

Salesforce Contacts & Marketing Cloud Subscribers [1]

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

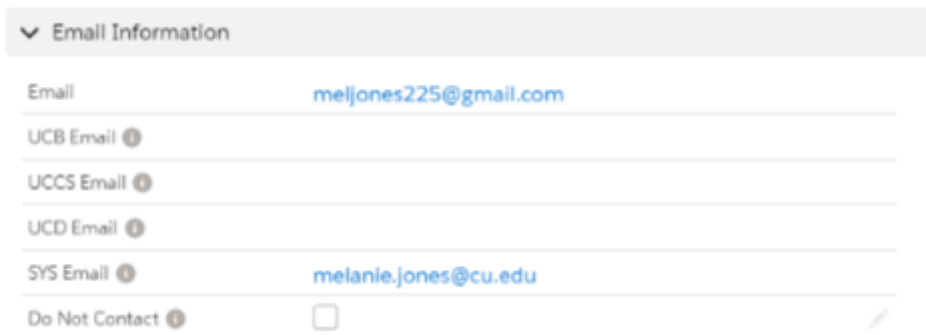
Salesforce Contacts and Marketing Cloud Subscribers share a 1:1 relationship but behave differently than one another. Checkout the scenario below to better understand the intricacies between the two.

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]



The screenshot shows a 'Email Information' section in Salesforce. 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 'Do Not Contact' which is 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.

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