



Salesforce Accessibility Conformance Report International Edition

VPAT® (Voluntary Product Accessibility Template®) version 2.5Rev

Name of Product Version:	Agentforce Marketing/Spring '26
Report Date:	May 2026
Product Description:	Agentforce Marketing represents Salesforce's native, next-generation marketing solution built on the Salesforce Core platform, currently available in Growth and Advanced editions with add ons - Personalization, Marketing Intelligence, Loyalty and MC+Skus for existing customers. By functioning natively, the application ensures deep integration with Sales, Service, Commerce and Data 360. Furthermore, Agentforce Marketing leverages CRM data directly and enables AI-driven marketing through Agentforce Campaign creation (GA), Personalization Decisioning, and Agentic Lead Capture, offering to align marketing operations with customer relationship management.
Contact information:	accessibility@salesforce.com
Notes:	The scope of this ACR includes the functionalities of Agentforce Marketing. High-level areas include: • Setup (Enable Business Unit and Enable Marketing Cloud) • Marketing Calendar • Briefs (Manual + Agentforce - assisted creation) • Campaigns • Segment Builder • Flow Builder • Content Builder (Email, Landing Page, WhatsApp, Forms) • Marketing Performance Dashboards



For more information, please visit Salesforce Product Accessibility Status at https://www.salesforce.com/company/legal/508_accessibility

Evaluation Methods
Used:

Conformance to the listed accessibility standards has been evaluated following the [WCAG-EM](#) and using a combination of static analysis tools and manual testing with assistive technologies. The testing included a representative sample of different pages, states and content types. The following operating systems, browsers, toolsets, and screen readers are used for evaluation: Windows 11, JAWS/Chrome, NVDA/Firefox, VoiceOver/Safari (spot-checks), automated and manual accessibility testing.

Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.0	Level A - Yes Level AA - Yes Level AAA - No
Web Content Accessibility Guidelines 2.1	Level A - Yes Level AA - Yes Level AAA - No
Web Content Accessibility Guidelines 2.2	Level A - Yes Level AA - Yes Level AAA - No
Revised Section 508 standards published January 18, 2017 and corrected January 22, 2018	Yes
EN 301 549 Accessibility requirements for ICT products and services - V3.1.1 (2019-11) (PDF) AND EN 301 549 Accessibility requirements for ICT products and services - V3.2.1 (2021-03) (PDF)	Yes

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports:** The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports:** Some functionality of the product does not meet the criterion.
- **Does Not Support:** The majority of product functionality does not meet the criterion.
- **Not Applicable:** The criterion is not relevant to the product.
- **Not Evaluated:** The product has not been evaluated against the criterion.

WCAG 2.2 Report

Tables 1 and 2 also document conformance with:

- EN 301 549:
 - Clause 9 - Web
 - Clauses 10.1-10.4 of Clause 10 - Non-Web documents
 - Clauses 11.1-11.4 and 11.8.2 of Clause 11 - Software
 - Clauses 12.1.2 and 12.2.4 of Clause 12 - Documentation and support services
- Revised Section 508:
 - Chapter 5 - 501.1 Scope and 504.2 Content Creation or Editing
 - Chapter 6 - 602.3 Electronic Support Documentation

Note: When reporting on conformance with the WCAG 2.2 Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the [WCAG 2.1 Conformance Requirements](#).

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.1.1 Non-text Content (Level A) Also applies to: EN 301 549 Criteria • 9.1.1.1 (Web) • 10.1.1.1 (Non-web document) • 11.1.1.1.1 (Open Functionality Software) • 11.1.1.1.2 (Closed Functionality Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	The default images provided within the standard Agentforce Marketing core features have a meaningful alternative (alt) text description. Non-relevant or decorative images have null alt attributes or are inserted as background images. Non-text content controls/inputs have accessible names. However, in Agentforce Marketing, there are exceptions: • Basic Settings Setup > "Complete" progress ring: The "Complete" progress rings are improperly labeled with the title attribute of "undefined" or hidden from screen readers. • Basic Settings Setup > Status Icons for "Install the Marketing Data Kits" Substeps: Status icons for completed substeps have insufficient assistive text that says, "Status Icon" instead of "Complete". • Basic Settings Setup > Status Icons for "Enable Marketing Cloud" Substeps: Status icons used within this section are ignored by screen readers. • Marketing Performance: Images without informational content are announced by screen readers as "empty DragImage". • Create a Landing Page modal dialog: Alt texts for landing page preview templates are not descriptive enough (e.g., alt="Landing Page: Coming Soon. Launch").

Criteria	Conformance Level	Remarks and Explanations
<u>1.2.1 Audio-only and Video-only (Prerecorded)</u> (Level A) Also applies to: EN 301 549 Criteria • 9.1.2.1 (Web) • 10.1.2.1 (Non-web document) • 11.1.2.1.1 (Open Functionality Software) • 11.1.2.1.2.1 and 11.1.2.1.2.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing does not include any prerecorded audio-only or video-only as standard default functionality.
<u>1.2.2 Captions (Prerecorded)</u> (Level A) Also applies to: EN 301 549 Criteria • 9.1.2.2 (Web) • 10.1.2.2 (Non-web document) • 11.1.2.2 (Open Functionality Software) • 11.1.2.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing does not include prerecorded audio or video as a standard default functionality.

