
## DIVIDEND

	CRM	Industry
Forward Dividend Yield	0.6%	0.4%
Payout Ratio	25.0%	28.7%
TTM Yield	0.6%	-
Fwd. Div. Per Share	\$1.66	\$1.17
Div. 1Y Chg (%)	-	29.5%
Div. 3Y Avg (%)	-	23.0%
Div. 5Y Avg (%)	-	9.0%
Cons. Growth Years	0	1
Div. Coverage Ratio	3.9	2.5

## DEBT &amp; EQUITY

Current Ratio	1.1
Quick Ratio	1.1
Price	\$262.38
Net Cash Per Share	\$6.09
Equity Per Share	\$63.46
Debt / Equity	0.2
Solvency Ratio	28%
Short % of Float	1.5%
Altman Z-Score	4.9

Debt / Equity 0.2



## ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	37.00	# Up Last 30 days	39.00
# Down Last 30 days	5.00	# Down Last 30 days	2.00
Mean Estimate	2.78	Mean Estimate	2.84
% Change (30 Days)	0.01%	% Change (30 Days)	-0.01%

## MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$2.78	\$2.84	\$11.28	\$12.62
30 Days Ago	\$2.78	\$2.84	\$11.30	\$12.65
90 Days Ago	\$2.73	\$2.81	\$11.16	\$12.56
% Change (90 Days)	1.8%	1.4%	1.1%	0.5%

## EARNINGS SURPRISES

Earnings surprise is the difference between a company's announced earnings and the average analyst estimated value. Surprises typically causes the stock price to jump and are often followed by more of the same surprise type.

## Surprise Summary (Last 12 Quarters)

Surprise Type	Amount	Percent
Positive Quarters (> 2%)	9	75.0%
Negative Quarters (< 2%)	0	-
In-Line Quarters (within 2%)	3	25.0%

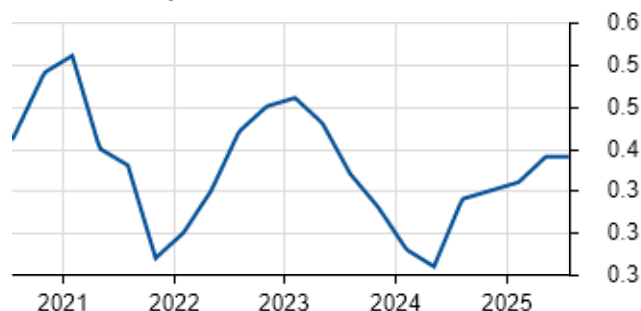
## Surprise Detail (Last 6 Quarters)

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
In-Line	05/28/25	04/30/25	\$2.58	\$2.54	1.6%
Positive	02/26/25	01/31/25	\$2.78	\$2.61	6.5%
In-Line	12/03/24	10/31/24	\$2.41	\$2.44	-1.2%
Positive	08/28/24	07/31/24	\$2.56	\$2.36	8.5%
Positive	05/29/24	04/30/24	\$2.44	\$2.38	2.5%
In-Line	02/28/24	-	\$2.29	\$2.26	1.3%

