

Salesforce Contacts & Marketing Cloud Subscribers ^[1]

October 1, 2019 by [Melanie Jones](#) ^[2]

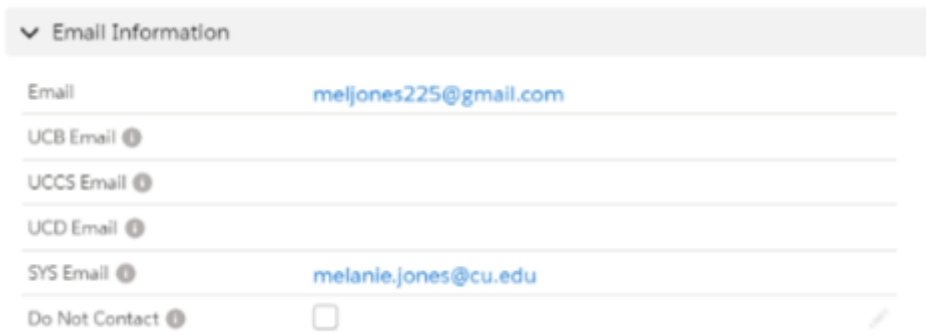
Salesforce Contacts and Marketing Cloud Subscribers share a 1:1 relationship but behave differently than one another. Checkout the scenario below to better understand the intricacies between the two.

To start, it's important to understand:

1. **Salesforce Contacts** can have multiple email addresses on their record (Email, UCB, 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.*

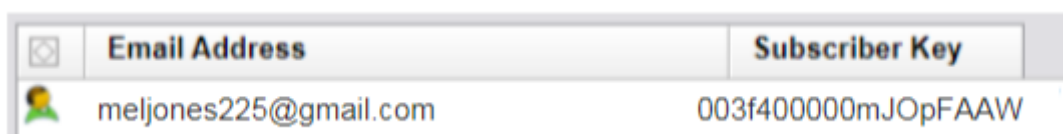
For example, my Salesforce Contact has two different email fields populated:

- Email = meljones225@gmail.com ^[3]
- SYS Email = melanie.jones@cu.edu ^[4]




The screenshot shows the 'Email Information' section of a Salesforce Contact record. It contains several fields: 'Email' with the value 'meljones225@gmail.com', 'UCB Email', 'UCCS Email', 'UCD Email', 'SYS Email' with the value 'melanie.jones@cu.edu', and a 'Do Not Contact' checkbox which is currently unchecked.

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 ^[3]) of my Salesforce Contact.

	Email Address	Subscriber Key
	meljones225@gmail.com	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 ^[4]) of my Salesforce Contact.

Email Address	Subscriber Key
 melanie.jones@cu.edu	003f400000mJOpFAAW

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 any subscribers with any status ^[5] other than a green shirt (like red or gray), they are likely not receiving emails. Submit a help ticket ^[6] to remedy this (select *Tell us what you need help with: **Marketing Cloud** >> **Resubscribe Contact***).

Related Content

- How do I view a contact? ^[7]
- What is the difference between a Standard Contact and an Individual Contact? ^[8]
- How do I modify information on a contact (such as the email address)? ^[9]
- Why are there duplicate contact records? ^[10]
- How do I merge two or more contacts? ^[10]
- How do I add a contact to a Salesforce campaign? ^[11]
- What are individual email results (IERs) and how can I use them? ^[9]
- How do I add contacts to Salesforce? ^[13]
- How can I match new contacts against existing contacts to avoid creating duplicates? ^[14]
- How will I know if a contact received my email? ^[12]
- Is Salesforce GDPR compliant? ^[15]

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[15] <http://ls> Salesforce GDPR compliant?