Criteria	Conformance Level	Remarks and Explanations
1.2.3 Audio Description or Media Alternative (Prerecorded) (Level A) Also applies to: EN 301 549 Criteria • 9.1.2.3 (Web) • 10.1.2.3 (Non-web document) • 11.1.2.3.1 (Open Functionality Software) • 11.1.2.3.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing does not include any audio description or time-based media alternative for any of the prerecorded video content provided as part of the standard product.

<u>1.3.1 Info and Relationships</u> (Level A) Also applies to: EN 301 549 Criteria • 9.1.3.1 (Web) • 10.1.3.1 (Non-web document) • 11.1.3.1.1 (Open Functionality Software) • 11.1.3.1.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	Agentforce Marketing user interface contains semantic markup such as headings, lists, table markup, and WAI-ARIA landmarks to help convey the presentation to assistive technologies. However, in Agentforce Marketing, there are exceptions: • Basic Settings Setup: Screen readers announce the state of progress bars that are completely absent from the visual presentation. • Basic Settings Setup: Heading structure for sections is illogical; substeps functioning as subheadings are coded with the same semantic level as parents. • Marketing Calendar: Visual grid relationship is not conveyed programmatically; role="grid" and associated headers are missing. • Agentforce Chat Panel: Field grouping semantics are not properly implemented for tooltip content; the legend is associated with the Help button instead of the checkboxes. • Add Rules (Attributes) > Segment Builder page: Error messages for attributes appear prematurely before user interaction and are not announced by screen readers. • Create Email in Content Builder: Insufficient context for configuring "Image" blocks; instructions for keyboard shortcuts (CTRL + F6) are not communicated to screen reader users. • Add Dynamic Rules in Content Builder flow: "Variation and Decision Name" is visually marked required with an asterisk but lacks programmatic required attributes. • Create a Segment > "New Segment" modal dialog: Required controls like "Run Mode" are not indicated programmatically.
--	--------------------	---

Criteria	Conformance Level	Remarks and Explanations
		• Create a Segment > Numeric stepper: "Run Every" and "Week(s)" labels are not associated with the input field. • Create a Segment > "New Segment" modal dialog: The "Lookback Window" label is not programmatically associated with its combo box. • Configure Message Settings modal dialog: "Track Clicks" and "Track Opens" switches are not programmatically associated with additional descriptive instructions. • Configure Message Settings modal dialog: Text elements like "Select Sender" that function as headings are coded as non-semantic <div> elements. • Marketing Performance: Multiple text elements on Insights and Deliverability pages that function as headings are not coded as semantic headings. • Create WhatsApp Template Message: Radio group label ("Image") is not programmatically associated with the radio button group. • Create WhatsApp Template Message: Text elements like "Header" and "Body" are not coded as semantic headings.

Criteria	Conformance Level	Remarks and Explanations
<u>1.3.2 Meaningful Sequence</u> (Level A) Also applies to: EN 301 549 Criteria • 9.1.3.2 (Web) • 10.1.3.2 (Non-web document) • 11.1.3.2.1 (Open Functionality Software) • 11.1.3.2.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Agentforce Marketing is developed in a meaningful and correct reading sequence that can be programmatically determined.
<u>1.3.3 Sensory Characteristics</u> (Level A) Also applies to: EN 301 549 Criteria • 9.1.3.3 (Web) • 10.1.3.3 (Non-web document) • 11.1.3.3 (Open Functionality Software) • 11.1.3.3 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	All instructions for operating within Agentforce Marketing user interface content are provided in textual format. Instructions and operating content do not rely on shape, size, or visual location, nor upon sound.

Criteria	Conformance Level	Remarks and Explanations
1.4.1 Use of Color (Level A) Also applies to: EN 301 549 Criteria 9.1.4.1 (Web) 10.1.4.1 (Non-web document) 11.1.4.1 (Open Functionality Software) 11.1.4.1 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	Partially Supports	Agentforce Marketing does not use color alone to distinguish the importance of a visual element. Textual representation is used as the primary mechanism for conveying information. However, in Agentforce Marketing, there are exceptions: - Create a Brief modal dialog > "Learn More" inline link: Link is indicated by color alone and has a 1:1 contrast ratio with surrounding text. - Create a Segment: "Tell Me More" inline link is indicated by color alone with a 1:1 contrast ratio against surrounding paragraph text. - Create Email in Content Builder: "Learn More In Help" link in Content Property Panel is indicated by color alone. - Add Dynamic Rules in Content Builder flow: "Learn More in Help" link in the Personalization Settings modal relies on color alone. - Configure Message Settings modal dialog: "Create a subscription" link relies on color alone. - Create WhatsApp Template Message: "Meta's Business Manager" link relies on color alone. - Create WhatsApp Template Message: Error state for the "Template" form control is indicated by a red border color alone.

Criteria	Conformance Level	Remarks and Explanations
1.4.2 Audio Control (Level A) Also applies to: EN 301 549 Criteria • 9.1.4.2 (Web) • 10.1.4.2 (Non-web document) • 11.1.4.2 (Open Functionality Software) • 11.1.4.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing product does not include audio or video content by default.

