

Engagement Studio → Flow: A Translation Guide

What each Engagement Studio step is called in a Marketing Cloud Next flow, and which steps have no twin.

Engagement Studio	Flow	Good to know
Send email	Send Email Message	Choose a subscription: only people who opted in get it.
Add to or remove from list	Add to / Remove from Actionable List	Actionable lists hold leads or contacts, not both.
Change field value	Update Records	
Create Salesforce task	Create Records	
Notify user, assign to user or queue	Notify User, Assign to User, Assign to Queue	Audience flows only.
Add to Salesforce campaign	Create Campaign Member	Audience flows only.
Adjust score, add tag	✕ no step	Scores come from the scoring model in Data 360.
Trigger: email open, link click, form	Wait Until Event	Right after the step it watches, with a time limit and a timeout path.
Trigger: page view, redirect, file	✕ no standard event	Plan another signal, or drop the branch.
Rule: field, score, list	Decision	The first outcome that matches wins.
Wait X days	Wait for Amount of Time	Can resume at a set time of day.
End	End of path, plus exit rules	Up to ten exit rules, checked at the start and after each pause.
Repeating program	Recurring audience flow	Runs as often as every hour.
A/B test of paths	Path Experiment	Advanced Edition, up to ten versions.

How a Flow Starts

A form is submitted: an Automation Event-Triggered flow. It runs within about 15 minutes.

A segment, list or campaign: an Audience flow, once or on a schedule.

Test the content before you activate.

Before You Rebuild

- ☐ Rebuild only programs that still run.
- ☐ Let one flow do what a program and its automation rules did.
- ☐ Decide what replaces score steps and tags.



Axel's tip

Draw the program on paper first, every rule and wait. A branch nobody can explain doesn't get rebuilt.

Rebuilt for You

We rebuild your programs as flows, tested before anything goes live.

[Scan for our migration page](#)

