

Marketing Cloud Permissions [1]

March 14, 2019 by [Melanie Jones](#) [2]

The things you have access to in Marketing Cloud, align with your role. Checkout a breakdown on the things different roles can and can't do.

Users

1. Users are provisioned with two roles:
 - o Ecomm - Data Extension
 - o DENY Send*
2. The DENY Send role will be removed once a user:
 - o attends a live New User Training **OR**
 - o watches on-demand new user training and eComm Specialist determines they're ready to send real emails to real audiences.
3. Now the user will have one role:
 - o Ecomm - Data Extension

*The DENY Send role removes the ability to send a real email.

eComm Specialists

1. eComm specialists will have two roles:
 - o Ecomm - System Administrator
 - o DENY Subscriber Edit*

*The DENY Subscriber Edit role removes the ability to manage subscribers.

Administrators

1. eComm Administrators will have one role:
 - o Ecomm - System Administrator

[Marketing Cloud Role Details](#) [3]

Related Articles

- [Add to my Account](#) ^[4]
- [Complete Training | Marketing Cloud](#) ^[5]
- [Complete Training | Cvent](#) ^[6]
- [Complete Training | Salesforce](#) ^[7]

Display Title:

Marketing Cloud Permissions

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-permissions>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-permissions>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3]

<https://docs.google.com/document/d/1mSY7axf1MAh7oWx6ZwFAhx2XWTIPiIwImpToBeyfpiYo/edit?usp=sharing>

[4] <https://www.cu.edu/blog/ecommerce-wiki/add-account>

[5] <https://www.cu.edu/blog/ecommerce-wiki/new-user-training-marketing-cloud>

[6] <https://www.cu.edu/blog/ecommerce-wiki/new-user-training-cvent>

[7] <https://www.cu.edu/blog/ecommerce-wiki/new-user-training-salesforce>