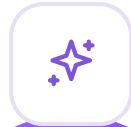




Agentforce



Marketing Cloud Next

Data 360

Salesforce Platform · CRM

A GENETRIX E-BOOK · 2026

Marketing Cloud Next, *explained*

What it is, how it sits inside your Salesforce org on top of Data 360, which edition fits, and how the “+” editions let you adopt it beside Marketing Cloud Engagement — without a big-bang migration.



Written by a Salesforce Certified Marketing Cloud Next Consultant

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This e-book is about the **platform**: what Marketing Cloud Next is, how it fits with the rest of Salesforce, and how to adopt it. For what the AI agents do — campaign creation, conversational channels, agentic optimization — see the companion e-book, **Agentforce Marketing**.

Introduction — one product, several names

Salesforce’s marketing portfolio was assembled by acquisition: ExactTarget for email, Pardot for B2B, Datorama for analytics, Evergage for personalization. Each ran on its own infrastructure with its own data model, its own login, and its own connector back to the CRM. That connector — and the nightly syncs, SQL queries, and reconciliation it demanded — is where most marketing teams have spent the last decade.

Marketing Cloud Next is the re-platform. Rather than connecting marketing to the CRM, it is built *inside* the same org as Sales and Service, with **Data 360** (formerly Data Cloud) as the customer data foundation and **Salesforce Flow** as the automation engine. Campaigns, segments, consent, and reporting live on the same records your sales and service teams already use.

This e-book explains where it lives, what it does, which edition fits, and — for the majority of customers who already run Marketing Cloud Engagement, Intelligence, or Personalization — how the “+” editions let you adopt Next beside what you have, one journey at a time.

Over 50% of marketers already have real-time data at their disposal — activating it is the hard part.

Source: Salesforce State of Marketing, 9th edition

The names, decoded

Agentforce Marketing

The **brand**. Salesforce’s umbrella for its new-generation, AI-native marketing suite (since Connections ’26).

Marketing Cloud Next

The **product**. Marketing rebuilt natively on the Salesforce Platform, on top of Data 360. This e-book.

Growth / Advanced

The two **editions** of Marketing Cloud Next. Advanced adds conversational channels, experimentation, and predictive AI.

“Marketing Cloud on core”, MCG, MCA

Older shorthand for the **same product**. If a partner or doc says these, read “Marketing Cloud Next”.

Marketing Cloud Engagement

The **previous generation** (ExactTarget). Still sold, still supported — connects to Next via Engagement+ (page 12).

Salesforce standardised the naming at Connections 2026: Agentforce Marketing (brand) → Marketing Cloud Next (product) → Growth and Advanced (editions). Data Cloud was renamed Data 360 in late 2025.

Where Marketing Cloud Next lives in your org

The single most useful thing to understand about Marketing Cloud Next is that it is **not a separate system**. It is a set of capabilities switched on inside your existing Salesforce org, running on top of Data 360. Reading the stack from the bottom up:



Agentforce

AI agents that draft campaigns, build segments, answer replies, and read results — working on the layers below. (Covered in the *Agentforce Marketing* e-book.)



Marketing Cloud Next

Campaigns, segments, content, flows, and channels (email, SMS, WhatsApp, web). Growth or Advanced edition. What marketers log in to.



Data 360

The customer data foundation: unified profiles, segments, consent, and engagement history. Next connects to **one Data 360 data space**.



Salesforce Platform · your CRM

Leads, Contacts, Accounts, Opportunities, Cases, Campaigns — the records Sales and Service already run on, plus Flow, reports, and permissions.

Each layer depends on the one below it. That is why every implementation starts with the data foundation, not the first email.

What that means in practice



One org, one login. Marketers work in the same Salesforce org as Sales and Service. No separate Marketing Cloud instance, no connector to configure, no user sync.



One customer record. A Lead or Contact is the same record for the rep, the agent, and the marketer. Data 360 adds the unified profile and engagement history on top — it doesn't copy the record somewhere else.