2.1.1 Keyboard (Level A) Also applies to: EN 301 549 Criteria • 9.2.1.1 (Web) • 10.2.1.1 (Non-web document) • 11.2.1.1.1 (Open Functionality Software) • 11.2.1.1.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	Agentforce Marketing supports standard keyboard navigation and input functions (such as pressing [Tab] to move between input fields, pressing the arrow keys to move between list items, and pressing [Space] or [Enter] to make selections). However, in Agentforce Marketing, there are exceptions: • Marketing Cloud Homepage > "View Marketing Calendar" link: The link is not operable using the keyboard alone as the href is omitted. • Campaign Brief Details View > "Add to a Campaign" modal dialog: Radio buttons in the table are inoperable via keyboard; users cannot change selection using space or enter. • "Select Segment" modal dialog: Interactive cards acting as radio buttons cannot be maintained; pressing Tab deselects the current selection. • Add Rules (Attributes) > Segment Builder page: Sub-attributes are not keyboard operable when screen readers are turned on. • Add Rules (Attributes) > Segment Builder page: Drag and drop reordering functionality is unavailable to keyboard users. • Create Email in Content Builder: Component blocks in the panel are not keyboard operable with a screen reader. • Create Email in Content Builder > "Content Block" component block: Element is only available to mouse users via drag and drop. • Create Email in Content Builder > Component blocks toolbar: Line spacing combo box and drag buttons are not operable via keyboard. • Flow Builder: Error link text in the "Errors and Warnings" side panel is not keyboard operable.
--	--------------------	---

Criteria	Conformance Level	Remarks and Explanations
		- Flow Builder: Resizing button for the side panel is not accessible with a screen reader turned on. - Marketing Performance Dashboard: Data markers for graphical visualizations are only accessible via mouse hover. - Marketing Performance Dashboard: Invalid nesting of checkboxes inside list box items creates keyboard navigation conflicts. - Create WhatsApp Template Message: The "X" button for removing a selected template is not keyboard operable.
2.1.2 No Keyboard Trap (Level A) Also applies to: EN 301 549 Criteria 9.2.1.2 (Web) 10.2.1.2 (Non-web document) 11.2.1.2 (Open Functionality Software) 11.2.1.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	Supports	Agentforce Marketing core features support standard keyboard navigation and ensure that keyboard users cannot be trapped in a subset of content.

Criteria	Conformance Level	Remarks and Explanations
<u>2.1.4 Character Key Shortcuts</u> (Level A 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.2.1.4 (Web) • 10.2.1.4 (Non-web document) • 11.2.1.4.1 (Open Functionality Software) • 11.2.1.4.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Not Applicable	No character key shortcuts were encountered in content tested in Agentforce Marketing.
<u>2.2.1 Timing Adjustable</u> (Level A) Also applies to: EN 301 549 Criteria • 9.2.2.1 (Web) • 10.2.2.1 (Non-web document) • 11.2.2.1 (Open Functionality Software) • 11.2.2.1 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Agentforce Marketing provides session time alerts and provides options to select additional time for continuing the login session.

Criteria	Conformance Level	Remarks and Explanations
<u>2.2.2 Pause, Stop, Hide</u> (Level A) Also applies to: EN 301 549 Criteria • 9.2.2.2 (Web) • 10.2.2.2 (Non-web document) • 11.2.2.2 (Open Functionality Software) • 11.2.2.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing does not include moving, blinking, scrolling, or auto-updating information.
<u>2.3.1 Three Flashes or Below Threshold</u> (Level A) Also applies to: EN 301 549 Criteria • 9.2.3.1 (Web) • 10.2.3.1 (Non-web document) • 11.2.3.1 (Open Functionality Software) • 11.2.3.1 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Agentforce Marketing core interface does not contain any type of flashes or flashing objects.

Criteria	Conformance Level	Remarks and Explanations
2.4.1 Bypass Blocks (Level A) Also applies to: EN 301 549 Criteria • 9.2.4.1 (Web) • 10.2.4.1 (Non-web document) – Does not apply • 11.2.4.1 (Open Functionality Software) – Does not apply • 11.2.4.1 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	Supports	Agentforce Marketing core contains marked headings, skip links, and WAI-ARIA landmarks to help users rapidly navigate to the desired content.

Criteria	Conformance Level	Remarks and Explanations
2.4.2 Page Titled (Level A) Also applies to: EN 301 549 Criteria • 9.2.4.2 (Web) • 10.2.4.2 (Non-web document) • 11.2.4.2 (Open Functionality Software) - Does not apply • 11.2.4.2 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Agentforce Marketing contains meaningful and relevant page titles that indicate the topic or purpose of each page.

