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Salesforce Contacts & Marketing Cloud Subscribers [1]

October 1, 2019 by Melanie Jones [2]

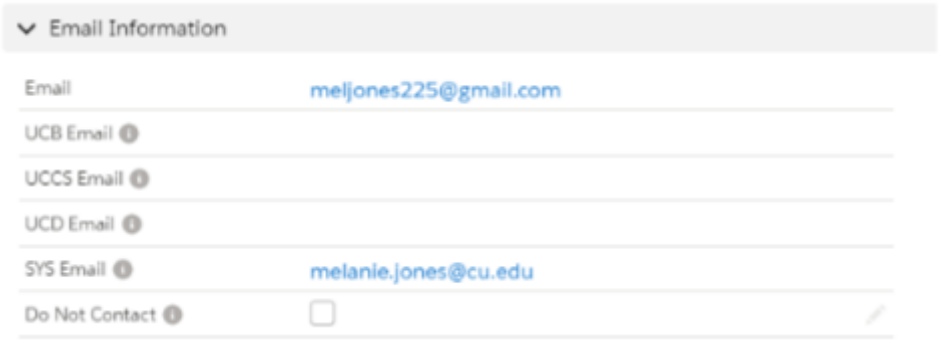
Salesforce Contacts and Marketing Cloud Subscribers share a 1:1 relationship but behave differently than one another. Checkout the scenario below to better understand the intricacies between the two.

To start, it's important to understand:

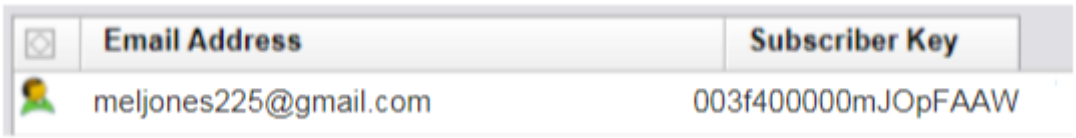
1. **Salesforce Contacts** can have multiple email addresses on their record (Email, UCB, UCD, UCCS, SYS, etc).
2. **Marketing Cloud Subscribers** can only have one email address on their record at any one time.
    - *By way of sending to a Report or starting a Data Extension, a different email address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

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

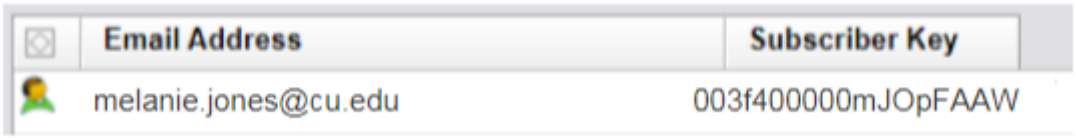
- Email = meljones225@gmail.com [3]
- SYS Email = melanie.jones@cu.edu [4]



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.



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 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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- How can I match new contacts against existing contacts to avoid creating duplicates? [14]
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