

# How to Select the Right Marketing Cloud Edition



Email Studio, Mobile Studio, and Web Studio

**W**ith Salesforce Marketing Cloud, marketers have one platform to manage 1-to-1 customer journeys through the entire customer lifecycle from marketing, to sales, service, and beyond. That means they'll spend less time managing different tools and integrating data and more time building lasting customer relationships. Marketing Cloud is customizable and easy to use. Connect with customers across email, mobile, social, web experiences, and advertising. Marketing Cloud (formerly known as ExactTarget), features the industry-leading Email Studio, automation, content management, predictive intelligence, sophisticated segmentation tools, journey management, analytics, and much more. And because it's all in the cloud, everyone can access Marketing Cloud with just an internet connection.

With Marketing Cloud, you can start with email and upgrade to another edition to add more channels — mobile, social, ads, and web — or more features as your business grows. There's no disruption to your business with upgrades, because we take care of everything behind the scenes.

## Choose the edition that connects you with your customers

<b>Basic</b> Send Personalized Promotional Email Messages	<b>Pro</b> Create 1-to-1 Customer Journeys with Email	<b>Corporate</b> Build Cross-Channel 1-to-1 Customer Journeys	<b>Enterprise</b> Manage Customer Journeys Across Brands and Geographies
Create email marketing with personalized promotional messages and dynamic content for activities like newsletters or event registration. Basic Edition contains the functionality needed to send promotional emails with basic personalization, easy-to-use segmentation, profile management, and connections to Sales Cloud and Service Cloud.	Evolve how you engage with customers, such as personalizing their email experiences with predictive and triggered campaigns, email receipts, and lifecycle campaigns. Pro Edition is a robust email platform that builds on the Basic Edition offering with expanded segmentation, Predictive Intelligence, and automation and Einstein capabilities.	Engage customers in unique journeys across email, mobile, and the web. Corporate Edition brings together everything a marketer needs to plan, personalize, and optimize 1-to-1 customer journeys, connect interactions across channels and devices, and leverage robust customer data, and behaviors and artificial intelligence with Einstein for personalized communications that are delivered in real time.	Distributed groups of users can create and customize messages or campaigns across different brands, business units, and geographies. Build a single view of the customer, plan, personalize, and optimize customer journeys across email, mobile, advertising, and web with Enterprise Edition. Control content across multiple brands, business units, and geographies. Analyze and report on data.

Get In Touch for Pricing

1.866.558.9834

# Edition Comparison

	Basic	Pro	Corporate	Enterprise
	B	P	C	E
API Calls (per year)	0	2M	6M	200M
Automations	0	15K	45K	100K
Contacts	N/A	15K	45K	500K
Data Extension Storage (GB)	1	15	45	100
Super Messages	250K	2.5M	10M	150M
Users	5	15	45	100
Content Tagging Images	N/A	1K	2K	4K
Business Units	-	-	-	5

	B	P	C	E
A/B Testing	✓	✓	✓	✓
API Access	✓	✓	✓	✓
API Triggered Messaging	✓	✓	✓	✓
Audit Trail Basic	✓	✓	✓	✓
Content Approvals	✓	✓	✓	✓
Content Builder	✓	✓	✓	✓
Content Builder - Live Weather Block ††	✓	✓	✓	✓
Deployment Manager	✓	✓	✓	✓
Drag-and-Drop Segmentation	✓	✓	✓	✓
Forward to a Friend	✓	✓	✓	✓
Getting Started Playbooks	✓	✓	✓	✓
Lead Capture **	✓	✓	✓	✓
Marketing Cloud Connect	✓	✓	✓	✓
Personalization & Dynamic Content	✓	✓	✓	✓
Profile Center	✓	✓	✓	✓
Reply Mail Management	✓	✓	✓	✓
Social Forward	✓	✓	✓	✓
Standard Reports	✓	✓	✓	✓
Subscription Center	✓	✓	✓	✓
Transactional Messaging	✓	✓	✓	✓
Web Collect for List Acquisition	✓	✓	✓	✓
Advanced Content Tools	\$	✓	✓	✓
Private IP	\$	✓	✓	✓
Sender Authentication Package	\$	✓	✓	✓
Automation Studio		✓	✓	✓
CloudPages - Landing Pages		✓	✓	✓
Einstein Content Tagging		✓	✓	✓
Email Conversion Tracking		✓	✓	✓
High Priority Email Messaging		✓	✓	✓
Einstein Content Selection		✓	✓	✓
Einstein Recommendations - Email		✓	✓	✓
Queries, Filters, and Measures		✓	✓	✓
Web and Mobile Analytics		✓	✓	✓
Dedicated SMS Code		\$	✓	✓
Einstein Engagement Frequency		\$	✓	✓
Einstein Engagement Scoring		\$	✓	✓
Einstein Send Time Optimization ***		\$	✓	✓
Journey Builder		\$	✓	✓

