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Deloitte Digital's perspective on Salesforce Marketing Cloud Next

***AN ADOPTION GUIDE FOR SALESFORCE'S LATEST
AGENTIC MARKETING PLATFORM***

Marketing Cloud Next is Salesforce’s next-generation agentic marketing solution for customer engagement—a platform designed to help evolve how organizations unify data, empower teams, and deliver impactful, real-time experiences across every channel.

At Deloitte Digital, we harness our powerful collaboration with Salesforce to help our clients navigate the opportunities and considerations that can come with this next-generation agentic marketing platform.

Salesforce’s agentic marketing vision is realized through Agentforce, Data Cloud, and their metadata platform, operating in concert with Marketing Cloud Next. This unified platform enables marketers to connect and leverage capabilities across these core pillars, fostering integration and increased efficiency.

SECURITY	BUSINESS & CUSTOMER DATA	MARKETING APPS	AI AGENTS
METADATA PLATFORM	DATA CLOUD	NEW MARKETING CLOUD NEXT	AGENTFORCE
Custom apps & agents	Structured & unstructured	Customer intelligence	Streamlined campaign creation
AI & models	Zero copy	Insights & optimization	Generate briefs & audiences
Flow automation	Unified profiles	Orchestration	Autonomous 1-1 personalization
Omnichannel UI	AI governance	Advertising	Real-time recs & offers
Security & privacy	Search & RAG	Channels	24/7 omnichannel conversations
Analytics	Real-time segments	Personalization	Always-on lead gen
		Marketing Ops	Self optimizing campaigns

“ Marketing Cloud Next combines the value of B2C, B2B, personalization, and marketing intelligence in a new native solution on the Salesforce platform. It unlocks two-way agentic marketing and connects to Salesforce Customer 360, personalizing every touchpoint.”

Steve Hammond, EVP & GM, Marketing Cloud, Salesforce



Potential business cases for Marketing Cloud Next

There are a few key business cases and strategic drivers for which Salesforce Marketing Cloud Next and Data Cloud can be a compelling choice for your organization.



I WANT TO MODERNIZE & AUTOMATE...

- Sales Cloud or Service Cloud customers that want to **automate email/SMS campaigns**
- Existing Marketing Cloud customers that want to **leverage Generative AI features** and move to a **real-time data-driven architecture**
- Organizations with **outdated marketing platforms** that lack automation
- Organizations that want differentiating capabilities such as **lead generation and scoring, two-way SMS, embeddable forms and improved landing pages**



I WANT TO INTEGRATE & CENTRALIZE...

- Organizations **already leveraging Data Cloud** that want to activate and personalize across channels
- Organizations that want to **centralize campaign and content management and marketing attribution reporting** in a single platform
- Organizations that need to **consolidate data sources to enable unified customer profiles**, more effective segmentation and marketing



I WANT TO PERSONALIZE & EXPAND...

- Organizations that want to deliver **personalized, real-time, right-time experiences across channels** leveraging AI for targeted marketing and improved engagement
- Organizations that want to better manage **consent and preferences** and need more **robust and auditable consent management**
- Organizations that want to **better leverage first-party data** for insights, **real-time analytics**, and actionable intelligence
- Organizations that want to **expand digital channels, markets**



Future state architecture with Marketing Cloud Next

The building blocks illustrated below represent a convergence with Marketing Cloud Next in a future state for organizations that are already leveraging Marketing Cloud today. Flows can be used to orchestrate and automate journeys and connect data, logic, and actions across solutions that leverage Data Cloud data to trigger, prioritize, and update journeys based on customer behaviors. Marketing Cloud Engagement can continue to co-exist in parallel to Marketing Cloud Next with Salesforce Journey Builder, powering existing multi-step campaigns.

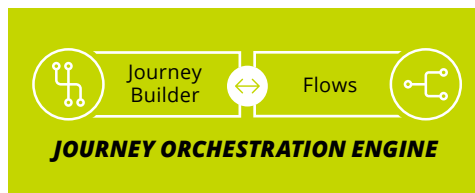
ACTIVATION CHANNELS

The ability to deliver personalized customer experiences across any channel or customer touchpoint in an automated way.



JOURNEY BUILDER

Journey Builder will continue to power personalized, automated multi-step campaigns that adapt to customer behaviors and drive engagement across channels.