One automation engine. Journeys are Salesforce Flows. The admin who maintains your sales automation can read a marketing journey.



One reporting layer. Campaign sends, opportunities, and cases are reported in the same standard reports and dashboards — no export, no BI reconciliation.



One consent model. Communication subscriptions and consent are platform objects, checked automatically on every send.

THEN · MARKETING CLOUD ENGAGEMENT

Marketing Cloud instance

own database, own login, own users

connector
nightly sync
SQL & imports
⇕

Salesforce CRM

Sales & Service records

NOW · MARKETING CLOUD NEXT

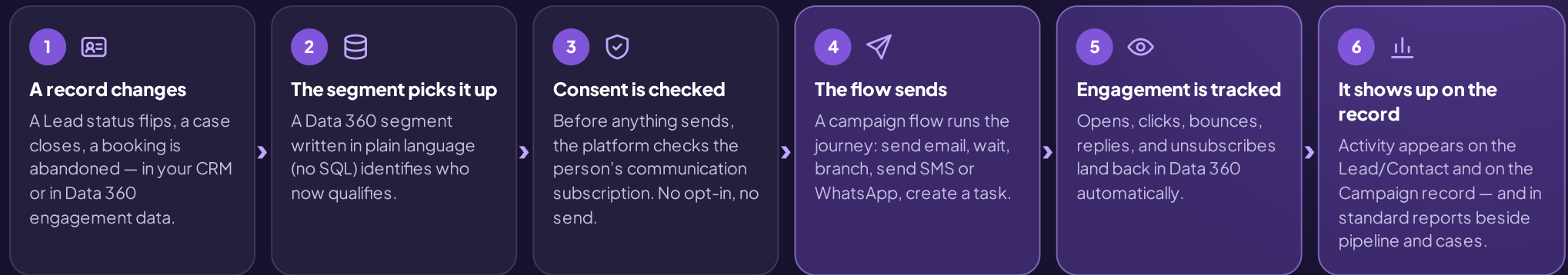
One Salesforce org

CRM records · Data 360 · Marketing Cloud Next · Agentforce · one login,
one report layer

no connector
no sync
no export

What happens when a campaign runs

End to end, a Marketing Cloud Next campaign is six moves. Three happen automatically on the platform; three are what marketers design and see.



Data 360 + consent layer — automatic, in the background

Marketing Cloud Next execution layer — what you configure and see

“Campaign” — two things, one word

- **The campaign in Marketing Cloud Next** is the sending programme: a flow that picks up the right people, sends them content, and tracks what they did.
- **The Campaign record in Salesforce** is the standard object you already use for tracking. Each send is linked to one, so sends, opens, and clicks appear there for reporting — you configure nothing to make that happen.

What is different from Engagement

- **No connector to sync.** The data isn't copied between a marketing instance and the CRM. Marketing reads the same records Sales and Service write — so there's no integration, no nightly sync, and no drift between two copies of the customer.
- **No import step.** The segment reads the record as it is now, live — not last night's data-extension load.
- **No suppression file.** Consent is enforced by the platform on every send, not by a list someone maintains by hand.
- **No export to report.** Engagement lands on the same record the rep sees. The “marketing number” and the “sales number” are one number, in one reporting layer.

Same words, new meanings — Engagement vs. Next

Most of the vocabulary survives the move. Most of the mechanics don't. This is the translation table your team will reach for in the first month.

