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Your Guide to Salesforce vs. Marketing Cloud Email Data [1]

April 8, 2026 by melanie.jones@cu.edu [2]

Not sure where to look for email data? There are many places where similar data exists across Marketing Cloud and Salesforce, but each serves a different need and is available for varying amounts of time. Check out the different options along with common use-cases and a comparison chart to see which is best for your end goal.

Marketing Cloud Tracking [3]

- Confirm if an email was delivered (up to 2 years ago) and dig into Subscriber data for (who received the message, bounced, opened, clicked, etc). View a visual representation or chart of click activity for specific links (click percentage, total clicks, unique clicks).
- Compare emails aggregate data (opens/open rate, clicks/click rate, unsubscribes/unsubscribe rate).

Marketing Cloud Intelligence Reports [4]

- For one or many emails (sent in the last 2 years), aggregate data (opens/open rate, clicks/click rate, unsubscribes/unsubscribe rate), and include totals.
- Can be filtered on date sent, email name, Marketing Cloud Campaign, etc.

Marketing Cloud Einstein [5]

- Get marketing recommendations based on generalized subscriber engagement and behavior trends (analyzed by AI). View data on audiences, send time, engagement, and copy to improve your marketing communication efforts.
- Einstein can be automatically applied to future sends (eg, using Send Time Optimization in a Journey).

Salesforce Email Send [6]

- Analyze or compare email success over time (eg, our open and click rates have increased each year).
- Aggregate data for one or many emails (opens/open rate, clicks/click rate, unsubscribes/unsubscribe rate, etc) sent since April 2019.
- Confirm an email delivered and view engagement rates.

Salesforce Aggregate Link Level Detail [7]

- Find overall engagement for specific links in one or more emails within 90 days of the email send date.

- Address questions like "what links are most popular?".
- Curate a population of subscribers interested in a particular link or a more general topic (eg, sports, politics, campus news, etc).

Salesforce Individual Email Result (IER) & Individual Link Level Detail [7]

- Identifying who engaged with an email (received, opened, clicked, unsubscribed, etc) or a particular link for emails sent in the last 90 days.
    - Mass subscriber data older than 90 days (but less than 2 years) can be found in Marketing Cloud Tracking (unless the Business Unit has been deleted).
    - Mass subscriber data older than 2 years is not accessible. See details for 'Snowflake (Archived IERs)' below.

Snowflake (Archived IERs) [7]

- Confirm if one or a small group of individuals received/opened/clicked a particular email since Aug. 2022 by submitting a ticket [8].
    - Unable to export data for a large number of subscribers or an entire email send.
- Most often used to 'prove' an important communication (legally required to retain data for 3-7 years) was received.

	Marketing Cloud Tracking [3]	Marketing Cloud Intelligence Reports [4]	Marketing Cloud Einstein [5]	Salesforce Email Send [6]	Salesforce Aggregate Link Level Detail [7]	Salesforce Individual Email Result (IER) & Individual Link Level Detail [7]
Access To View	SFMC User	SFMC User	SFMC User	SFMC User	SFMC User	SFMC User
Access to Report	SFMC User	SFMC User	SFMC User	SF Report Creator	SF Report Creator	SF Report Creator
Data Retention	2 Years	2 Years	2 Years	April 2019+	90 Days	90 Days
Filtering Options	Limited (single email, compare numerous in the same folder)	Extensive	Limited (timeframe, Marketing Cloud Campaign, Business Unit)	Extensive (any Salesforce Email Send field)	Moderate (Salesforce Email Send fields or link name/URL)	Extensive (Salesforce Email Send fields, IER engagement or link name/URL)
Aggregate Overall Email Data (Opens, Clicks, Unsubscribes)	Yes	Yes	No	Yes	No	No

	Marketing Cloud Tracking [3]	Marketing Cloud Intelligence Reports [4]	Marketing Cloud Einstein [5]	Salesforce Email Send [6]	Salesforce Aggregate Link Level Detail [7]	Salesforce Individual Email Result (IER) & Individual Link Level Detail [7]
Aggregate Link Detail	Yes	No	No	No	Yes	No
Individual Email Data	Yes	No	No	No	Yes	Yes
Individual Link Detail	Yes	Yes	No	No	No	Yes
Generalized Subscriber Engagement & Behavior	No	No	Yes	No	No	No
Recommendations (for Future Emails)	No	No	Yes	No	No	No
Effort To Use Individual Contact Data For Next Email (after Initial Setup)	Lots of effort - export and import needed	Lots of effort - export and import needed	Not possible	Not possible	Minimal effort - after initial setup	Minimal effort - after initial setup

Related Content

- Marketing Cloud Tracking [3]
- Intelligence Reports Overview [9]
- Marketing Cloud | How-to Use Intelligence Reports [4]
- Marketing Cloud Einstein [5]
- Salesforce Email Send Data & [6] Aggregate Link Level Details [6]
- Salesforce Individual Email Results (IERs) & Individual Link Level Details [7]
- Measuring Email Marketing Effectiveness [10]

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