## RISK

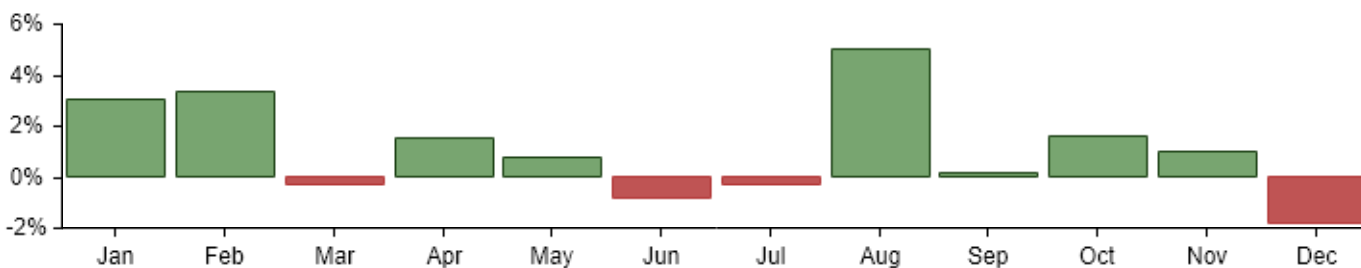
	CRM	Industry	S&P 500
Best Monthly Return (5Y)	34.2%	17.7%	9.4%
Worst Monthly Return (5Y)	-17.1%	-15.4%	-9.6%
Beta 1-Year	1.12	1.04	1.00
Volatility 1-Year	0.32	0.23	0.19
Volatility 1Y Pctl.	30	-	-
Max Drawdown 1-Year	-35.6%	-30.7%	-18.7%
Max Drawdown 3-Year	-35.6%	-35.3%	-18.7%
Max Drawdown 5-Year	-58.6%	-49.0%	-24.6%

## CRM Volatility 1-Year 0.4



## SEASONALITY

## Seasonal Performance vs the S&amp;P 500



## 5-YEAR RELATIVE PERFORMANCE VS S&amp;P 500

Relative to the S&P 500 baseline, CRM has underperformed the S&P 500 by -67.7% in the past 5 Years.

CRM has underperformed its sector by -108.4% in the past 5 Years.

The Technology sector has outperformed the market by 40.7% in the past 5 Years.

## Dividend Adjusted Return Jul 17, 2020 - Jul 18, 2025



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Overall Rating  
vs. Peers

70

Ratings scores are relative to industry groups. They compare key metrics to rank stocks vs. their competitors.  
For example, higher growth than peers will score high even when the absolute growth is below the market average.

## Growth vs Peers

Ticker	Company	Growth Rating vs. Peer	Sales QoQ Chg.	Eps QoQ Chg.	Sales Growth Next Y.	Sales 1Y Chg (%)	Sales 3Y Avg (%)	Sales 5Y Avg (%)
INTU	Intuit	98	15.1%	19.0%	12.2%	15.0%	12.2%	21.5%
NOW	ServiceNow	95	18.6%	31.7%	19.0%	15.2%	20.2%	23.7%
SAP	SAP	85	13.2%	-	12.0%	9.2%	6.5%	4.8%
UBER	Uber Technologies	84	13.8%	-	14.8%	13.3%	21.1%	27.1%
CRM	Salesforce	72	7.6%	1.9%	9.0%	8.0%	11.4%	16.2%

## Valuation vs Peers

Ticker	Company	Valuation Rating vs. Peer	P/E	Fwd. P/E	PEG Trailing	P/S	P/B	5Y P/E Range
CRM	Salesforce	85	41.0	20.8	0.5	6.6	4.1	38.8 -
SAP	SAP	65	54.1	36.9	10.4	8.9	6.7	18.0 - 121.7
INTU	Intuit	43	61.4	32.9	3.2	11.7	10.4	40.0 - 91.0
NOW	ServiceNow	35	131.6	48.6	8.9	17.5	19.7	68.5 - 500+
UBER	Uber Technologies	23	15.9	26.0	-	4.3	8.6	11.3 -

## Efficiency vs Peers

Ticker	Company	Efficiency Rating vs. Peer	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
NOW	ServiceNow	98	78.9%	12.9%	13.4%	4.2% - 26.2%	1.6% - 12.6%
UBER	Uber Technologies	97	39.6%	8.5%	27.1%	-151.1% - 55.9%	-28.3% - 27.3%
CRM	Salesforce	94	77.3%	20.5%	16.1%	0.4% - 10.4%	0.2% - 7.5%
INTU	Intuit	84	79.5%	25.8%	19.1%	11.7% - 37.5%	7.4% - 24.9%
SAP	SAP	68	73.3%	24.7%	16.3%	4.1% - 17.8%	2.2% - 9.5%

