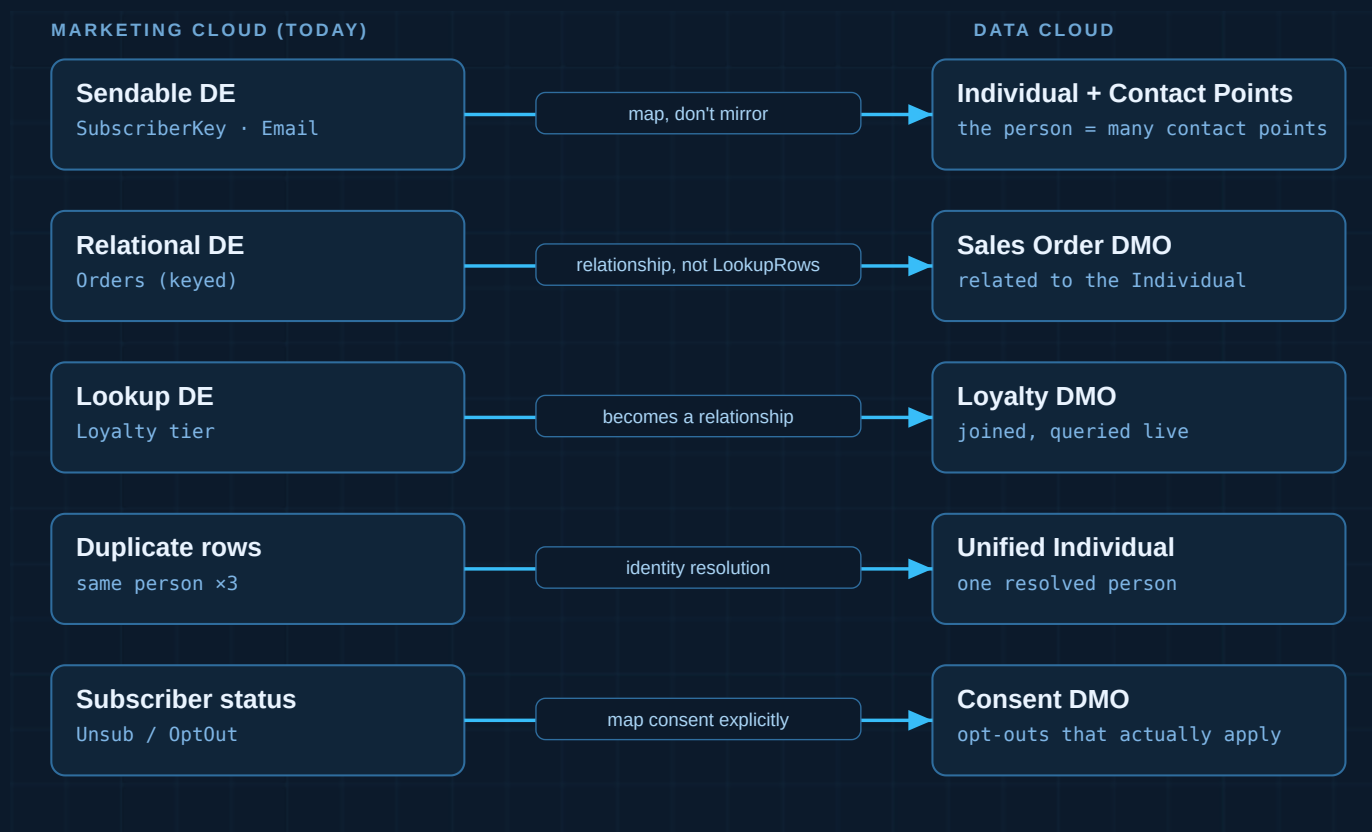


DE → Data Cloud

The Mapping Blueprint

Data Extensions don't lift-and-shift. Here's how each one actually maps into Data Cloud — so identity, consent, and personalization survive the move.

THE MAPPING, AT A GLANCE



The trap: copying each DE into an identical Data Cloud table (1:1). It recreates your old mess and breaks activation the first time a journey runs.

SubscriberKey → the Unified Individual

Old world: the SubscriberKey *is* the person; one sendable DE row = one send.

New world: the person is a **Unified Individual**, assembled from many sources by identity resolution — with multiple contact points and separate consent records.

Segmentation, suppression, frequency and personalization all key off the Individual, not a DE row. Get the match rules wrong and you double-count, mis-personalize, or mail someone who opted out — while it all looks fine.

3 DE rows (same person) → identity resolution → 1 Unified Individual

ZERO-COPY VS INGESTED — PICK PER SOURCE

Ingested

Copies data into Data Cloud. Low-latency segmentation + activation. Use for the data your journeys act on. Costs storage + processing, so clean before you ingest.

Zero-copy

Federates to your warehouse; no copy. Best for analytics and large / cold data. Adds query latency and needs a supported warehouse.

PRE-MIGRATION CHECKLIST

Clear every box before you cut over. Any gap here is broken activation later.

- ☐ Each DE mapped to the right DMO — not a mirror table
- ☐ Subscribers → Individual + Contact Points
- ☐ Related DEs modeled as DMO relationships
- ☐ Primary keys normalized before match rules
- ☐ Identity resolution rules designed + tested at real scale
- ☐ DLO cleaned before resolution runs
- ☐ Consent / opt-out mapped to the consent model
- ☐ Zero-copy vs ingested decided per source
- ☐ Personalization resolved into the model (not send-time LookupRows)
- ☐ Key audiences rebuilt as segments / Calculated Insights
- ☐ Retention + Data Spaces set
- ☐ Subset migrated + validated in parallel before cutover

Migrating Marketing Cloud to Data Cloud?

We map the model, design identity resolution, and keep personalization alive through the cutover — so activation doesn't break on go-live day. That's the work Genetrix does every week.

[Book a 30-minute migration review →](#)



GENETRIX

genetrix.tech · Salesforce & Marketing Cloud engineering · Data Cloud behavior reflects 2026; confirm against current Salesforce docs.