

Marketing Cloud Next: The Consent Migration Field Guide

Marketing Cloud Growth & Advanced are implicit opt-out — migrate wrong and your whole list goes silent on day one. This is the Data Cloud consent model, the MCE → MC Next mapping, the 10 migration traps, the SQL to audit consent before go-live, and a pre-migration checklist.

[Data Cloud consent](#)[Contact Point](#)[Communication Subscription](#)[MCE → MC Next](#)[GDPR / CAN-SPAM](#)

THE 10 CONSENT MIGRATION TRAPS

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| 01 | Implicit opt-out wipes your list on day one | 02 | Consent is keyed to email / phone, not Subscriber Key |
| 03 | MCE global unsubscribes never become explicit Opt-Outs | 04 | Publication Lists assumed to map automatically |
| 05 | Confusing CRM 'Email Opt Out' with Data Cloud consent | 06 | No Data Cloud relationship = consent invisible |
| 07 | Promotional mislabeled as transactional | 08 | Email-address change silently drops consent |
| 09 | Multiple emails per individual, one consent assumed | 10 | Held / Bounced suppression lost in translation |

Compiled by the Genetrix Marketing Cloud team · genetrix.tech

HOW CONSENT WORKS IN MARKETING CLOUD NEXT

Consent leaves MCE's subscriber model entirely. In MC Next it lives in **Data Cloud**, attached to the **Contact Point** (an email address or phone number) — not the Subscriber Key or the Individual ID.

Individual → Contact Point (email / phone) → Communication Subscription (+ Channel)
→ Consent (Opt-In / Opt-Out)

Implicit opt-out: in Growth & Advanced, no consent record means the recipient is treated as **Opt-Out**. **Consent check on send:** you pick a Communication Subscription when you send, and every recipient must be opted in. Required for **promotional email and all SMS / WhatsApp**; transactional-email checks are **off by default**.

THE DATA CLOUD CONSENT OBJECT MODEL

OBJECT	WHAT IT HOLDS
Individual	The unified person. Consent does NOT attach here directly.
Contact Point (Email / Phone)	The contactable identifier consent attaches to. One Individual can have many.
Communication Subscription	A topic/content type the person agrees to (e.g. Newsletter, Promotions).
Comm. Subscription Channel Type	The channel (Email / SMS / WhatsApp) a subscription runs on.
Communication Subscription Consent	The Opt-In / Opt-Out record for a Contact Point + Subscription + Channel.
Contact Point Type Consent	Channel-level consent across all subscriptions (e.g. all email).
Party Consent	Party-level consent above the contact point.
ConsentAuditTrail (DLO)	Timestamped opt-in / opt-out history, down to the minute.

MCE → MARKETING CLOUD NEXT: WHAT MAPS TO WHAT

MARKETING CLOUD ENGAGEMENT		MARKETING CLOUD NEXT
Subscriber Key (identity)	→	Contact Point — email address / phone (re-keyed)
All Subscribers status (Active/Unsub/ Held/Bounced)	→	Communication Subscription Consent (Opt-In/Opt-Out) + deliverability suppression rebuilt separately
Master / global unsubscribe	→	Explicit Opt-Out on every contact point (must be seeded)
Publication List	→	Communication Subscription
List / Data Extension subscription	→	Communication Subscription + Channel Type
Profile / Subscription Center (CloudPages)	→	Preference / subscription center on Core (custom build)
Commercial unsubscribe (CAN-SPAM)	→	Consent check on promotional email sends
CRM 'Email Opt Out' field	→	Not consent — separate; does NOT gate MCG/A sends

THE 10 MIGRATION TRAPS

01 Implicit opt-out wipes your list on day one

SILENTLY BREAKS Marketing Cloud Growth & Advanced are IMPLICIT opt-out: no consent record = no send. Migrate without seeding Opt-In and every contact is opted out.

DO THIS Before go-live, seed explicit Opt-In consent for your actively-consented audience. Never assume 'no record' means 'yes'.

02 Consent is keyed to email / phone, not Subscriber Key

SILENTLY BREAKS MC Next attaches consent to the Contact Point (email/phone), not the MCE Subscriber Key or the Individual ID.

DO THIS Re-key to contact point. Dedupe emails first; contacts with no email or duplicate emails will not carry consent.

03 MCE global unsubscribes never become explicit Opt-Outs

SILENTLY BREAKS An 'Unsubscribed' status in All Subscribers doesn't automatically become an Opt-Out — so you email people who opted out.

DO THIS Map every MCE master/list unsubscribe to an explicit Opt-Out record. This is a CAN-SPAM / GDPR line, not a nice-to-have.

04 Publication Lists assumed to map automatically

SILENTLY BREAKS MCE Publication Lists have no automatic equivalent in MC Next.

DO THIS Model each Publication List as its own Communication Subscription, then map each subscriber's status onto it.

05 Confusing CRM 'Email Opt Out' with Data Cloud consent

SILENTLY BREAKS Teams assume the Contact/Lead 'Email Opt Out' field governs sends. In MCG/A it does not — consent lives in Data Cloud.