	B	P	C	E
SMS Messaging		\$	✓	✓
SMS Messaging Templates		\$	✓	✓
App Inbox Messaging			✓	✓
Group Messaging (OTT)			✓	✓
Location - Geolocation and Beacons			✓	✓
Einstein Recommendations - Web			✓	✓
Push Messaging			✓	✓
Rich Messaging			✓	✓
Audience Builder		\$	\$	✓
Custom Roles and Permissions		\$	\$	✓
Send Time Attributes		\$	\$	✓
Shared Item		\$	\$	✓
Shared Subscribers		\$	\$	✓
Interaction Studio			\$	\$
Additional Business Units		\$	\$	\$
Dedicated Sending (MTAs)		\$	\$	\$
Distributed Marketing		\$	\$	\$
Email Archiving		\$	\$	\$
Email Burst Sending Package		\$	\$	\$
Encryption at Rest		\$	\$	\$
Integration for Google Analytics 360		\$	\$	\$
Tokenized Sending		\$	\$	\$
Audit Trail Premium	\$	\$	\$	\$
Email Attachments	\$	\$	\$	\$
Google Marketing Platform ††	\$	\$	\$	\$
Marketing Cloud Connector for Microsoft Dynamics CRM	\$	\$	\$	\$
Return Path Inbox Tools	\$	\$	\$	\$

- ✓ Included in base user license
- \$ Additional fee or terms apply

\* Standard Success Plans are included with every Edition. Premier Success Plans are available, additional fee applies

\*\* Installed via AppExchange

\*\*\* Available at no additional charge for Pro Edition with Journey Builder upon execution of an Order Form with Additional Terms

†† Can be purchased with or without owning a MC Edition. Purchase includes either the bundle of Google Analytics 360 + Tag Manager 360 or the bundle of Google Analytics 360 + Optimize 360 + Tag Manager 360. Please contact your account rep for more details

††† Available at no additional charge upon execution of an Order Form with Additional Terms

Some exclusions may apply

# Glossary

## A

### **A/B Testing**

A method of market testing in which you send two versions of your communication to two test audiences from your subscriber list and track which version receives either the highest unique open rate or highest click-through rate.

### **Advanced Content Tools**

These tools include: AMPscript for personalization and dynamic data fields in subject line, pre-header and email content; the ability to include content in your emails directly from an outside source; and the ability to help you integrate your CMS or CRM system with emails built and sent with Marketing Cloud.

### **API Access and Calls**

Access allows for calls to or from your instance of Marketing Cloud outside of the normal Marketing Cloud functionality. API calls represent specific operations that your client applications can invoke at runtime to perform certain tasks, for example: query, add, update, and delete data in your account or business unit; obtain metadata about your data; run utilities to perform administration tasks; trigger events; and pull and push data to your data center.

### **App Inbox Messaging**

A feature that sends rich push content like pictures, videos, and forms directly to a subscriber's mobile device through their app inbox with a push message. This feature is available inside MobilePush if CloudPages is turned on.

### **Audience Builder**

Audience Builder is a singular framework from which to manage and build a common view of every customer. It allows you to integrate with data sources and connect to Sales Cloud, Service Cloud and App Cloud. It is also our application for multidimensional audience segmentation, and enables marketers to use audiences in campaigns across the customer journey.

### **Audit Trail**

Audit Trail allows security admin users to view Marketing Cloud access and activity records. View Audit Trail records either through Marketing Cloud Automation Studio data extracts or through REST API extracts.

### **Automations**

Activities or programs that perform one or more specific actions, such as extracting data or sending an email on an immediate or scheduled basis. Automations are measured via the number of times a single automation is run, regardless of the number of actual steps or activities within the automation. For example, an automated program that includes five steps with seven activities counts as just one automation each time the program is run.

### **Automation Studio**

A tool that enables marketers to create, manage, and track automations of data movement, messaging, and reporting.

## C

### **CloudPages - Landing Pages**

An easy-to-use tool for creating and publishing content and for creating landing pages on your Web site or app. CloudPages is based on a single content library and set of customer data integrated throughout your instance of Marketing Cloud.

