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Comparing Audience Types and Automation Studio vs Journey Builder [1]

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Audiences can exist in many different forms. Learn more about which audience types to use for different scenarios (and limitations).

	*Report & Campaign	Salesforce Data Extensions	Data Extensions	**Shared Data Extensions	Shared Salesforce Data Extensions	Can Have 1+ Inclusions	Ca Ex
Import >> Start	No	Yes	No	No	No	--	--
Guided Send	Yes	Yes	Yes	Yes	No	Yes	Y
Salesforce Send Email	Yes	Yes	No	No	No	Yes	Y
A/B Testing: Details Coming Soon							
***Automation Studio**	No	Yes	Yes	No	No	Yes	N
***Journey Builder**	No	No	Yes	Yes	No	No	N

*For eComm Business Units, Reports & Campaigns can only be used when targeting the primary email field and can be mixed and matched. Campaigns should NEVER be sent to (included) and should only be excluded.

*IOS Business Units cannot send to Reports/Campaigns.

**** Basic eComm Users cannot see Shared Data Extensions (although eComm Specialists and Admins can).** Shared Data Extensions are visible to all Business Units - the 'Permissions' feature to restrict what certain Business Units can do does not function. True as of March 2026, but can hopefully change in the future.

*** Learn more about the pros and cons of Automation Studio vs Journey Builder (table below).

	Automation Studio	Journey Builder
'Start' Data Extension	Yes	No

	Automation Studio	Journey Builder
Multiple Data Extensions	Yes - there can be many entry sources included, although no exclusions.	No - there must be one entry source and no exclusions.
Send Email(s)	Yes	Yes
Use STO (Send Time Optimization)	Yes	Yes
Creates Email Send and IER (Individual Email Results) in Salesforce	No	Yes

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