In Marketing Cloud Engagement	In Marketing Cloud Next	What changes for your team
Journey Builder	Salesforce Flow (campaign flows)	Same drag-and-drop idea; now the same engine that runs sales and service automation. Journeys are not importable — they are rebuilt.
Data Extensions	CRM records + Data 360 objects	No more copying data into marketing tables. Segments read Leads, Contacts, and engagement data directly.
All Subscribers / Contact Builder	Unified profile (identity resolution)	Data 360 matches Lead, Contact, and engagement records into one person — by rules you set (e.g. exact email).
Email Studio + Content Builder	Content workspace (Content Builder on core)	Emails, SMS, landing pages, and brand assets live in a workspace inside the org — one place, reused across campaigns.
AMPscript / SSJS	Dynamic content, merge fields, content variables	Personalization is configured, not coded. AMPscript does not run on Next — expect to redesign, not port, complex logic.
Automation Studio + SQL	Plain-language segments + scheduled / triggered flows	Describe the audience; the platform builds the criteria. Schedules and triggers are flow settings.
Sender Authentication Package	Sending domain registered on the org	Next owns a dedicated sub-domain (SPF, DKIM, CNAME published by your IT). Sandbox and production need different sub-domains.
Publication lists / preference centre	Communication subscriptions + consent	Consent is a platform object checked at send time; preference pages are native.
Business Units	Business Units (on core)	Available in Next since Summer '26 — separate brands, regions, or teams inside one org.
Reports / Datorama	Standard reports & dashboards + Marketing Intelligence	Campaign performance sits beside opportunities and cases; Intelligence adds cross-channel attribution.

What you get — the capability map

Everything below ships inside the org, on Data 360. Cards tagged **Advanced** are edition-gated (see page 9); **New** marks a Summer '26 / Connections '26 addition. The next page shows what physically gets switched on to make all of this work.



Campaigns & flows

Plan a campaign, attach a segment and content, and run the journey as a flow: sends, waits, decision splits, tasks, cases, and hand-offs on one canvas.



Segmentation on Data 360

Describe an audience in plain language; refresh it on a schedule or trigger it from behaviour. No SQL, no imports.



Content & channels

Email, SMS, forms, and landing pages, drafted on brand and reused across every campaign in the org.



Consent & preferences

Communication subscriptions, unsubscribe handling, and preference pages built into the platform and checked on every send.



Personalization

Merge fields across related objects, rule-based dynamic content, and content variables sourced from Data 360.



Analytics

Campaign, engagement, pipeline, and case reporting in standard Salesforce reports; performance dashboards; Marketing Intelligence for attribution.



Business units & brand

Separate brands, regions, or teams inside one org, each with its own sending identity, content, and Brand Center assets.

NEW



Triggers

Event-driven entry: abandoned cart and other retail Marketing Triggers, record changes, and Data 360 signals.

NEW



Agentforce, built in

Campaign creation from a brief, replies answered in context, agent-generated summaries. The AI layer is standard, not an add-on.



Conversational channels

Two-way SMS & WhatsApp — replies answered by an agent in the customer's context, not a dead-end broadcast. RCS & MMS announced at CNX '26.

ADVANCED



Journey experimentation

A/B path and content tests measured inside the journey, not by cloning it and comparing after the fact.

ADVANCED



Predictive AI

Einstein engagement scoring and frequency decide who to send to, and when, per individual.

ADVANCED

Only **20%** of marketers evaluate cross-channel performance in one centralized place.*

*Source: Salesforce Marketing Intelligence Report, 3rd edition

What gets deployed into your org

Enabling Marketing Cloud Next isn't an install — it switches on a set of standard components inside your existing org and installs Salesforce-managed data kits into your Data 360 space. Nothing here is bespoke; it's the same scaffolding on every implementation.