## Financial Strength vs Peers

Ticker	Company	Financial Str. Rating vs. Peers	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
NOW	ServiceNow	94	0.2	82.2	1.1	7.3%	20%	1.6%
SAP	SAP	92	0.2	18.7	1.1	43.4%	26%	0.1%
UBER	Uber Technologies	86	0.5	13.2	1.0	17.3%	59%	1.9%
CRM	Salesforce	76	0.2	-	1.1	56.1%	28%	1.5%
INTU	Intuit	74	0.4	18.5	1.5	52.6%	26%	1.6%

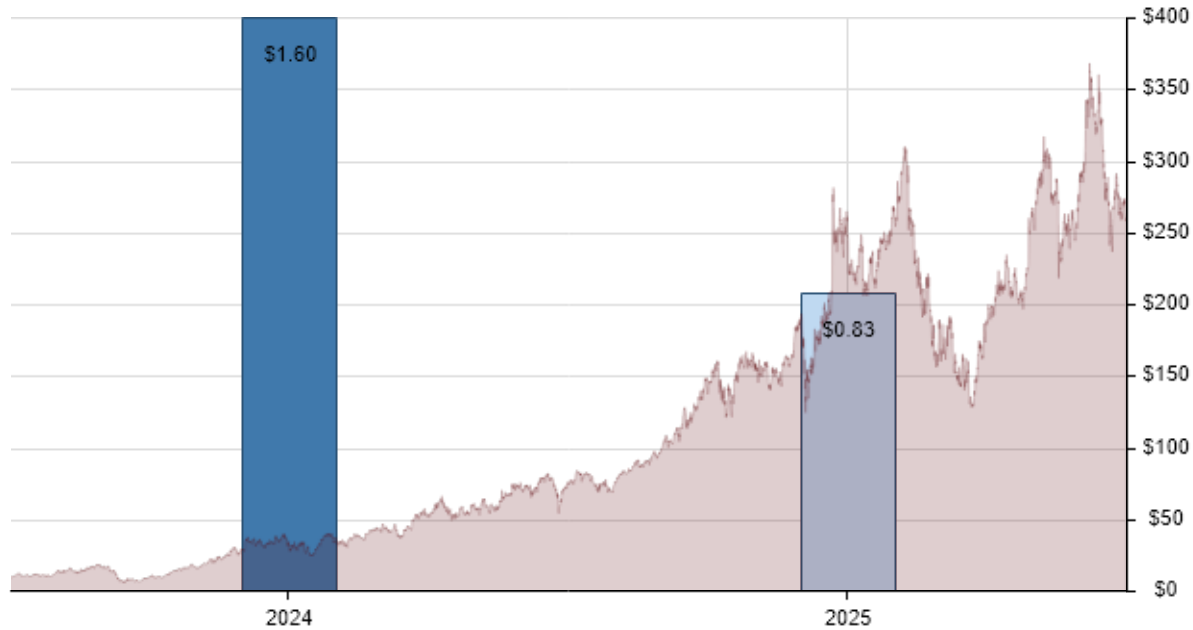
## Dividends vs Peers

Ticker	Company	Dividends Rating vs. Peer	Fwd. Yield	TTM Yield	Price	Fwd. Div. Per Share	Consecutive Div. Growth Years	Payout Ratio
INTU	Intuit	47	0.6%	0.6%	\$752.63	\$4.16	10+	32.5%
CRM	Salesforce	7	0.6%	0.6%	\$262.38	\$1.66	0	25.0%
SAP	SAP	5	0.8%	0.8%	\$305.97	\$2.54	2	44.9%
NOW	ServiceNow	-	-	-	\$963.40	-	0	-
UBER	Uber Technologies	-	-	-	\$90.59	-	0	-