### **Contacts**

An individual who has either been added to your contact database within Marketing Cloud or an individual to whom you have sent at least one email, SMS, Push, or over-the-top (OTT) message.

# C

## **Content Builder**

Content management system for creating, tagging, storing content and assets for use within Marketing Cloud.

## **Content Builder - Live Weather Block**

A dynamic content block that enables marketers to personalize content using weather-based rules. Content is personalized at the time of open for each contact based on the current weather conditions at their location.

## **Custom Roles and Permissions**

A collection of permissions, set by the customer, that allow or deny actions on data, content, or other items. Roles may be assigned to individual users or entire business units, in which case the permissions apply to all users in that business unit. A single user can have multiple roles within the application.

# D

## **Data Extension Storage (GB)**

Any data that is loaded into a Data Extension.

## **Dedicated Sending (MTAs)**

Functionality that provides customers with their own message transfer agent (MTA) for privacy or dependency purposes.

## **Dedicated SMS Code**

A dedicated private SMS code that you can use in your SMS campaigns.

## **Deployment Manager**

Deployment Manager is a lifecycle management tool that gives customers and partners the ability to export the design structure of journeys between Marketing Cloud accounts.

## **Distributed Marketing**

Distributed Marketing from Salesforce bridges the gap between corporate marketing and local partner networks. Corporate marketers can pre-build on-brand, cross-channel consumer journeys with Salesforce Marketing Cloud and then deploy them to financial advisors, franchise owners, channel partners, and more. From there, local partner networks using Salesforce Sales Cloud, Service Cloud or Community Cloud can easily add their contacts to the journeys and personalize each message for each contact. (Distributed Marketing requires Marketing Cloud Journey Builder, and an active subscription to Sales, Service, CRM, or Partner Community.)

## **Drag-and-Drop Segmentation**

A simple way to segment your subscriber base to send different messages to different audiences.

# E

## **Einstein Content Selection**

An AI-powered capability that enables marketers to deliver the most relevant, personalized content to the subscriber at the time of open based on their behavior, customer and content attributes, and marketer determined business rules. The easy, no-code setup; drag-and-drop content block; and real-time, asset-level metrics provide for greater message relevancy and help drive overall ROI.

## **Einstein Content Tagging**

An AI-powered feature that assists marketers with adding content tags to their image assets in Content Builder through the use of image recognition technology. These AI generated tags add granularity to the metadata, which improves searchability and helps marketers select more relevant content for their audiences when building out channel messages.

## **Einstein Engagement Frequency**

An AI-powered feature predicts the optimal range of messages to be sent to customers while also identifying those who have received too many (or too few). This maximizes engagement rates while preserving customer satisfaction by avoiding message fatigue.

# E

## **Einstein Engagement Scoring**

Einstein Engagement Scoring is an AI-enabled feature that will give customers the ability to understand and predict consumer engagement - such as their likelihood to click an email or convert on a website - then segment subscribers, trigger journeys or personalize messages and content using the predicted score, in order to improve the relevancy and ROI of email sends and marketing campaigns.

## **Einstein Recommendations - Email**

A tool that leverages Predictive Intelligence to automatically serve the right content, product, or offer in email for every unique individual based on customer preferences and attributes in real time at open.

## **Einstein Recommendations - Web**

A tool that leverages Predictive Intelligence to automatically serve the right content, product, or offer on a Web page for every unique individual based on customer preferences and attributes in real time.

## **Einstein Send Time Optimization**

An AI-powered capability for Journey Builder that analyzes historical message sending and engagement patterns then automatically delivers the message for each contact at the time of day and day of the week they are most likely to engage, increasing ROI.

## **Email Archiving**

Functionality whereby a copy of every email sent from your instance of Marketing Cloud is also sent to the email archive associated with your instance in order to capture an exact copy of every email sent in the file system.

## **Email Burst Sending Package**

Functionality with the ability to send a high volume of unique, personalized emails in an extremely short period of time.

## **Email Conversion Tracking**

Functionality with the ability to track conversion activity after the click-through occurs down to the specific recipient level.

## **Email Templates**

Pre-defined templates to make email creation easy with more than 20 standard and responsive design layouts to control header, background color, borders and layout.

## **Encryption at Rest**

This product securely encrypts files and data at rest on a Marketing Cloud database.

# F

## **Forward to a Friend**

Email recipients can share emails with others and provides tracking information on the forwarded message with this feature.

# G

## **Getting Started Playbooks**

Step by step instructions for the program set-up process to implement campaigns, guiding you through every part of the customer lifecycle with industry best practices.