App & builders

- › Marketing Cloud Next app + navigation
- › Content workspace (Content Builder on core)
- › Email, SMS & landing-page builders
- › Campaign activity + related lists (records untouched)



Automation

- › "Send Email" action added to Salesforce Flow
- › Campaign-flow templates
- › Record-change & Data 360 event triggers
- › Active flows: 500 Growth / 750 Advanced



Data 360 data kits

- › Sales kit — Lead, Contact, Account, Opportunity, Campaign, User as DMOs
- › Email Channel kit (+ Email Engagement DMO)
- › Consent Objects kit
- › Flows Integration + Marketing Setup kits



Unified data model

- › Individual & Unified Individual DMOs
- › Identity Resolution ruleset (match + reconcile)
- › Contact Points + default Data Graph
- › Email & Web Engagement DMOs; Overall Marketing score



Consent & messaging

- › Communication Subscription Consent objects
- › Native preference pages
- › Dedicated sub-domain via Unified Messaging
- › From-address, footer & unsubscribe link



Access & governance

- › Permission set licenses — MC Admin, Data 360 Admin, MC Manager
- › Standard reports & dashboards on the org
- › Digital Wallet consumption cards
- › Business Units (optional)

Data kits do the heavy lifting. The five Salesforce-managed kits deploy every object Next needs — CRM DMOs, the email channel, consent, and the flow integration — so you configure identity and consent, you don't build the schema.

Your existing setup is additive-only. Campaign records, page layouts, and automations you already run are extended, not replaced. The new pieces sit alongside them and reference the same records.

Editions: Growth vs. Advanced, and the add-ons

Two editions of one product. Growth is the complete marketing automation foundation; Advanced adds the two-way channels, experimentation, and predictive AI that larger programmes need.

Capability	Growth	Advanced
Email, forms, landing pages	✓	✓
SMS (one-way) and multi-channel campaign flows	✓	✓
Segmentation on Data 360, consent management	✓	✓
Agentforce Campaign Creation (brief → segment, content, flow)	✓	✓
Standard reports, campaign dashboards	✓	✓
Conversational SMS & WhatsApp (two-way, agent-answered)	—	✓
Journey experimentation & path testing	—	✓
Predictive AI: Einstein engagement scoring & frequency	—	✓
Advanced segmentation	—	✓

Extend either edition with add-ons

- Salesforce Personalization
- Marketing Intelligence
- Loyalty Management
- Data 360 Ad Audiences

Personalization for real-time web/app decisioning; Intelligence for cross-channel attribution and paid media; Loyalty for programme mechanics.

How it is licensed

Org-based editions plus **consumption credits** — Messaging (email, SMS, WhatsApp), Einstein/AI, and Data 360 usage. Size credits to send volume and AI usage, not just contact count. A Digital Wallet shows spend as you go.

Which one? Growth if email + one-way SMS covers you today and you want the platform benefits first. Advanced if two-way SMS/WhatsApp, in-journey A/B testing, or predictive scoring is on this year's roadmap — moving up later is a licence change, not a rebuild.

RECENTLY ADDED TO BOTH EDITIONS

- Business Units
- Marketing Triggers (retail)
- Content variables
- Plain-text email versions

ANNOUNCED AT CONNECTIONS '26

- RCS & MMS
- Brand Center
- Flash Sending
- Content Agent (pilot)

How the credits and costs actually work

Marketing Cloud Next is not priced per contact. It runs on **consumption credits**: you pay for what you send, what the AI does, and what the data engine processes. Three meters plus storage — and the one that surprises people is Data 360.

What each edition includes (per year)

Credit / allocation	Growth	Advanced	How it's metered
Email credits / yr	180K	360K	Per message sent (email). SMS & WhatsApp are unit-based too, billed from Messaging credits.
AI (Einstein Request) credits	20K	100K	Per AI request — campaign drafting, content generation, scoring prompts. Longer prompts cost more.
Data 360 Service credits	240K	480K	The data engine: ingestion, unification, calculated insights, queries. Metered per million rows.
Segment & Activation credits	10K	20K	Records processed for segmentation and activation. A data graph doubles the activation count.
Data 360 storage	1TB	1TB	Included allocation; you're billed only on storage beyond it.
Active flows	500	750	Concurrent live journeys/automations.

Where the money actually goes. Email and AI credits are easy to predict — one per send, one per request. **Data 360 is the variable cost.** Profile unification and segmentation on large audiences dominate the bill, because they're metered on *rows processed*, not people messaged. Model identity once, refresh big segments deliberately, and use incremental runs — after the first pass, only changed rows are counted.