2.4.3 Focus Order (Level A) Also applies to: EN 301 549 Criteria • 9.2.4.3 (Web) • 10.2.4.3 (Non-web document) • 11.2.4.3 (Open Functionality Software) • 11.2.4.3 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	Agentforce Marketing user interface and controls are navigated sequentially by tabbing through various inputs and labels. The user controls receive keyboard focus in the same tab order in which they are presented visually. However, in Agentforce Marketing, there are exceptions: • Marketing Calendar: Focus shifts to the top of the page after selecting "Show only this calendar" instead of staying on the Options menu. • Marketing Calendar: Focus shifts to the top of the page after closing the Preview dialog. • Marketing Calendar: Interactive event blocks are bypassed until users tab past all days in the month. • Campaign Brief Details View > Select Brand modal dialog: Focus goes behind the modal to main page content when navigating "View All" CMS workspaces. • Agentforce Chat Panel: Focus goes to top of page/document body after dismissing the "Dislike Feedback" modal. • Agentforce Chat Panel: Focus is not trapped in the "Dislike Feedback" modal dialog. • Create a Campaign: Focus is lost (sent to a div container with no context) after successfully saving a new campaign. • Create a Segment: Focus goes to the entire modal container instead of the next step title during multi-step navigation. • Create a Segment: Non-interactive text content (e.g., "Segment Properties") unnecessarily receives keyboard focus. • Add Rules (Attributes) > Segment Builder page: Focus is lost to body.desktop after selecting attribute groups or activating Back/Home buttons. • Add Rules (Attributes) > Segment Builder page: Illogical focus flow when adding attributes; focus goes to "Operator"
---	---------------------------	--

Criteria	Conformance Level	Remarks and Explanations
		instead of the first element in new content. • Add Rules (Attributes) > Segment Builder page: Extra tab stops exist in tab panels between main tabs and interactive elements. • Add Rules (Attributes) > Segment Builder page: Keyboard focus unexpectedly moves to the top of the page during an attribute search. • Create Email in Content Builder: Focus goes to body.desktop when the Components or Component Tree panels are closed. • Create Email in Content Builder: After adding a non-text block, focus returns to the beginning of the canvas instead of the new block. • Publish Email: Non-interactive heading content in the "Publish Content" modal receives focus unnecessarily. • Marketing Performance Dashboard: Activating content filter buttons causes focus to shift illogically to the document body. • Marketing Performance Dashboard: Focus remains on activated sidebar links instead of moving to the new page content. • Link Campaign to Landing Page: Focus lands on page body instead of the confirmation dialog heading upon launch. • Create WhatsApp Template Message: Focus stays on the trigger button after the Component Property panel is activated. • Create WhatsApp Template Message: Activating an error link sends focus to the top of the page instead of the field in error.

Criteria	Conformance Level	Remarks and Explanations
2.4.4 Link Purpose (In Context) (Level A) Also applies to: EN 301 549 Criteria • 9.2.4.4 (Web) • 10.2.4.4 (Non-web document) • 11.2.4.4 (Open Functionality Software) • 11.2.4.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Link elements within Agentforce Marketing provide a purpose both through the link text itself and the title attribute, even when reading out of context.
2.5.1 Pointer Gestures (Level A 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.2.5.1 (Web) • 10.2.5.1 (Non-web document) • 11.2.5.1 (Open Functionality Software) • 11.2.5.1 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Supports	Agentforce Marketing can be operated with a single pointer, without multipoint or path-based gestures for an operation.

Criteria	Conformance Level	Remarks and Explanations
<u>2.5.2 Pointer Cancellation</u> (Level A 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.2.5.2 (Web) • 10.2.5.2 (Non-web document) • 11.2.5.2 (Open Functionality Software) • 11.2.5.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Supports	Agentforce Marketing does not have any functionality that can be operated or executed using a single pointer cancellation.
<u>2.5.3 Label in Name</u> (Level A 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.2.5.3 (Web) • 10.2.5.3 (Non-web document) • 11.2.5.3.1 (Open Functionality Software) • 11.2.5.3.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Partially Supports	Agentforce Marketing user interface has labels that include text or images of text that are visually presented with the name of the text. However, in Agentforce Marketing, there are exceptions: • Marketing Calendar: Discrepancy between visible label (e.g., "Call") and accessible name ("Event with specific start...") for event blocks. • Create a Segment > "New Segment" modal dialog: The visible label "Tell Me More" link's accessible name is the full adjacent paragraph text.

Criteria	Conformance Level	Remarks and Explanations
2.5.4 Motion Actuation (Level A 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.2.5.4 (Web) • 10.2.5.4 (Non-web document) • 11.2.5.4 (Open Functionality Software) • 11.2.5.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Not Applicable	Agentforce Marketing does not contain functionality that can only be operated via device or user motion.
3.1.1 Language of Page (Level A) Also applies to: EN 301 549 Criteria • 9.3.1.1 (Web) • 10.3.1.1 (Non-web document) • 11.3.1.1.1 (Open Functionality Software) • 11.3.1.1.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	The default language of the page is specified or set on the HTML tag for the Agentforce Marketing page.

Criteria	Conformance Level	Remarks and Explanations
3.2.1 On Focus (Level A) Also applies to: EN 301 549 Criteria • 9.3.2.1 (Web) • 10.3.2.1 (Non-web document) • 11.3.2.1 (Open Functionality Software) • 11.3.2.1 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	There is no context change within the Agentforce Marketing user interface when a component receives focus.
3.2.2 On Input (Level A) Also applies to: EN 301 549 Criteria • 9.3.2.2 (Web) • 10.3.2.2 (Non-web document) • 11.3.2.2 (Open Functionality Software) • 11.3.2.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Changing the setting of core components and features in the Agentforce Marketing user interface does not initiate any change of context.

