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Marketing Cloud Permissions [1]

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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:
    - Ecomm - Data Extension
    - DENY Send*
2. The DENY Send role will be removed once a user:
    - attends a live New User Training **OR**
    - 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:
    - Ecomm - Data Extension

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

Additional Roles

- The Office of Registrar BU | Tracking - for Office of Registrar only role gives these users access to export contact ID and email addresses from the Tracking area.
- Journey Builder

Super Users

- Audience Creation
- Journey Builder

eComm Specialists

1. eComm specialists will have two roles:
    - Ecomm - System Administrator

    - DENY Subscriber Edit*

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

Administrators

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

Marketing Cloud Role Details [3]

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