

# AI in Marketing Cloud Next: What It Costs

Which AI features come with which edition, what each one uses, and what to settle before you switch them on.

| Feature                          | What it does                                            | Edition  | What it uses                                                            |
|----------------------------------|---------------------------------------------------------|----------|-------------------------------------------------------------------------|
| <b>Campaign Creation agent</b>   | Drafts the brief; in Advanced also emails, SMS and flow | Growth   | Einstein requests or Flex Credits; Data 360 for the segment             |
| <b>Content Creation agent</b>    | Drafts email copy                                       | Growth   | Einstein requests or Flex Credits. English only                         |
| <b>Segments with AI</b>          | Builds a segment from a description                     | Growth   | Data 360 credits for the segment; the AI itself isn't counted           |
| <b>Send Time Optimization</b>    | Sends when each person tends to read                    | Growth   | Not stated by Salesforce                                                |
| <b>Engagement Scoring</b>        | Predicts who is likely to engage                        | Advanced | Not stated by Salesforce                                                |
| <b>Journey Decisioning agent</b> | Picks the next step for each person in a journey        | Advanced | Flex Credits plus Data 360                                              |
| <b>Buyer Engagement agent</b>    | Replies to leads in conversations                       | Advanced | Switched on after 20 Oct 2026: per lead worked (a reply within 30 days) |

Since 24 October 2025 Salesforce no longer counts Einstein requests for most of these features in Growth and Advanced, yet its pricing for Pardot customers still lists them. Plan as if they count.

## Before You Switch It On

- ☐ Salesforce Enterprise or Unlimited, with Data 360.
- ☐ Salesforce Foundations and Einstein generative AI set up.
- ☐ Features on in Setup → Einstein & Agentforce.
- ☐ Users given Marketing Team Agent Access.
- ☐ Content, data and consent ready for the first use case.

## Your Data and the AI

The Einstein Trust Layer keeps model providers from storing your prompts or training on them, and masks data before it leaves.

Salesforce's own page for Marketing Cloud Next adds that data sent to AI features may train Salesforce's models, such as the one behind Send Time Optimization. Put that in front of your data protection officer.

**In Pardot, for comparison:** Einstein Behavior Scoring, Campaign Insights, Attribution, Key Accounts Identification and Send Time Optimization come with Advanced and Premium.



### Axel's tip

Let the agent write the first draft and a person the last word. Nothing goes out that your team wouldn't sign.

## AI on Solid Ground

We check data and consent, then switch on what your campaigns use.

[Scan for our AI package](#)

