

Pardot or Marketing Cloud Next, Side by Side

Same Salesforce org, two ways of working. What each one does, where they differ, and when to run both.

	Pardot	Marketing Cloud Next
Built on	Its own app, synced with Salesforce	The Salesforce platform, with Data 360 underneath
People	Prospects, synced with leads and contacts	Unified individuals: the lead and contact records of one person, joined in Data 360
Audiences	Static and dynamic lists	Data 360 segments and actionable lists
Automation	Engagement Studio, automation rules, completion actions	Flows in Flow Builder
Scoring	Score for interest, grade for fit	Engagement, fit and overall scores; no A to F grade
Consent	Global email opt-out, plus list subscriptions	Per subscription and channel. No consent record, no send
Channels	Email	Email, plus SMS and WhatsApp as paid add-ons
Forms and pages	Forms, form handlers, landing pages	Forms, form handlers, landing pages in Salesforce CMS
Website tracking	Tracking code on your tracker domain	A website connector and its own script
AI	Einstein scoring, insights and attribution in Advanced and Premium	Agents that draft campaigns and content, AI segments; some features Advanced only
Attribution	Campaign Influence: first, last, even and custom models	Opportunity Influence, first or last touch. It needs Campaign Influence switched off
Business units	Advanced and Premium	Advanced Edition, each with its own data space
How you pay	The edition's licence	Included through Account Engagement+; usage in credits

STAY ON PARDOT IF

- ☐ Email is your channel.
- ☐ Your data lives in Salesforce.
- ☐ Sales trusts score and grade.

ADD MCN IF

- ☐ You need SMS or WhatsApp.
- ☐ Data from other systems should shape campaigns.
- ☐ Agents should draft campaigns.

RUN BOTH WHILE

- ☐ Email nurtures stay in Pardot.
- ☐ New channels start in Marketing Cloud Next.
- ☐ No group gets marketing from both at once.



Axel's tip

Write down the next three campaigns you want to run. The column that can run them is your answer.

Not Sure Which Is Yours?

Ten questions, two minutes, no sign-up.

[Scan for the free self-check](#)