FLOW

Flows will be used to automate journeys by connecting data, logic, and actions across applications, leveraging unified Data Cloud data to trigger, prioritize, and update journeys based on customer behaviors.

MARKETING CLOUD ENGAGEMENT

Leverage Journey Builder for Journey orchestration, with Flows as a first step and Deloitte's MPA Accelerator Agent for intelligent campaign briefs and agentic journey creation.



MARKETING CLOUD NEXT

Email automation tool and next generation marketing automation platform built on top of Data Cloud. It brings agentic marketing to life with actionable data, cross-departmental workflows, and autonomous AI agents embedded across the entire customer funnel.

DATA CLOUD

Data Cloud serves as a shared data layer across marketing platforms, consolidating engagement data to provide a single source of truth for segmentation.





Taking the first step: Adoption strategies

The preferred strategy for driving adoption to Marketing Cloud Next will depend on each organization's unique business objectives, technical landscape, and readiness for change to ensure a smooth and successful adoption. Organizations may consider a phased or parallel approach to Marketing Cloud Next, or embark on a full deployment based on organization readiness and Marketing Cloud Next feature availability. We can help our clients choose the most effective approaches for their industries and organizations.

PHASED OR PARALLEL APPROACH TO MARKETING CLOUD NEXT

A phased or parallel approach is a strategy that can help organizations with complex marketing operations, or that have existing investments in Marketing Cloud. With this approach, Marketing Cloud Next and the current Salesforce Marketing Cloud (Marketing Cloud Engagement or Marketing Cloud Account Engagement) are used in parallel as part of the customer's convergence journey. This approach allows organizations to innovate at their own pace, ensuring business continuity while exploring the latest features of Marketing Cloud Next.

Organizations can incrementally build campaigns, flows, and channels on Marketing Cloud Next by embracing the following steps

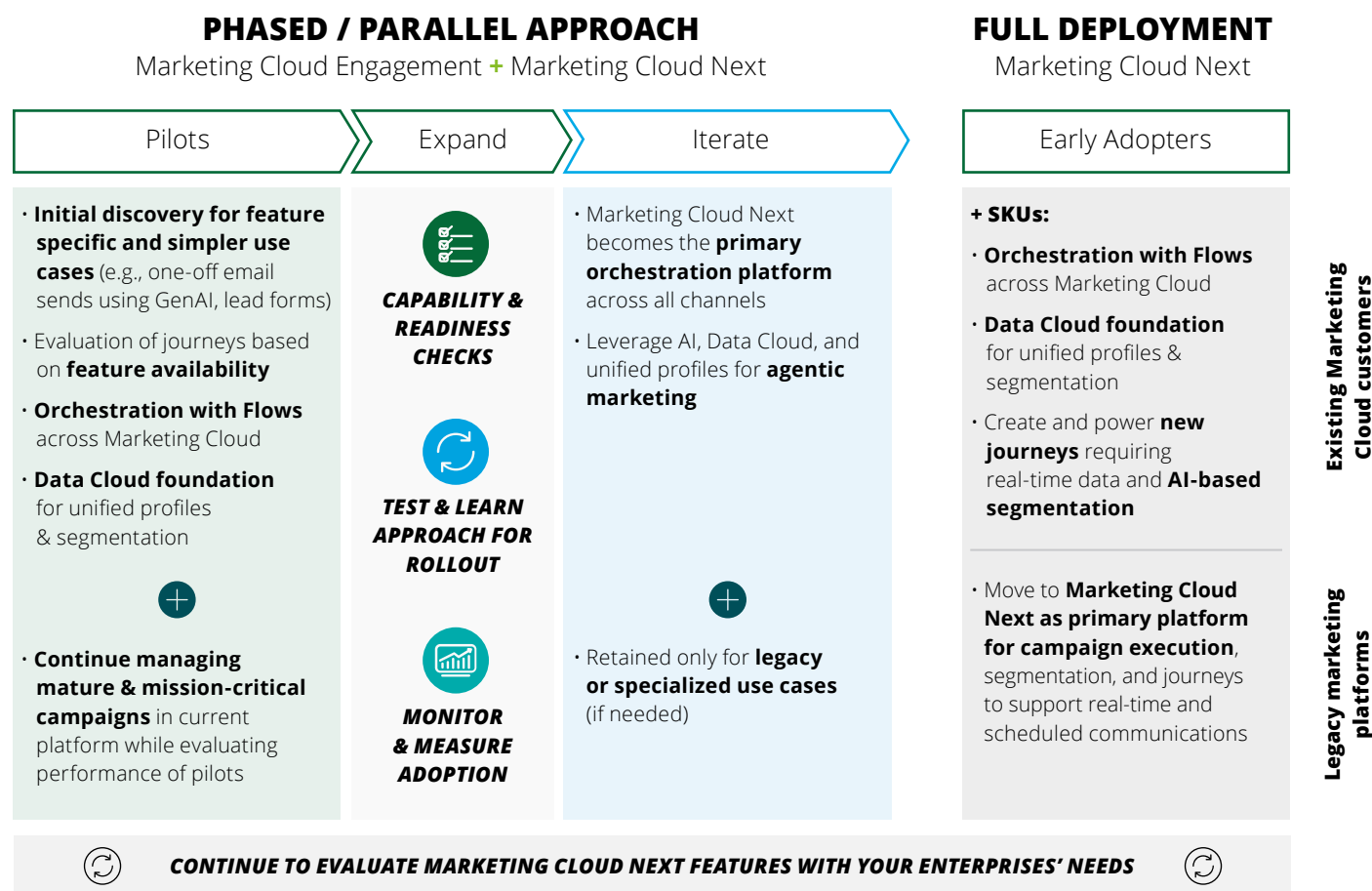
- Start with simpler use cases: Begin with less complex journeys or single-channel campaigns to build foundational expertise and confidence with Marketing Cloud Next.
- Leverage Marketing Cloud Next for advanced use cases: In parallel with Marketing Cloud Engagement or Marketing Cloud Account Engagement, leverage the advanced landing page and generative AI capabilities to augment an existing martech stack.
- Follow a test and learn approach: Pilot new features and capabilities in a controlled environment, gathering feedback and optimizing processes before broader rollout.
- Leverage parallel operation: Run your current marketing solution alongside Marketing Cloud Next, minimizing disruption and ensuring business continuity.
- Drive adoption: Enable gradual upskilling and change management, fostering adoption and organizational buy-in.