Criteria	Conformance Level	Remarks and Explanations
3.2.6 Consistent Help (Level A 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Supports	All human contact/automated help mechanisms within Agentforce Marketing are located consistently in the same order & location relative to the other page content.
3.3.1 Error Identification (Level A) Also applies to: EN 301 549 Criteria 9.3.3.1 (Web) 10.3.3.1 (Non-web document) 11.3.3.1.1 (Open Functionality Software) 11.3.3.1.2 (Closed Software) 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	Partially Supports	Users are visually notified when an input error is detected within the Agentforce Marketing data entry forms if a required field has not been completed. However, in Agentforce Marketing, there are exceptions: - Enable Business Units Setup > "Add the Initial Business Unit" modal dialog: Focus does not move to the invalid field on form submission. - Enable Business Units Setup > Step 4 "Confirm Business Units": Error messages for the required checkbox are not persistent; toast notifications disappear with no other visual indicator. - Create WhatsApp Template Message: Error identification is non-persistent on submit; associations are only detected on blur. - Create WhatsApp Template Message: The "Complete this field" error message for the Select button is not programmatically associated.

Criteria	Conformance Level	Remarks and Explanations
<u>3.3.2 Labels or Instructions</u> (Level A) Also applies to: EN 301 549 Criteria • 9.3.3.2 (Web) • 10.3.3.2 (Non-web document) • 11.3.3.2 (Open Functionality Software) • 11.3.3.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	All form inputs in Agentforce Marketing are provided with visible labels and/or instructions that describe the purpose of the input and any specific formatting requirements. However, in Agentforce Marketing, there are exceptions: • Enable Business Units > Step 4 "Confirm Business Units": Required checkbox is not marked visually with an asterisk. • Marketing Performance > Operator drop down: Filter operator dropdowns lack a visible, persistent label describing their purpose.
<u>3.3.7 Redundant Entry</u> (Level A 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Not Applicable	No multi-step processes requiring users to enter repeated information were present during testing.

Criteria	Conformance Level	Remarks and Explanations
4.1.1 Parsing (Level A) Also applies to: EN 301 549 Criteria 9.4.1.1 (Web) 10.4.1.1 (Non-web document) 11.4.1.1.1 (O` Software) 11.4.1.1.2 (Closed Software) – Does not apply 11.8.2 (Authoring Tool) 12.1.2 (Product Docs) 12.2.4 (Support Docs) Revised Section 508 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs)	Supports	For WCAG 2.0, 2.1, EN 301 549, and Revised 508 Standards, the September 2023 errata update indicates this criterion is always supported. See the WCAG 2.0 Editorial Errata and the WCAG 2.1 Editorial Errata .

4.1.2 Name, Role, Value (Level A) Also applies to: EN 301 549 Criteria • 9.4.1.2 (Web) • 10.4.1.2 (Non-web document) • 11.4.1.2.1 (Open Functionality Software) • 11.4.1.2.2 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	The name, role, and value used in Agentforce Marketing user interface elements are available to assistive technologies via HTML or WAI-ARIA. However, in Agentforce Marketing, there are exceptions: • Basic Settings Setup > Accordion Headers: aria-expanded="true" is static and does not update when headers are collapsed. • Basic Settings Setup > Set up CRM Connector button: Link functionality is incorrectly coded as a semantic button. • Enable Business Units Setup > Progress indicator steps: Elements are announced as buttons but do not perform any action. • Marketing Calendar: Screen readers announce the incorrect date for the currently focused date at the top of the calendar. • Marketing Calendar: "New Event" modal dialog error link: Link is nonfunctional and does not direct users to the form field. • Marketing Calendar > "Preview" dialog: Accessible name is announced as "Close, dialog" instead of the heading title. • Campaign Brief Details View > "Add to a Campaign" modal dialog: Radio buttons lack accessible names; announced as default column width "50". • Agentforce Chat Panel > "More Information" button: Element is incorrectly announced as a radio button. • Agentforce Chat Panel: "Like", "Dislike", and "Copy" controls are improperly implemented as radio buttons. • Agentforce Chat Panel > "Dislike Feedback" modal dialog: Tooltip button is unlabeled when navigating backwards. • Create a Segment > "New Segment" modal dialog: Programmatic state of toggle buttons (pressed/unpressed) is not announced.
---	---------------------------	--

- | | | |
|--|--|--|
| | | <ul style="list-style-type: none"> • Add Rules (Attributes) > Segment Builder page > Path button: Hover/Focus content is not announced by screen readers. • Create Email in Content Builder: "View Mode" combo box label is applied to a parent element and not announced. • Create Email in Content Builder: "Components" and "Component Tree" buttons lack aria-expanded attributes. • Create Email in Content Builder: Side panel component blocks (divs) lack proper button roles. • Create Email in Content Builder > "Add" button: Plus icon buttons lack context about placement (before/after). • Create Email in Content Builder > Canvas region: Nested blocks lack custom roles and specific labels for their toolbars. • Add Dynamic Rules in Content Builder flow: Error links in Error Dialogs are nonfunctional. • Preview and Test modal dialog: "Segment" and "From Name" combo box labels/roles are lost after a selection is made. • "Open Flow" button: Coded as a button but functions as a link. • Flow Builder: Side panel resizing button lacks an accessible name and role. • Marketing Performance Dashboard: "View Campaign Hierarchy" is coded as a button but functions as a link and is nested in a heading. • Marketing Performance Dashboard: Interactive data visualizations do not announce correct names, roles, or data markers across browsers. • Marketing Performance Dashboard: "Email", "SMS", etc. components act as tabs but are coded as buttons. • Marketing Performance Dashboard: "By Content Type" toggle buttons do not announce pressed states. • Marketing Performance Dashboard > Date Range: Form control is announced as a |
|--|--|--|

Criteria	Conformance Level	Remarks and Explanations
		simple button; listbox groupings are not announced. • Create WhatsApp Template Message: Error dialog "Close" button has an incorrect accessible name of "Error".

Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA) Also applies to: EN 301 549 Criteria • 9.1.2.4 (Web) • 10.1.2.4 (Non-web document) • 11.1.2.4 (Open Functionality Software) • 11.1.2.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing does not include any live audio and video content.

Criteria	Conformance Level	Remarks and Explanations
<u>1.2.5 Audio Description (Prerecorded)</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.1.2.5 (Web) • 10.1.2.5 (Non-web document) • 11.1.2.5 (Open Functionality Software) • 11.1.2.5 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Agentforce Marketing does not contain any audio description (prerecorded).
<u>1.3.4 Orientation</u> (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.1.3.4 (Web) • 10.1.3.4 (Non-web document) • 11.1.3.4 (Open Functionality Software) • 11.1.3.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Not Applicable	Agentforce Marketing is an application designed to run within a standard desktop operating system window.

Criteria	Conformance Level	Remarks and Explanations
<u>1.3.5 Identify Input Purpose</u> (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.1.3.5 (Web) • 10.1.3.5 (Non-web document) • 11.1.3.5.1 (Open Functionality Software) • 11.1.3.5.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Supports	Forms collecting personal user information are implemented with HTML autocomplete attributes to ensure the purpose of each input is programmatically determinable by assistive technologies.
<u>1.4.3 Contrast (Minimum)</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.1.4.3 (Web) • 10.1.4.3 (Non-web document) • 11.1.4.3 (Open Functionality Software) • 11.1.4.3 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	The default and standard features within the Agentforce Marketing screens provide sufficient color contrast between foreground and background text colors (at least 4.5:1).

Criteria	Conformance Level	Remarks and Explanations
1.4.4 Resize text (Level AA) Also applies to: EN 301 549 Criteria • 9.1.4.4 (Web) • 10.1.4.4 (Non-web document) • 11.1.4.4.1 (Open Functionality Software) • 11.1.4.4.2 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	Text content within the Agentforce Marketing user interface can be resized with the browser or the mobile device zoom and scaling feature. However, in Agentforce Marketing, there are exceptions: • Marketing Calendar: Some text content and event titles are cut off or become unavailable when zoomed to 200% in Week, Month, and Availability views. • Campaign Brief Details View: Full brief name and Business Unit details disappear when users zoom to 200%. • "Schedule your message" modal dialog: Date picker component is not fully available, and parts are cut off at 200% zoom. • Flow Builder: Component Panel text contents and form components get cut off when zoomed to 200%. • Marketing Performance Dashboard: UI becomes unusable at 200% zoom as text and dashboard elements overlap or disappear.

Criteria	Conformance Level	Remarks and Explanations
1.4.5 Images of Text (Level AA) Also applies to: EN 301 549 Criteria • 9.1.4.5 (Web) • 10.1.4.5 (Non-web document) • 11.1.4.5.1 (Open Functionality Software) • 11.1.4.5.2 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Agentforce Marketing user interface does not contain images in lieu of text. All text content within is included as pure text.

1.4.10 Reflow (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.1.4.10 (Web) • 10.1.4.10 (Non-web document) • 11.1.4.10 (Open Functionality Software) • 11.1.4.10 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Partially Supports	Agentforce Marketing content can be presented without loss of information or functionality at 400% zoom (equivalent to 320px width at 100% zoom). However, in Agentforce Marketing, there are exceptions: • Basic Settings Setup: Loss of main page content occurs at 400% zoom; only sidebar navigation remains in view. • Enable Business Units Setup > "Add the Initial Business Unit" modal: Content and functionality (except title and buttons) are lost at 400% zoom. • Marketing Calendar: Calendar grid completely disappears at a viewport equivalent of 320px width. • Create a Brief modal dialog: Dialog title, Save/Cancel buttons, and form fields disappear at 320px width. • Campaign Brief Details View: Brief name, modifier info, and form fields in edit mode are obscured or lost at 400% zoom. • Agentforce Chat Panel: "Send Message" button and Agent prompts are lost/require 2 directional scrolling at 200% zoom in small viewports. • "Schedule your message" modal dialog: Date picker and date fields are truncated or cut off at 200% zoom in small viewports. • Create a Segment: Text overlap for cards and form fields do not reflow correctly at 200% zoom in small viewports. • Preview and Test modal dialog: Content is divided into areas that truncate and overlap, making it difficult to perceive when zooming in. • Flow Builder side panels: Text elements are cut off in Errors and Warnings and Component panels at 200% zoom in small viewports.
--	--------------------	--

Criteria	Conformance Level	Remarks and Explanations
		• Marketing Performance: UI becomes unusable with text overlap and content loss at 200% zoom in small viewports. • Create a Landing Page modal dialog: Large header/footer obscure main content and template selection at 200% zoom in small viewports. • Link Campaign to Landing Page: Heading is cut off and tooltips are partially hidden at 200% zoom in small viewports. • Create WhatsApp Template Message: Content Builder canvas and Property panel are cut off at 200% zoom in small viewports.

