

Consent in Marketing Cloud Next: Bring Your Opt-Ins

No consent record, no send. How your Pardot opt-ins get across, and what works differently there.

	Pardot	Marketing Cloud Next
Where it lives	On the prospect: Opted Out, plus public lists	On the email address or phone number, per subscription and channel, in Data 360
No record	Mailable unless opted out	Counts as opted out
Unsubscribe link	Opts out of all email	Ends that email's subscription; the preference page can end all
SMS, WhatsApp	✕ not built in	Their own consent per channel and sender
Deleting a person	Prospect to the recycle bin	Consent stays in Data 360 until deleted there

WAY 1 · AUTOMATIC

Email Consent Matching

Opted Out Field: one subscription in Marketing Cloud Next, called B2B Email Consent.

Public List: up to 100 public lists, each its own subscription.

Syncs both ways, for one business unit, in up to 48 hours. First set Opted Out's sync behaviour to most recent, Pardot's value, or unmapped.

WAY 2 · BY HAND

Consent Import

One CSV per subscription, channel and status.
Column 1: email or phone, with country code.
Column 2: the consent date.

Up to 50,000 rows per file. The leads and contacts must already exist; the import creates none.

Five Rules to Pin to the Wall

- ☐ Opted out in Pardot means opted into nothing in Marketing Cloud Next.
- ☐ Every lead form gets an explicit opt-in checkbox. A known address that fills in a new form can otherwise flip to opted out.
- ☐ No group gets marketing from both systems at the same time.
- ☐ No consent import while matching is still running.
- ☐ SMS: STOP, QUIT, CANCEL, END and UNSUBSCRIBE are reserved opt-out words. WhatsApp: name your company at opt-in.



Axel's tip

Keep the original opt-in date when you move consent. "Opted in on import day" convinces nobody in an audit.

Consent Done Right

We carry your opt-ins over and set up consent per channel.

Scan for our [GDPR package](#)