Start for free. Salesforce Foundations self-enables Data 360 plus a starter pot of Messaging and Einstein credits at no cost — enough to trial Next before buying credits.



Data 360 rate card — the marketer's view

Operation	Credits	Basis
Batch ingestion	2,000	per million rows loaded from a data stream
Streaming ingestion	5,000	per million rows via real-time / API
Profile unification	100,000	per million source profiles run through identity resolution
Calculated insights — batch	15	per million records in the underlying objects
Calculated insights — streaming	800	per million records processed in real time
Email / SMS / WhatsApp	unit-based	one messaging credit per message sent

Indicative figures for planning; your contract rate card governs. Streaming costs more than batch across the board.

 **Digital Wallet (Consumption Cards)**

Real-time view of credits consumed and remaining. It pools entitlements across contracts, deducts from the one expiring soonest, and forecasts spend against your campaign calendar so you can see cost *before* launch.

Buy meters, not seats. When a use case outgrows the included pot, you top up Messaging, Einstein, or Data 360 credits independently. Size them to send volume and AI usage, not head-count.

What it actually costs — a worked example

The licence is the small, predictable part of the bill. What moves is **volume** and **Data 360 processing** — and the same campaign can cost several times more or less depending purely on how the data is modelled. Here is where the money actually goes for a mid-market sender, and the levers that decide the number.

THE THREE LAYERS OF A MARKETING CLOUD NEXT BILL

**Edition licence** **FIXED**

Growth or Advanced, per org, per year. Set at contract, does not move with send volume. The predictable line — and usually the smallest.

**Messaging volume** **SCALES WITH SENDS**

Email, SMS, and WhatsApp credits, billed per message. The included pot is a floor, not a cap — real senders buy blocks on top as volume grows.

**Data 360 processing** **THE VARIABLE ONE**

Ingestion, identity resolution, segmentation, calculated insights — metered per *million rows processed*, not per contact. This is the line that surprises people, and the one architecture controls.

The uncomfortable part. For a 2M-contact base with messy identity and always-on streaming, Data 360 can out-cost the entire email programme sitting on top of it. Rows processed — not contacts, not sends — is the meter that decides your bill.

SAME JOB, TWO WAYS — WHERE THE MULTIPLE COMES FROM

Operation	Naive build	Deliberate build
Identity on 5M profiles	Full re-run weekly 500K credits × 52	Once, then incremental 500K + small deltas
Keep a 2M segment fresh	Streaming, always on ~800 / million, live	Batch on a schedule ~15 / million
Ingest 20M rows nightly	Full reload every night 20 × 2,000 credits	Incremental — changed rows only a fraction of that
Activate an audience	Segment + data graph graph doubles the count	Segment without the graph single activation count

Indicative rate-card figures (per million rows: batch ingestion 2,000; profile unification 100,000; calculated insights — batch 15, streaming 800). Your contract rate card governs.

The six levers that decide the bill

- Model identity once
- Incremental refresh
- Batch over streaming
- Right-size segment cadence
- Mind the data graph
- Buy meters, not seats

The “+” editions — adopting Next beside what you run

Existing customers don't buy Next separately. At renewal you move into the “+” version of the product you already have, which keeps it running and switches on the Next capabilities inside the same org. Nothing is force-migrated; nothing is switched off.