Criteria	Conformance Level	Remarks and Explanations
1.4.11 Non-text Contrast (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.1.4.11 (Web) • 10.1.4.11 (Non-web document) • 11.1.4.11 (Open Functionality Software) • 11.1.4.11 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Partially Supports	Agentforce Marketing components and user controls mostly support and are distinguishable by individuals with moderately low vision, with an accepted contrast ratio. However, in Agentforce Marketing, there are exceptions: • Marketing Calendar: Purple and Blue category colors do not meet 3:1 contrast against white background (2.2:1 and 1.7:1). • Marketing Calendar: Unchecked checkboxes have a 1.7:1 contrast ratio against the background. • Marketing Calendar: "Current time indicator" has a 2.2:1 contrast ratio. • Create a Brief modal dialog: Focus indicator for the "Close" button has a 2.2:1 contrast ratio. • Campaign Brief Details View > Select Brand modal: Focus indicators for radio buttons meet only 2.2:1 (unselected) or 1.6:1 (selected) contrast. • Create a Campaign > "Parent Campaign" combo box: Filtered list results use a low contrast gray focus indicator (1.3:1). • Create Email in Content Builder: Focus indicators for toolbar elements consist of thin blue borders that do not meet contrast requirements. • Add Dynamic Rules in Content Builder flow: "Close" button for the Error Dialog has a 1.3:1 contrast ratio against the background. • Marketing Performance Dashboard: Blue data markers in data visualization graphics have a 2.8:1 contrast ratio against their background.

Criteria	Conformance Level	Remarks and Explanations
1.4.12 Text Spacing (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.1.4.12 (Web) • 10.1.4.12 (Non-web document) • 11.1.4.12 (Open Functionality Software) • 11.1.4.12 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Partially Supports	Agentforce Marketing core user interface is implemented with proper use of CSS markup language that supports different text style properties. However, in Agentforce Marketing, there are exceptions: • Marketing Calendar: Full date preceding the calendar grid is cut off when text spacing styles are applied. • Campaign Brief Details View: Full name of the campaign brief is cut off when adjusting text spacing.
1.4.13 Content on Hover or Focus (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.1.4.13 (Web) • 10.1.4.13 (Non-web document) • 11.1.4.13 (Open Functionality Software) • 11.1.4.13 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Supports	Content that appears on hover or focus is properly dismissible, hoverable, or persistent in content tested.

Criteria	Conformance Level	Remarks and Explanations
2.4.5 Multiple Ways (Level AA) Also applies to: EN 301 549 Criteria • 9.2.4.5 (Web) • 10.2.4.5 (Non-web document) – Does not apply • 11.2.4.5 (Open Functionality Software) – Does not apply • 11.2.4.5 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	Supports	Agentforce Marketing contains multiple ways to locate content, including a global navigation bar and a landing home page, ensuring users can find pages according to their preferred navigation style.

Criteria	Conformance Level	Remarks and Explanations
<u>2.4.6 Headings and Labels</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.2.4.6 (Web) • 10.2.4.6 (Non-web document) • 11.2.4.6 (Open Functionality Software) • 11.2.4.6 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Agentforce Marketing contains descriptive headings and text labels to inform assistive technology users of their location and current activity.
<u>2.4.7 Focus Visible</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.2.4.7 (Web) • 10.2.4.7 (Non-web document) • 11.2.4.7 (Open Functionality Software) • 11.2.4.7 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Partially Supports	The focus indicator within the Agentforce Marketing user interface and controls are always visible and contrast well. However, in Agentforce Marketing, there are exceptions: • Add Rules (Attributes) > Segment Builder page: No visible focus indicator for "Direct" and "Related" Attribute buttons found via search.

Criteria	Conformance Level	Remarks and Explanations
<u>2.4.11 Focus Not Obscured (Minimum)</u> (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Supports	All Agentforce Marketing interactive elements are at least partially visible when receiving keyboard focus.
<u>2.5.7 Dragging Movements</u> (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Supports	Pointer dragging actions within Agentforce Marketing can be achieved with a single pointer without dragging movement.
<u>2.5.8 Target Size (Minimum)</u> (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Supports	All Agentforce Marketing pointer/touch interactive elements have sufficient size and spacing.
<u>3.1.2 Language of Parts</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.3.1.2 (Web) • 10.3.1.2 (Non-web document) • 11.3.1.2 (Open Functionality Software) – Does not apply • 11.3.1.2 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Not Applicable	Language of sections of content that are different from the screen's default language were not present during testing.

Criteria	Conformance Level	Remarks and Explanations
<u>3.2.3 Consistent Navigation</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.3.2.3 (Web) • 10.3.2.3 (Non-web document) – Does not apply • 11.3.2.3 (Open Functionality Software) – Does not apply • 11.3.2.3 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	Supports	Agentforce Marketing provides consistent and repeatable top menu navigation mechanisms across all pages.