## Momentum vs Peers

Ticker	Company	Momentum Rating vs. Peer	1M Return	3M Return	6M Return	YTD Return	1Y Return	Beta 1Y	Volatility 1Y	Price vs 52-wk High (%)
UBER	Uber Technologies	81	8.6%	20.4%	34.5%	50.2%	36.7%	1.14	0.41	92.7%
SAP	SAP	76	5.6%	19.9%	17.4%	25.4%	56.5%	0.91	0.27	97.7%
INTU	Intuit	68	-0.2%	28.7%	25.0%	20.3%	18.8%	1.00	0.31	95.2%
NOW	ServiceNow	48	-1.9%	24.8%	-10.1%	-9.1%	30.4%	1.36	0.40	80.4%
CRM	Salesforce	27	1.1%	6.3%	-18.9%	-21.3%	6.7%	1.12	0.32	71.1%

## DIVIDEND DETAIL



## CALENDAR YEAR DIVIDEND HISTORY

Year	Ex-Dividend	Pay Date	Text	Amount
<b>2025 Dividends</b>				<b>\$0.83</b>
	06/18/25	07/10/25	Regular	\$0.42
	04/10/25	04/24/25	Regular	\$0.42
<b>2024 Dividends</b>				<b>\$1.60</b>
	12/18/24	01/09/25	Regular	\$0.40
	09/18/24	10/08/24	Regular	\$0.40
	07/09/24	07/25/24	Regular	\$0.40
	03/13/24	04/11/24	Regular	\$0.40

## UPCOMING DIVIDEND

Ex-Dividend Date	06/18/25
Payment Date	07/10/25
Amount	\$0.42
Type	Regular

## DIVIDEND RATE

Regular Dividend	\$0.42
Forward Dividend Rate	\$1.66
Forward Dividend Yield	0.6%
Trailing 12 Months Dividends	\$1.63
Trailing 12 Months Yield	0.6%

## STATISTICS

Payout Ratio	25.0
Dividend Coverage Ratio	3.9
Consecutive Growth Years	0
3 Year Growth Rate	-
5 Year Growth Rate	-
10 Year Growth Rate	-

## FINANCIAL STATEMENT SUMMARY






USD in Millions	Chart	2020	2021	2022	2023	2024	TTM	CAGR
<b>Income Statement</b>								
Revenue		20,286	24,983	30,294	33,954	37,189	38,591	15.2%
Operating Income		226	917	497	5,389	7,343	7,927	118.7%
Net income		3,557	1,739	278	2,592	5,935	6,205	13.0%
Earnings per share diluted		\$3.81	\$1.80	\$0.26	\$2.63	\$6.07	\$6.39	12.0%
Average shares diluted		923	959	1,002	985	977	970	1.1%
P/E Ratio		88.8	141.6	254.8	163.8	58.3	41.0	-15.6%
<b>Balance Sheet</b>								
Cash		9,492	9,391	11,918	11,863	12,757	17,408	14.3%
Current assets		14,946	15,957	19,209	20,202	21,425	25,866	12.8%
Net Property, Plant and Equipm...		5,526	5,677	6,418	6,325	5,583	5,260	-1.1%
Working Capital		2,712	922	982	808	2,050	1,670	-10.1%
Net Debt		-3,652	4,610	2,080	849	-1,333	-6,039	-
Stockholders' Equity		40,310	57,054	59,351	58,090	58,525	60,666	9.4%
<b>Cash Flow</b>								
Operating Cash Flow		4,259	6,192	6,305	9,619	12,525	13,321	28.5%
Cap Ex		-697	-699	-747	-807	-651	-674	-0.7%
Free Cash Flow		3,562	5,493	5,558	8,812	11,874	12,647	32.2%
Free Cash Flow per share		\$3.86	\$5.73	\$5.55	\$8.95	\$12.16	\$13.03	30.7%
<b>Profitability</b>								
Operating Margin		1.1%	3.7%	1.6%	15.9%	19.7%	20.5%	89.9%
Return on Assets		6.8%	2.5%	0.3%	2.8%	6.3%	6.4%	-1.1%
Return on Equity		8.8%	3.0%	0.5%	4.5%	10.1%	10.2%	3.3%
Return on Invested Capital		7.7%	2.4%	0.4%	3.7%	8.5%	8.6%	2.5%
<b>Dividends</b>								
Dividends Per Share		-	-	-	-	\$1.60	\$1.66	7.5%
Dividend Yield		0.0%	0.0%	0.0%	0.0%	0.5%	0.6%	67.1%
Dividend Growth		-	0.0%	0.0%	0.0%	0.0%	316.0%	0.0%
Dividend Coverage		-	-	-	-	5.1x	4.0x	-36.4%