## **Google Marketing Platform**

With Salesforce as a reseller, our offering of the Google Marketing Platform includes either the bundle of Google Analytics 360 + Tag Manager 360 or the bundle of Google Analytics 360 + Optimize 360 + Tag Manager 360.

**Analytics 360** - Analytics makes it easy to understand how your site and app users are engaging with your content, so you know what's working and what's not. See how people are interacting with your sites and apps and the role that different channels play by viewing robust reports and dashboards. You can even connect systems used to measure CRM, points of sale, and other touchpoints with your customers for a more complete view.

# G

**Optimize 360** - Optimize is natively integrated with Analytics to help you identify which parts of your site need improvement. Use your Analytics 360 site data to quickly and easily identify problem areas, then turn those insights into action to deliver an online experience that works best for your customers. Test different variations of your website and then tailor it to deliver a personalized experience that works for each customer and for your business.

**Tag Manager 360** - Tag Manager gives you the ability to add and update your own tags for conversion tracking, site analytics, remarketing, and more. There are nearly endless ways to track activity across your sites and apps, and the intuitive design lets you change tags whenever you want.

## Group Messaging (OTT)

The communication protocol for group messaging platforms such as LINE. With this functionality, customers can send text, stickers, emojis, images and rich messaging. Group messages can tie into CRM and digital marketing data to engage followers in personalized conversations.

# H

## High Priority Email Messaging

A mission-critical time-sensitive email that is sent out ahead of other messages in the user's system.

# I

## Interaction Studio

Interaction Studio allows marketers to orchestrate contextually relevant marketing across online and offline touch points for true personalization at scale. Companies can also utilize journey analytics to understand the consumer experience at a deeper level by visualizing the complete journey across the life cycle.

# J

## Journey Builder

Marketers can plan, personalize, and optimize the customer journey, map and connect marketing campaigns, build cross-channel interactions that are triggered by customer behavior across marketing, sales and service, and measure the effectiveness of their activities.

# L

## Lead Capture

This feature allows customers to gather leads generated via Facebook Lead Ads by setting up tasks that automatically write the data from Facebook to a Marketing Cloud data extension.

## Location - Geolocation and Beacons (25 locations included)

A feature that allows marketers to send personalized push notifications that are triggered when customers are within a designated geographic area or in close proximity to a beacon.

# M

## Marketing Cloud Connect

A tool that uses Marketing Cloud for building, sending, and tracking email marketing campaigns from within your Sales Cloud or Service Cloud instance.

## Marketing Cloud Connector for Microsoft Dynamics CRM

A tool to use Marketing Cloud features for building, sending, and tracking email marketing campaigns from within your Dynamics CRM instance.

## MMS Messaging

Multimedia Message Service (MMS) is the communications protocol for multimedia text messaging. These messages can include pictures, videos and audio files delivered alongside text content. MMS is a type of message delivered to a subscriber's mobile phone.

\* This capability is only available in the US.

## Multiple Business Unit Support

A hierarchical administrative structure that allows control over the access to, and the sharing of, information by defined user roles.

# P

## Personalization and Dynamic Content

Personalization capabilities include being able to incorporate individual subscriber information or account information unique to that subscriber in content distributed from your instance of Marketing Cloud. Dynamic content is content that displays in a content area according to the rules that you define based on the subscriber's attributes or other data, such as location.

## Private IP

A dedicated IP address that only you use for sending email. You can have multiple private domains on a private IP address. (Also called Dedicated IP).

## Profile Center

A web page where subscribers can enter and maintain the personal information that you keep about them.

## Push Messaging

A feature that enables short notifications (push notifications) to be sent to mobile app users through a scheduled or automated send.

# Q

## Queries, Filters, and Measures

A query is an activity to retrieve data extension or data view information that matches your criteria and includes that information in a data extension. A filter activity is an activity that applies the logic of a data filter to a subscriber list you select to create a group of subscribers who satisfy the filter criteria. A measure is a unit of subscriber behavior that you define in your account. For example, if you use dynamic "from" addresses on an email job, the tracking for the job is all grouped together. You cannot easily find the statistics by "from" address. With measures, though, you can define a statistic given the conditions of the job ID and the "from" address.

# R

## Relational Data

Relational Data (Data Extensions) are data whose organization is based on the relational model of data. This model organizes data into one or more tables (or "relations") of rows and columns, with a unique key for each row. Data relationships associate Data Extensions with other objects.

