

## Salesforce Contacts & Marketing Cloud Subscribers <sup>[1]</sup>

October 1, 2019 by [Melanie Jones](#) <sup>[2]</sup>

Salesforce Contacts and Marketing Cloud Subscribers share a 1:1 relationship but behave differently than one another. Checkout the scenario below to better understand the intricacies between the two.

To start, it's important to understand:

1. **Salesforce Contacts** can have multiple email addresses on their record (Email, UCB, UCD, UCCS, SYS, etc).
2. **Marketing Cloud Subscribers** can only have one email address on their record at any one time.
  - *By way of sending to a Report or starting a Data Extension, a different email address can be associated to the same Subscriber.*

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For example, my Salesforce Contact has two different email fields populated:

- Email = [meljones225@gmail.com](mailto:meljones225@gmail.com) <sup>[3]</sup>
- SYS Email = [melanie.jones@cu.edu](mailto:melanie.jones@cu.edu) <sup>[4]</sup>

A screenshot of the 'Email Information' section in a Salesforce Contact record. The section is titled 'Email Information' with a dropdown arrow. Below the title, there are several fields: 'Email' with the value 'meljones225@gmail.com', 'UCB Email' with a help icon, 'UCCS Email' with a help icon, 'UCD Email' with a help icon, 'SYS Email' with the value 'melanie.jones@cu.edu', and 'Do Not Contact' with an unchecked checkbox and a help icon.

Let's say I just sent an Email through Marketing Cloud to a Report. The email address associated to my Subscriber reflects what's populated in the Email field ( [meljones225@gmail.com](mailto:meljones225@gmail.com) <sup>[3]</sup>) of my Salesforce Contact.

Email Address	Subscriber Key
 <a href="mailto:meljones225@gmail.com">meljones225@gmail.com</a>	003f400000mJOpFAAW

Now, I 'Start' a Data Extension pointing to the SYS Email field. Once processed successfully, the email address associated to my Subscriber is now what's populated in the SYS Email field ([melanie.jones@cu.edu](mailto:melanie.jones@cu.edu) [4]) of my Salesforce Contact.

Email Address	Subscriber Key
 melanie.jones@cu.edu	003f40000mJOpFAAW

**For best results** search for Subscribers in Marketing Cloud with the 18 Digit Contact ID found in Salesforce.

### **Subscriber Statuses & Troubleshooting** [5]

If you come across a subscriber with any status [5] other than a green shirt (like red or gray), they are likely not receiving emails. Add their details to the Re-Subscribe Request Sheet for them to be addressed in a weekly process. If it's urgent, [submit a help ticket](#) [6] after populating the sheet (select *Tell us what you need help with: **Marketing Cloud** >> **Resubscribe Contact*** ).

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