Salesforce Contacts & Marketing Cloud Subscribers [1]

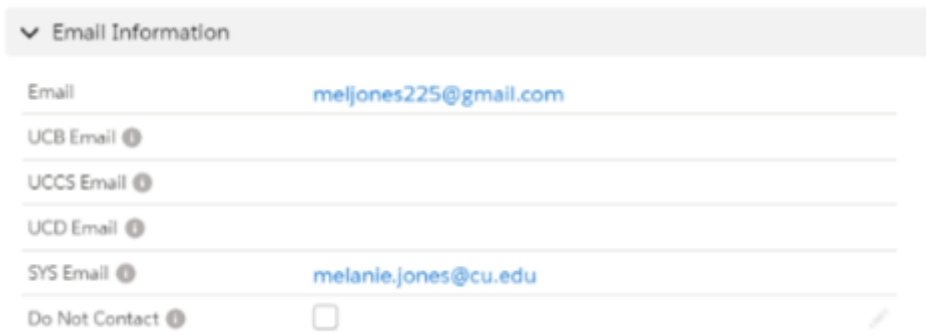October 1, 2019 by Melanie Jones [2]

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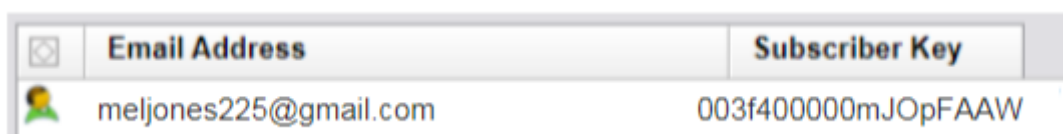
For example, my Salesforce Contact has two different email fields populated:

- 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 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 to 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? [12]
- 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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