## Reply Mail Management

A tool that handles unsubscribe requests, out of office replies, and forwarding replies in response to email messages. Enterprise Reply Mail Management, including the ability to create custom keywords and attach actions to those keywords, is available upon request for Pro, Corporate and Enterprise Edition customers.

## Return Path Inbox Tools

This suite provides a comprehensive set of deliverability and email rendering tools.

## Rich Messaging

A new content type that is unique to group messaging. Rich messages include screen-width images with up to six individual content areas. Each content area can have an actionable URL.

# S

## Send Time Attributes

Marketers have the ability to choose custom fields, like reward status or product interest, to write to the send log data extension at the time an email send occurs with this feature. Plus, you can report on that data in Discover, the advanced reporting tool.

## Sender Authentication Package

A collection of features designed to help ensure your email messages reach the inboxes of the intended recipients:

**Private Domain** - This assigns a domain used to send email. This domain acts as the From address for your email sends. Salesforce Marketing Cloud will authenticate your email sends using the Sender Policy Framework, Sender ID, and DomainKeys/DKIM authentication.

# S

**Account Branding** - Salesforce Marketing Cloud will brand your account with your chosen authenticated domain. This modifies link and image wrapping and removes all references to Salesforce Marketing Cloud in favor of your authenticated domain.

**Dedicated IP Address** - This feature assigns a unique IP address to your account. All email sent from your account via Salesforce Marketing Cloud will use this IP address. This IP address represents the majority of your sending reputation.

## Shared Item

An email, template, portfolio item, content area, data extension, suppression list, or publication list on which you set permissions. These permissions control who has access to the shared item and in what capacity.

## Shared Subscribers

Subscribers' profiles that can be shared across different business units with an organization, by setting a specific set of permissions.

## SMS Messaging (Inbound & Outbound)

Short message service (SMS) is the communications protocol for text messaging. Standard SMS messages have a maximum of 160 characters, including spaces and punctuation. SMS is a type of message delivered to a subscriber's mobile phone.

## SMS Messaging Templates

A group of 10 pre-defined mobile templates to easily create SMS or MMS campaigns, such as mobile opt-in, alerts, tickets, coupons, surveys, email opt-in and receipt confirmation. MMS templates are only available in the US.

## Social Forward

A feature that allows email recipients to designate and share specific email content to social networks, including Facebook, LinkedIn, Twitter, and more.

## Standard Reports

A set of pre-defined reports that can be viewed in real time. Standard Email Reports include subscriber reports and tracking reports. Standard Mobile Reports include account summary reports, message summary, and message detail reports.

## Subscription Center

A Web page where a subscriber can control the messages they receive from your organization.

## Success Plans

Success plans are subscription services that include Success resources, Accelerators, support, community resources, and online training to help customers maximize their ROI from their Marketing Cloud solutions. Every Marketing Cloud customer receives a Standard Success plan, and customers that choose to invest in a Premier Success Plan receive enhanced levels of support, community, success resources, and more.

## Super Messages

Any type of message sent to a customer including an email, a high priority email, a landing page impression, CloudPage impression, a Predictive Intelligence web or email impression, a push notification, or an SMS or MMS message. A detailed description of Super Messages and how they may be used can be found at [http://www.sfdcstatic.com/assets/pdf/misc/marketing\\_cloud\\_super\\_message\\_bundles.pdf](http://www.sfdcstatic.com/assets/pdf/misc/marketing_cloud_super_message_bundles.pdf)

# T

## Tokenized Sending

Customers can send emails to their customers without storing the email address or other sensitive data of recipients within Marketing Cloud. With tokenized sending, tokens are exchanged for actual email addresses in the database at time of send.

## Transactional Messaging

A message that is deployed to an email client or mobile application, with the intent to facilitate, complete, or confirm a transaction initiated by a person. To be considered transactional, the message will contain information about the transaction or event, and is not promotional in nature.



# T

## **API Triggered Messaging**

A platform service for sending commercial or transactional messages that are triggered by an event or action from external systems using Marketing Cloud's APIs. Messages can be delivered through Email, SMS, Push and OTT messaging channels.

# U

## **Users**

An individual login to your instance of Marketing Cloud.

# W

## **Web & Mobile Analytics**

A tool that records individual and aggregate visitor activity across web and mobile domains, plus iOS and Android apps. You can visualize the data in interactive dashboards and take action on insights by generating a list of known contacts to send an email to or trigger a journey in Marketing Cloud.

## **Web Collect for List Acquisition**

Code you can put on your website to allow visitors to subscribe or unsubscribe from your email publications.