Engagement+

For Marketing Cloud Engagement (ExactTarget) customers

YOU KEEP

- ✓ Journey Builder, Email Studio, Automation Studio, AMPscript — untouched
- ✓ Existing journeys, content, data extensions, and sends

YOU ADD

- + Growth (Pro+) or Advanced (Corporate+/Enterprise+) capabilities on core
- + Smarter journey orchestration in Flow — daisy-chain journeys, agent decisioning
- + Marketing performance & campaign dashboards
- + Digital Wallet for messaging credit spend



Intelligence+

For Marketing Cloud Intelligence (Datorama) customers

YOU KEEP

- ✓ Your Intelligence implementation, data streams, and dashboards

YOU ADD

- + Segment Intelligence — audience insight by campaign, channel, objective
- + Flexible Attribution — measure on any custom object, beyond first/last touch
- + Agentforce Paid Media Optimization — 24/7 cross-channel spend reallocation



Personalization+

For Marketing Cloud Personalization (Interaction Studio) customers

YOU KEEP

- ✓ Your Personalization implementation, campaigns, and web/app tracking

YOU ADD

- + Agentforce Web Curation — web experiences shaped by live agent conversations
- + Personalization Decisioning and AI Recommenders
- + Custom attribution tied to your business goals



Renew into the “+” edition

Same product, same contract line — the “+” unlocks the Next capabilities. Engagement tiers map across: Pro+ → Growth, Corporate+/Enterprise+ → Advanced.



Next switches on inside the org

Marketing Cloud Next is enabled in your existing Salesforce org and pointed at Data 360 (page 8). Your Engagement instance keeps running untouched.



Run both, move one journey at a time

New programmes start on Next; existing ones move when they are redesigned anyway. Both report into the same org dashboards (page 13).

On Account Engagement (Pardot). Salesforce is converging B2B automation into Marketing Cloud Next — Growth and Advanced capabilities were provisioned beside Account Engagement orgs first, and the platform is now on the retirement path. If you run it, treat Next as the destination and plan the move; don't design a long-term parallel run.

How Engagement and Next run together

With Engagement+, both generations run in production at once. The practical split most teams settle on for the first year:

Stays on Engagement (for now)

- › High-volume batch and transactional sends that already work
- › Journeys with deep AMPscript or SSJS personalization
- › Anything with regulatory sign-off you don't want to re-certify this year
- › Mature preference centres and triggered-send integrations

Shared foundation

- › The CRM records: Leads, Contacts, Accounts, Opportunities, Cases
- › Data 360 unified profiles and segments (feed both platforms)
- › Consent captured once, honoured everywhere
- › Standard reports and dashboards on the org

Starts on Next

- › Every new journey, especially anything that touches sales or service
- › SMS, WhatsApp, and two-way conversational programmes
- › Agentforce-created campaigns and agent-answered replies
- › Cross-department flows: tasks, cases, hand-offs, loyalty