DO THIS Treat the CRM field as informational only. Gate sends on Communication Subscription Consent, not the CRM checkbox.

06 No Data Cloud relationship = consent invisible

SILENTLY BREAKS If the consent object isn't related to the Contact Point email and the Individual in Data Cloud, consent status won't appear in segments.

DO THIS Build the relationship (Consent DMO ↔ Contact Point Email ↔ Individual) before you build any audience.

07 Promotional mislabeled as transactional

SILENTLY BREAKS Consent checks are ON for promotional email and all SMS/WhatsApp, but OFF for transactional email by default.

DO THIS Classify carefully. A promo sent as 'transactional' skips the consent check — and the compliance breach is yours.

08 Email-address change silently drops consent

SILENTLY BREAKS Because consent is keyed to the email string, updating an email can orphan its consent.

DO THIS Handle email changes explicitly — carry consent to the new contact point, or re-collect it.

09 Multiple emails per individual, one consent assumed

SILENTLY BREAKS Consent is per contact point. An Individual with two emails has two independent consent states.

DO THIS Decide the rule per subscription and set consent on each contact point deliberately.

10 Held / Bounced suppression lost in translation

SILENTLY BREAKS MCE deliverability statuses (Held, Bounced) have no consent equivalent in MC Next.

DO THIS Rebuild deliverability suppression separately — consent and suppression are two different systems.

SQL TO AUDIT CONSENT BEFORE GO-LIVE

Run these in the Data Cloud Query Editor before you migrate or send. The wrong answer here is a silent-send-to-opt-outs incident.

Find who will be SILENTLY opted out on go-live

```
-- Contact points with NO opt-in consent record = implicit Opt-Out = zero sends.
-- Seed explicit Opt-In for your real audience BEFORE migrating.
SELECT cpe.EmailAddress__c
FROM   ContactPointEmail__dlm cpe
LEFT   JOIN CommunicationSubscriptionConsent__dlm c
      ON c.ContactPointId__c = cpe.Id__c
      AND c.ConsentStatus__c = 'OptIn'
WHERE  c.Id__c IS NULL
```

Find MCE unsubscribes not carried as explicit Opt-Out

```
-- 'Unsubscribed' in MCE that never became an Opt-Out in MC Next = a compliance breach.
SELECT s.EmailAddress, s.Status
FROM   MCE_AllSubscribers__dll s
LEFT   JOIN CommunicationSubscriptionConsent__dlm c
      ON LOWER(c.ContactPointEmail__c) = LOWER(s.EmailAddress)
      AND c.ConsentStatus__c = 'OptOut'
WHERE  s.Status = 'Unsubscribed' AND c.Id__c IS NULL
```

Audit recent consent changes (ConsentAuditTrail)

```
-- Every opt-in / opt-out change in the last 30 days, newest first.
SELECT ContactPointEmail__c, OldConsentStatus__c, NewConsentStatus__c, ChangeDateTime__c
FROM   ConsentAuditTrail__dll
WHERE  ChangeDateTime__c >= CURRENT_DATE - INTERVAL '30' DAY
ORDER BY ChangeDateTime__c DESC
```

Object and field API names above are illustrative — confirm them against your org's Data Cloud data model and the Salesforce Consent Management schema (ContactPointEmail, CommunicationSubscription, CommunicationSubscriptionConsent, ContactPointTypeConsent, PartyConsent, ConsentAuditTrail). Data Cloud SQL is ANSI/Trino-based.

Clear every box before your first production send

Any unchecked box is a compliance breach or a dead list waiting to happen.

- ☐ Every MCE Publication List modeled as a Communication Subscription
- ☐ Actively-consented audience seeded with explicit Opt-In (no implicit-opt-out wipeout)
- ☐ Every master / list unsubscribe seeded as an explicit Opt-Out on all contact points
- ☐ Consent re-keyed to Contact Point email / phone (emails deduped first)
- ☐ Data Cloud relationship built: Consent DMO ↔ Contact Point Email ↔ Individual
- ☐ CRM 'Email Opt Out' NOT used to gate MCG/A sends
- ☐ Promotional vs transactional classified correctly (consent check ON for promo)
- ☐ Held / Bounced deliverability suppression rebuilt separately from consent
- ☐ Multiple-email individuals handled with per-contact-point consent
- ☐ Email-change process preserves or re-collects consent
- ☐ ConsentAuditTrail reviewed for opt-out timestamps
- ☐ Consent Matching configured if syncing Account Engagement (Winter '26)
- ☐ Consent Synchronization configured if MCE + MC Next coexist
- ☐ Test send to a known Opt-Out confirmed BLOCKED before go-live

Migrating MCE to Marketing Cloud Next?

Consent is where these migrations quietly go wrong. Genetrix maps, seeds, and validates consent in Data Cloud — and rebuilds subscription & preference management — so your first send lands clean and compliant.

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