

Data 360 Credits, Explained for Marketers

What uses credits, what's free and how to keep usage small, without a calculator.

How It's Counted

Each activity has a usage type. Salesforce counts the rows processed, multiplies them by that type's rate and adds it up per month. The rates are on Salesforce's rate card, which changes several times a year.

Two Kinds of Credits

Bought before 24 February 2026: Data Services credits. Bought or renewed since: possibly Flex Credits, which also pay for Agentforce. If you hold both, Data Services credits are used first.

What you do	Usage type	Weight
Bring in data from your Salesforce CRM	Ingestion	ⓧ Free
Bring in Pardot activity: emails, forms, pages	Ingestion	Uses credits
Track your website	Streaming pipeline	● ● ● ●
Join records into one profile per person	Unification	● ● ● ● the heaviest
Transform data, calculate insights	Prep	● ● ● ●
Publish a segment	Segmentation	● ● ● ●
Send data to other systems	Activation	● ● ● ●
Build, preview and count segments	Queries	● ● ● ● the lightest

Dots compare the rates per million rows on the rate card of 31 August 2026: where credits go, not prices.

Six Ways to Use Fewer

- ☐ Bring in only the data your campaigns use.
- ☐ Refresh data incrementally, not in full.
- ☐ Feed identity resolution filtered data, one ruleset per object.
- ☐ Pause automatic identity resolution before bulk changes.
- ☐ Preview segments on sample data; schedule nothing while testing.
- ☐ Publish segments as often as campaigns need, with an end date.

Where You See It

Digital Wallet, in the App Launcher: usage per type, a dashboard and alerts when usage crosses a threshold. Free, in production orgs, with the View Consumption permission.

Salesforce Foundations brings a starter allowance at no cost. Salesforce's own pages name different amounts, so trust Digital Wallet and your contract.



Axel's tip

Clean duplicates in Salesforce before they reach Data 360. Every record you leave out is one Data 360 never has to unify.

Set Up for Marketing

We set up Data 360 with only the data your campaigns use.

[Scan for our
Data 360 setup](#)