## VALUATION &amp; PROFITABILITY HISTORY

Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		41.0	59.0	500+	166.3	54.5
Price / Cash Flow		19.1	23.8	28.5	25.7	46.2
Price / Book		4.1	4.0	3.9	2.8	5.3
Price / Tangible B...		46.9	41.8	101.2	83.6	19.9
Price / Sales		6.6	7.0	7.0	5.9	10.4
EV / EBITDA		21.5	23.4	31.6	45.6	56.2
Forward Dividend...		0.6%	0.6%	0.0%	0.0%	0.0%
Shareholder Yield		4.0%	3.9%	2.7%	0.0%	0.0%
Gross Margin		77.3%	76.0%	73.8%	73.1%	74.3%
Net Margin		16.1%	15.3%	1.2%	3.6%	19.9%
Return on Assets		6.4%	5.8%	0.4%	1.2%	7.5%
Return on Equity		10.2%	9.2%	0.7%	1.7%	10.4%
ROIC		8.6%	7.6%	0.5%	1.4%	9.1%



## WARNINGS

Name	Severity	Details
High Goodwill	High 	Goodwill %: 52.0%
Goodwill on a company's balance often results from over-paying to acquire other firms. A high percentage here can turn into impairment charges that weigh down future earnings for the company.		
MACD Crossover	Low 	MACD Crossover Days: 6; MACD Divergence: -0.90
The MACD indicator has turned negative in the past week. This is a bearish signal among technical traders.		
GAAP Earnings vs. Pro Forma	Low 	Official EPS: \$1.59; Announced EPS: \$1.94
The GAAP compliant earnings that the company filed with the SEC are less than the pro-forma earnings they announced to the press. Pro-forma earnings can exclude special one-time charges but some distressed companies post these "one-time" charges quarter after quarter.		
Declining Sales Growth	Low 	Sales 1Y Chg (%): 8.0%; Sales 3Y Avg (%): 11.4%; Sales 5Y Avg (%): 16.2%
Sales growth has declined. Comparing revenue growth rates, the 1-year is less than the 3-year which is less than the 5-year. Be sure to understand the reasons as declining sales growth puts pressure on the stock price.		
High Stock Based Compensat...	Low 	Compensation Yield: 1.3%
Stock based compensation is a drag on the return to investors. The Compensation Yield metric shows the percent of the market cap that has been given to managers and employees over the last year alone. This dilutes the value of all other shareholders.		

## REPORT TIPS

**Metric Definitions**

Metric descriptions are available at [stockrover.com/help/metrics/metric-overview](https://stockrover.com/help/metrics/metric-overview)

**Quantitative Scores**

Our scores analytics is to offer our concise analysis of a stock in powerful, but easy to digest format. Each of the composite score metrics are designed to use the best available accounting practices as well as source data from SEC filings. The scores are computed for a company vs. the market as a whole.

**Fair Value**

Fair value performs a forecasted discounted cash flow analysis of a company to determine the company's intrinsic value based on the expected future cash flows the company will produce. It basically determines what a company is worth based on how much cash flow it is expected to generate for you in the future,

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