What never carries over — plan for it, don't discover it

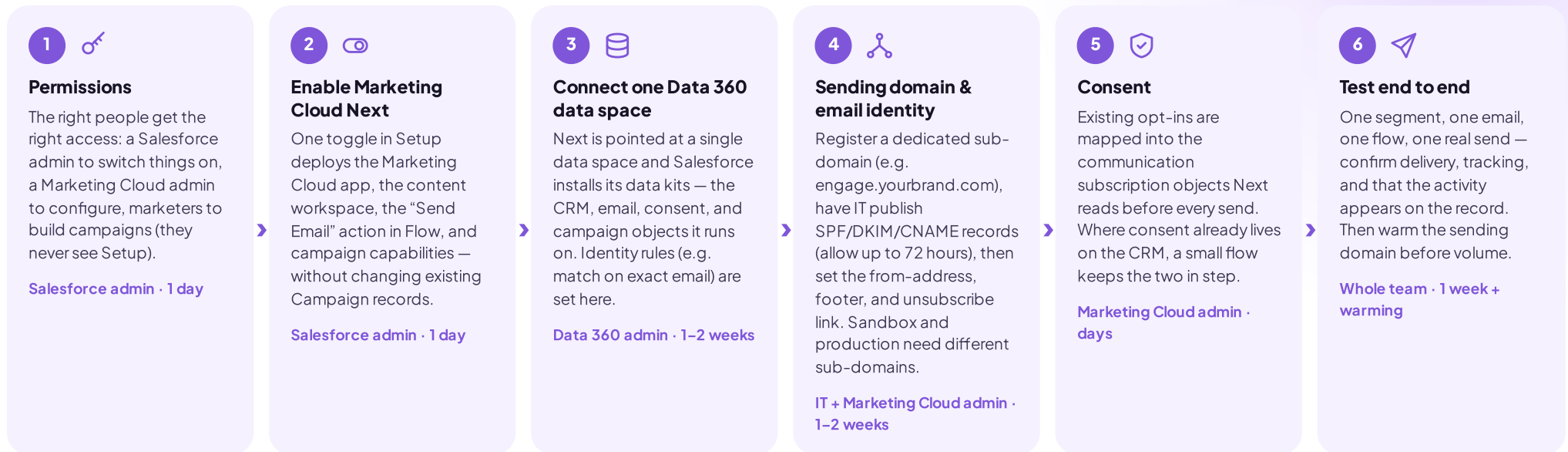
- **Journeys.** Journey Builder journeys are not importable. Each one is rebuilt in Flow — a good moment to retire the ones nobody can explain.
- **AMPscript and SSJS.** There is no AMPscript runtime on Next. Personalization is rebuilt with dynamic content and merge fields; heavy scripted logic is redesigned.
- **Data extensions.** Data is not lifted and shifted. It is modelled into Data 360 and CRM objects — identity and consent first.
- **Sending reputation.** A new sub-domain means a new IP reputation. Warm it before the first high-volume send.

The rule that keeps this sane

- **One journey at a time.** Move a programme when it is being redesigned anyway, not because a licence says so.
- **Data 360 first, always.** Both platforms get better when identity and consent are modelled once.
- **Same report, both sources.** Because reporting lives on the org, a campaign on Engagement and one on Next can sit in the same dashboard from day one.

Getting ready — setup in plain English

Because Next lives inside the org, “implementation” is mostly configuration, not integration. Six steps, in order, and who is involved in each.



Sandbox first. Run all six steps in a sandbox, then repeat in production — with its own sub-domain and its own Data 360 space. Sandbox configuration doesn’t deploy across.

Warm before volume. A new sending domain starts with no reputation. Plan roughly five weeks of ramped sends before high-volume go-live, and keep transactional traffic on it early.

Data first is not a slogan. Steps 3 and 5 decide whether an agent “knows your customer” or guesses. They are where good implementations spend their time.

A typical timeline for a first implementation

Sandbox — all six steps
weeks 1–4

Production repeat
weeks 5–6

Domain warming, ramped sends
≈ 5 weeks · can overlap with build

First campaign live
one segment, one journey

Durations assume a clean CRM and available IT for DNS. Data 360 modelling (step 3) is the variable: budget more if identity or consent data is messy.

Who does what

Next reuses Salesforce's permission model, so access is a matter of permission sets, not separate user accounts. Four roles cover nearly every team.



Salesforce System Admin

Can: Org-level setup: enabling Next, permission assignments, page layouts, the one-time switches.

Needed for a handful of tasks; not a day-to-day marketing role.



Marketing Cloud Admin

Can: Configures the marketing app: channels, sending domain, consent setup, business units, and campaign templates.

Owens the "how it is set up" questions after go-live.



Data 360 Admin

Can: Data streams, the data model, identity resolution, and segment governance.

Often the same person as above in smaller teams; a distinct role in enterprises.



Marketers (Marketing Cloud Manager)

Can: Build and run campaigns, segments, content, and flows; read campaign reports.

Never touch Setup or Data 360 configuration — by design.

What changes for the marketing team

- **Fewer specialist hand-offs.** Segments in plain language and journeys in Flow remove the SQL and Journey Builder specialisms most teams queued behind.
- **Shared skills with the rest of the org.** A Salesforce admin can read your journey. A rep can see your campaign activity on their Lead.
- **New skills to grow.** Data 360 modelling and consent design are where the new expertise sits — and where a partner is worth bringing in early.

