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Marketing Cloud Engagement Data Retention [1]

May 1, 2025 by melanie.jones@cu.edu [2]

April 28, 2025 Policy Updates The following policy from Marketing Cloud was revised on April 28, 2025. Previously, the policy change would occur on May 15, 2025, to retain data for 180 days. Now, the policy will occur on June 16, 2025 and retain data for 730 days (or 2 years).

Salesforce has updated its data retention policy for Marketing Cloud Engagement. **Beginning on June 16, 2025, subscriber engagement data will be retained and accessible for 730 days (or 2 years).** This policy [3] applies to data you retrieve using the Email Studio Reports in Analytics Builder and Tracking in Email Studio. When this policy takes effect, subscriber engagement data over 730 days old will no longer be accessible via reports or by navigating to 'Tracking'.

April 14, 2024 Session [4]

Passcode: Gh1&@m0I

If your use case requires you to retain this data for more than 730 days (or 2 years), we recommend:

1. **Exporting data and storing it outside of Marketing Cloud.**

Similar subscriber-level data in Salesforce, known as Individual Email Results (IERs) [5] is available for 90 days. This data is then archived (in *Snowflake*) and can be accessed by submitting a help ticket [6] (select Salesforce in the dropdown >> then Archived Individual Email Result (IER) and provide the Contact ID and/or Email ID).

Frequently Asked Questions

- **What is the primary impact?**
  - **?**When users navigate to *Email Studio >> Tracking* or *Analytics Builder >> Reports,* data will only be available for email sends occurring in the last 730 days (or 2 years).
- **Which specific reports does this change impact?**
  - Journey Builder Email Send Summary
  - Journey Builder Email Send Summary by Day
  - Unengaged Subscribers for a List

    - Single Email Performance by Device
    - Region Performance for Triggered
    - Sends Over Time Subscriber
    - Most Recent Activity Subscriber Engagement
    - The list of impacted reports is subject to change.
- **Does this change apply to Intelligence Reports for Engagement?**
    - No. Data in Intelligence reports for Engagement is already retained for 2 years. For more information, see Overview of Data in Intelligence Reports [7].
- **Does this change apply to data retention policies for data extensions?**
    - No. Marketing Cloud admins manage data retention policies for data extensions.
- **Does this change apply to Data Views?**
    - Currently, most data views only contain data from the previous 6 months (this was already a standard limit and was not changed as a result of this new data retention policy).

Related Content

- How do I view a contact? [8]
- What is the difference between a Standard Contact and an Individual Contact? [9]
- How do I modify information on a contact (such as the email address)? [10]
- Why are there duplicate contact records? [11]
- How do I merge two or more contacts? [11]
- How do I add a contact to a Salesforce campaign? [12]
- How do I add contacts to Salesforce? [13]
- How can I match new contacts against existing contacts to avoid creating duplicates? [14]
- How will I know if a contact received my email? [15]
- How does a Salesforce contact relate to a Marketing Cloud Subscriber? [16]
- Is Salesforce GDPR compliant? [17]

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