FULL DEPLOYMENT OF MARKETING CLOUD NEXT

A full deployment of Marketing Cloud Next may be suitable for organizations that:

- Desire immediate access: Require rapid adoption of advanced features of Marketing Cloud Next such as agentic workflows, AI-driven personalization, and unified data management
- Have limited legacy complexity: Possess relatively simple or less-entrenched legacy marketing operations, reducing migration risk
- Have invested in a legacy solution: Organizations that are re-platforming to Salesforce's agentic marketing stack or are undergoing a broader digital transformation

Adoption strategies based on your specific needs



Getting started with Flows

For customers ready to get started, flows in Marketing Cloud Next can provide a robust framework to help orchestrate journeys that are activated based on client behavior. Customers can start leveraging this capability immediately with capabilities such as flow, journey orchestration, and automated journey triggers.



Key considerations

We've compiled a list of the top considerations for organizations as they prepare for Marketing Cloud Next, starting with investing in the Salesforce Data Cloud platform. Data Cloud serves as the foundation for Marketing Cloud Next and for agentic capabilities across Salesforce—it is essential for unifying, harmonizing, and activating customer data at scale. This helps enable intelligent automation, personalized experiences, and easy integration of AI-driven solutions throughout the Salesforce ecosystem.



DATA CLOUD ENVIRONMENT

Marketing Cloud Next is built on top of the Data Cloud platform. Data Cloud is a core component of Marketing Cloud Next features and functionality and personalization engine



CAMPAIGNS & JOURNEYS

Existing Journey Builder and new Marketing Cloud Next Campaign Flows with Data Cloud can be used in parallel to support innovative use cases and existing journeys



CONSENT MANAGEMENT

Marketing Cloud Next leverages Data Cloud, unified customer profiles, and robust preference center for attribute-level consent tracking



CONTENT & ASSETS

With Marketing Cloud Next, the Salesforce CMS provides seamless content creation, management and distribution across channels



CUSTOM CODE, AUTOMATIONS & INTEGRATIONS

Evaluate custom code, automations and integrations to determine compatibility; and assess what needs to be refactored or rebuilt to take advantage of new features in Marketing Cloud Next

KEY CONSIDERATIONS FOR CUSTOMERS

Data Cloud serves as the foundation for Marketing Cloud Next and agentic capabilities across Salesforce, and is essential (and required) for unifying, harmonizing, and activating customer data at scale—enabling intelligent automation, personalized experiences, and seamless integration of AI-driven solutions throughout the Salesforce ecosystem.

