

Salesforce Contacts & Marketing Cloud Subscribers ^[1]

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

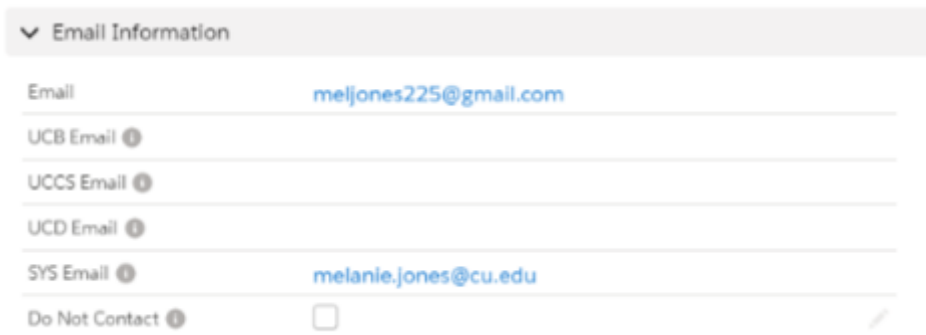
Salesforce Contacts and Marketing Cloud Subscribers share a 1:1 relationship but behave differently than one another. Checkout the scenario below to better understand the intricacies between the two.

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]




A screenshot of the 'Email Information' section in a Salesforce contact record. It shows several email 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 unchecked.

Email Information	
Email	meljones225@gmail.com
UCB Email	
UCCS Email	
UCD Email	
SYS Email	melanie.jones@cu.edu
Do Not Contact	<input type="checkbox"/>

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]

Display Title:

Salesforce Contacts & Marketing Cloud Subscribers

Send email when Published:

No

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

Links

- [1] <https://www.cu.edu/blog/ecommerce/wiki/salesforce-contacts-marketing-cloud-subscribers>
- [2] <https://www.cu.edu/blog/ecommerce/wiki/author/39> [3] <mailto:meljones225@gmail.com>
- [4] <mailto:melanie.jones@cu.edu> [5] <https://www.cu.edu/blog/ecommerce/wiki/subscribers-and-subscriber-status> [6] <https://www.cu.edu/ecommerce/submit-help-ticket>
- [7] https://www.youtube.com/watch?v=06N1nEM_KOk&feature=youtu.be
- [8] <https://www.cu.edu/blog/ecommerce/wiki/standard-contacts-vs-individual-contacts>
- [9] <https://www.cu.edu/blog/ecommerce/wiki/updating-contact-information-salesforce>
- [10] <https://www.cu.edu/blog/ecommerce/wiki/duplicate-contact-records-and-merges>
- [11] <https://www.cu.edu/blog/ecommerce/wiki/create-salesforce-campaign-and-add-campaign-members>
- [12] <https://www.cu.edu/blog/ecommerce/wiki/salesforce-individual-email-results-iers>
- [13] <https://www.cu.edu/blog/ecommerce/wiki/adding-and-matching-contacts-apsona>
- [14] <https://www.cu.edu/blog/ecommerce/wiki/using-salesforce-apsona>

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