



A side-by-side  
comparison of  
Salesforce marketing  
solutions

VS.

Marketing  
Cloud Account  
Engagement

Marketing  
Cloud

# What's the difference?

Navigating the differences between Salesforce Marketing Cloud Account Engagement (formerly Pardot) and Marketing Cloud can be confusing. That's why we've outlined a clear side-by-side comparison of the two Salesforce marketing products to help you determine the best solution for your marketing needs.

## Marketing Cloud Account Engagement

### Visibility

Full marketing engagement visibility within the Salesforce platform for all sales users

### Platform integrations

Integration via Salesforce-Pardot connector

### Data capture

Lead qualification; scoring and grading to measure interest and quality

### Campaign integrations

Engagement Studio for nurture and drip campaigns

### Email templates

Responsive email templates. Use merge fields to personalize.

### Customer interaction management

Includes Pardot Lightning app utilizing Salesforce user interface (meaning you never have to leave Salesforce)

### Reporting

ROI reporting in the Salesforce platform

### Sales engagement

Connected campaigns tie people directly to opportunities

## Marketing Cloud

### Visibility

Limited visibility for sales users without access to Marketing Cloud

### Platform integrations

Integration via Marketing Cloud Connect

### Data capture

Complex data structure using data extensions; should only include data used for marketing purposes

### Campaign integrations

Journey Builder for cross-channel customer engagement

### Email templates

Responsive email templates, including more robust content building and testing features. Use AMPscript to personalize.

### Customer interaction management

Includes Mobile Studio, allowing you to send, receive, and track text messages to customers utilizing drag-and-drop templates

### Reporting

Social Studio for social media management and interaction

### Sales engagement

Analytics studio featuring Datorama reporting



# Key function comparison

## Marketing Cloud Account Engagement

- ✓ Email marketing
- ✗ Transactional messaging
- ✓ Landing pages and forms
- ✓ Dynamic content
- ✓ Progressive profiling
- ✓ Files
- ✓ Personalization
- ✗ Predictive purchasing recommendations
- ✓ AI-driven engagement scoring
- ✗ Digital advertising
- ✗ Mobile: SMS, push notifications
- ✓ Social publishing
- ✗ Social listening and engagement
- ✓ Lead nurturing
- ✓ Engagement history tracking
- ✓ Lead scoring and grading
- ✓ Sales engagement
- ✓ Salesforce campaign integration & reporting
- ✗ Web analytics
- ✗ Mobile analytics
- ✓ API
- ✓ Salesforce shield integration
- ✗ Tokenized sending
- ✗ Server-side scripting

VS.

## Marketing Cloud

- ✓ Email marketing
- ✓ Transactional messaging
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- ✗ Lead nurturing
- ✗ Engagement history tracking
- ✗ Lead scoring and grading
- ✗ Sales engagement
- ✗ Salesforce campaign integration & reporting
- ✓ Web analytics
- ✓ Mobile analytics
- ✓ API
- ✓ Salesforce shield integration
- ✓ Tokenized sending
- ✓ Server-side scripting

## Summary

When comparing these two solutions, it's important to note that one is not better than the other. Rather, they serve two entirely different purposes, and it is important to find the solution that best suits your unique marketing goals and target audience. **Crowe can help you determine what might be the best fit for your business.**

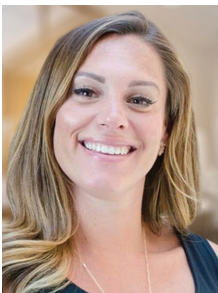
**Marketing Cloud Account Management is best suited for B2B companies or smaller teams focused on long-term lead nurturing through email marketing.**

**Marketing Cloud is best suited for large B2C companies in need of an all-in-one automated marketing solution.**

# Still not sure? We're here to help.

Our team at Crowe has deep knowledge in both Marketing Cloud Account Engagement and Marketing Cloud, along with many years of experience implementing Salesforce technology for businesses.

**Schedule a call today with one of our consultants; we would love to help you discover the right software for you.**



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