WHERE SHOULD I START?

- Orchestrate journeys with Flows
- Confirm / Invest in Data Cloud
- Inventory existing campaigns
- Evaluate consent requirements
- Consider asset re-use / re-build scenarios
- Determine custom code and integration compatibility

Marketing Cloud Next readiness checklist

DATA CLOUD ENVIRONMENT

- Confirm **Data Cloud licensing** and environment setup
- Plan for **data unification, identity resolution** and **segmentation**
- Evaluate **privacy policies, data governance, security protocols** and **sandbox** needs
- Marketing Cloud Engagement Customers should **evaluate identity stitching rules** in Data Cloud as they move from channel-based (Data Extensions, Prospects, Lists) to unified profiles

CAMPAIGNS & JOURNEYS

- **Inventory current campaigns** (emails, templates, journeys, and automations)
- Evaluate **orchestration** across existing Marketing Cloud Engagement journeys in Journey Builder with **flows**
- Evaluate **building new flows** to enhance **segmentation** and **personalization**

CONSENT MANAGEMENT

- **Validate data privacy** regulations (GDPR, CCPA, etc.) and industry standards
- Plan **consent management across touchpoints** (web, mobile, email, offline, third-party)
- Assess how consent and preference data will be **mapped** to the centralized model in Data Cloud and Marketing Cloud Next
- Determine how consent data will be **shared with external systems**

CONTENT & ASSETS

- **Configure content workspaces**, content types, asset mapping, metadata tagging and version control in Salesforce CMS
- **Audit current Marketing Cloud Engagement assets** (emails, templates, content blocks)
- Assess **asset re-use** of email templates, landing pages and dynamic content
- **Rebuild assets** in Salesforce CMS (brand templates, re-usable content, omni-channel campaign assets)

CUSTOM CODE, AUTOMATIONS & INTEGRATIONS

- Assess **compatibility** of current code and determine if **rebuild** is required for **legacy scripting** (AMPScript, Server-Side JavaScript)
- **Evaluate if legacy REST/SOAP** calls need **refactored** to leverage new/updated APIs
- Consider **credit consumption, API usage, connector configuration**, and **data sync** schedules



Kickstarting your journey with Deloitte Digital

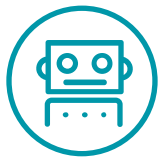
As organizations set their future strategic vision for marketing, this is a significant opportunity for them to re-imagine journeys, segments, and engagement with the new agentic capabilities of Salesforce Marketing Cloud Next. Coupled with our robust assets and accelerators at Deloitte Digital, this collaboration can help our clients be well-equipped to embrace the future of marketing-powered, data-driven insights.

Deloitte Digital is here to help you embrace this exciting future and unlock new possibilities for your marketing technology. To fast-track your journey, we've introduced a suite of industry-specific pre-built Agent Advantage™ agents built on Agentforce.



DELOITTE DIGITAL PLATFORM DIAGNOSTICS AGENT

Our Platform Diagnostics Agent helps organizations diagnose existing Marketing Cloud Engage usage and provides Marketing Cloud Next usage recommendations, enhancing monitoring and minimizing disruptions.



DELOITTE DIGITAL ASSET PORTER AGENT

Our Asset Porter Agent supports the easy movement of email assets tagged to campaigns or folders from Marketing Cloud Engage to Marketing Cloud Next.



DELOITTE DIGITAL AGENT ADVANTAGE™ - MARKETING PRO AGENT

For existing Marketing Cloud Engagement customers, our agent unlocks agentic brief and journey creation by rapidly constructing complex journeys, generating intent-based AI content, and delivering intelligent recommendations for campaign planning.

Closing thoughts

With Salesforce Marketing Cloud Next and Deloitte Digital Agent Advantage™, your organization can be positioned to unify data, empower teams, and deliver real-time customer experiences. By leveraging proven strategies and proprietary tools, we can help you drive a smooth transition and work towards maximizing your marketing impact.

The Salesforce logo, which is a blue cloud shape with the word "salesforce" in white, lowercase letters inside it.

salesforce

GET IN TOUCH

Ready to get started with Marketing Cloud Next? Connect with our Deloitte Digital leaders to learn how we can help you achieve your marketing goals and drive business impact.

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