

Marketing Cloud 'Forward to a Friend' Not Available ^[1]

August 21, 2025 by melanie.jones@cu.edu ^[2]

'[Forward to a Friend](#)' ^[3] is a feature generally available in Marketing Cloud, but it cannot be used within eComm's instance of Marketing Cloud. Although it's not a full replacement, recipients can forward emails to others, and users can request that a [subscription](#) ^[1] form be set up.

Display Title:

Marketing Cloud 'View in Browser' Link

Send email when Published:

Yes

Source URL: <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-forward-friend-not-available>

Links

[1] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-forward-friend-not-available>

[2] <https://www.cu.edu/blog/ecomm-wiki/author/145641>

[3] https://help.salesforce.com/s/articleView?id=mktg.mc_es_add_ftaf_to_an_email.htm&type=5