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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