Credentials worth knowing

- **Marketing Cloud Next Consultant** — Salesforce's certification for the platform, launched in 2026; the benchmark for partners and internal leads.
- **Data 360 Consultant** — for the foundation layer every capability stands on.
- **Agentforce Specialist** — for the agent layer covered in the companion e-book.

Where to start: a 90-day path

The pattern that works is the same whatever you run today: foundation, one proving campaign, then expand. What differs is the starting point.

DAYS 0 – 30

Foundation

Readiness assessment of what you run today. Data 360 stood up on one data space; identity rules and consent modelled; sending domain registered and warming. No campaign yet — on purpose.

Readiness assessment

Data model + identity

Consent mapped

Domain warming

DAYS 31 – 60

First campaign on Next

One segment, one journey, one channel — chosen because it touches sales or service, so the platform benefit is visible. Reporting set up on the org beside existing dashboards.

One journey in Flow

One segment, plain language

Campaign report on the org

DAYS 61 – 90

Expand

Add SMS/WhatsApp (Advanced), the first Agentforce-created campaign, and the second journey. Decide the year's migration order for Engagement programmes.

Second channel

First agent campaign

12-month move list

Your starting point



New to Salesforce marketing. Start on Growth or Advanced directly. No legacy to reconcile — your first journey runs on the target architecture.



On Marketing Cloud Engagement. Renew into Engagement+. Keep volume and AMPscript where they are; start every new journey on Next; move the rest one at a time.



On Intelligence or Personalization. Intelligence+ / Personalization+ keep your implementation and add the Next capabilities. Pair with a Growth or Advanced org for execution.



On Account Engagement (Pardot). Treat Next as the destination. Assess what to rebuild (scoring, nurtures, forms), what to retire, and sequence the move.

Start with one campaign on Next, prove it on the org's own reports, then expand. Teams that begin with a "migration project" stall; teams that begin with one journey don't.

How Genetrix can help

Genetrix Technology is a Salesforce partner built exclusively around the marketing stack. Since 2019 we've designed, implemented, and untangled **Marketing Cloud Engagement**, **Marketing Cloud Next (Growth & Advanced)**, **Data 360**, **Account Engagement**, and **Agentforce** for brands across the US, UK, ANZ, the Middle East, and India — from hospitality groups and nonprofits to financial services and healthcare.

For Marketing Cloud Next specifically, we run the **readiness assessment** for Engagement and Pardot customers, stand up the **Data 360 foundation** (identity, consent, data model), configure the org end to end — permissions, data space, sending domain, consent — activate the **“+” edition** beside what you run, rebuild the first journeys in Flow, and **train your team** to run it all without us. We're builders as well as consultants: our AppExchange products — **JourneyVoice**, **Campaign Clarity**, **Emlyt**, **LinkLect**, and **MCT** — come from the same team.

Bring us what you run today. We'll show you what moves first — and prove it in 90 days.

MC Engagement → Next

Growth & Advanced

Data 360

“+” editions

Agentforce

AppExchange ISV

2019

Founded — and focused only on the Salesforce marketing stack since.

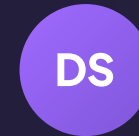
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AppExchange products designed and built in-house by our team.

120%

Sales & marketing ROI lift in a featured Genetrix client case study.

Author



Dhavan Singhal

Co-Founder & Tech Lead — Genetrix Technology

in · **Connect**

Dhavan is Co-Founder & Tech Lead at Genetrix Technology, where he owns solution architecture and technical delivery across Marketing Cloud Engagement, Marketing Cloud Next, Data 360, and Agentforce — along with the engineering behind the firm's AppExchange products. He co-founded Genetrix in 2019 and works hands-on with client teams across the US, UK, ANZ, and the Middle East, from data model to deployed journey.



Salesforce Certified Marketing Cloud Next Consultant