Criteria	Conformance Level	Remarks and Explanations
<u>3.2.4 Consistent Identification</u> (Level AA) Also applies to: EN 301 549 Criteria • 9.3.2.4 (Web) • 10.3.2.4 (Non-web document) – Does not apply • 11.3.2.4 (Open Functionality Software) – Does not apply • 11.3.2.4 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs	Supports	Components and user interface controls are identified consistently for the same functionality across all Agentforce Marketing pages.

Criteria	Conformance Level	Remarks and Explanations
3.3.3 Error Suggestion (Level AA) Also applies to: EN 301 549 Criteria • 9.3.3.3 (Web) • 10.3.3.3 (Non-web document) • 11.3.3.3 (Open Functionality Software) • 11.3.3.3 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Whenever an error is automatically detected within Agentforce Marketing data entry forms, the error suggestions are provided visually.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA) Also applies to: EN 301 549 Criteria • 9.3.3.4 (Web) • 10.3.3.4 (Non-web document) • 11.3.3.4 (Open Functionality Software) • 11.3.3.4 (Closed Software) • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs)	Supports	Data entered by users within Agentforce Marketing functionalities are checked using validation methods.

Criteria	Conformance Level	Remarks and Explanations
3.3.8 Accessible Authentication (Minimum) (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Not Applicable	Authentication processes that rely on cognitive function tests were not found during testing.
4.1.3 Status Messages (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria • 9.4.1.3 (Web) • 10.4.1.3 (Non-web document) • 11.4.1.3 (Open Functionality Software) • 11.4.1.3 (Closed Software) – Does not apply • 11.8.2 (Authoring Tool) • 12.1.2 (Product Docs) • 12.2.4 (Support Docs) Revised Section 508 – Does not apply	Partially Supports	Agentforce Marketing provides status messages that can be programmatically determined using roles or properties. However, in Agentforce Marketing, there are exceptions: • Create a Segment > Numeric stepper: Decrease/Increase of a value is not announced by screen readers. • Create a Segment flow: Published segment status message (secondary notification) is not announced. • Preview and Test modal dialog: Toast notifications related to unsuccessful submission of tests are not announced. • Create a Landing Page modal: Status message update displaying "[x] item" during template search is not announced. • Create a landing page in Content Builder: "Publishing" status message and spinner are not announced. • Create WhatsApp Template Message: Character count updates for "Variable 1" form field are not announced by screen readers.

Table 3: Success Criteria, Level AAA

Notes: This product has not been evaluated for WCAG 2.2 Level AAA conformance.

Revised Section 508 Report

Notes:

Chapter 3: [Functional Performance Criteria \(FPC\)](#)

Notes:

Criteria	Conformance Level	Remarks and Explanations
302.1 Without Vision	Partially Supports	See WCAG 2.2 section. Agentforce Marketing uses standard platform attributes but has some defects in screen reader announcements and role identification.
302.2 With Limited Vision	Partially Supports	See WCAG 2.2 section. There are some reflow and resize text issues that impact content availability at high zoom.
302.3 Without Perception of Color	Partially Supports	See WCAG 2.2 section. Color is used as the sole indicator for inline links and error states in some components.
302.4 Without Hearing	Not Applicable	Agentforce Marketing does not include audio-only features that require hearing.
302.5 With Limited Hearing	Not Applicable	Agentforce Marketing does not include audio-only features that require hearing.
302.6 Without Speech	Supports	Agentforce Marketing does not require speech to operate or retrieve information.
302.7 With Limited Manipulation	Partially Supports	See WCAG 2.2 section. Some components are inoperable via keyboard alone.
302.8 With Limited Reach and Strength	Supports	Agentforce Marketing does not use simultaneous actions. Actions can be executed by mouse click or simple keystrokes.
302.9 With Limited Language, Cognitive, and Learning Abilities	Supports	Agentforce Marketing does not function in a way that is prohibitive to users with cognitive or learning impairment.

Chapter 4: [Hardware](#)

Notes: This product is a web application and is not subject to the requirements of this section.

Chapter 5: [Software](#)

Notes: This product is a web application and is not subject to the requirements of this section.

Chapter 6: [Support Documentation and Services](#)

Notes:

Criteria	Conformance Level	Remarks and Explanations
601.1 Scope	Heading cell – no response required	Heading cell – no response required
<u>602 Support Documentation</u>	Heading cell – no response required	Heading cell – no response required
602.2 Accessibility and Compatibility Features	Supports	Salesforce provides electronic versions of all product support documentation related to this product. End-users with disabilities can request additional product support documentation by opening a new case at https://help.salesforce.com/
602.3 Electronic Support Documentation	See WCAG 2.2 Report section	See information in WCAG 2.2 Report section
602.4 Alternate Formats for Non-Electronic Support Documentation	Supports	End-users with disabilities can request additional product support documentation by opening a new case at https://help.salesforce.com/
<u>603 Support Services</u>	Heading cell – no response required	Heading cell – no response required
603.2 Information on Accessibility and Compatibility Features	Supports	Salesforce provides electronic versions of all product support documentation related to this product's accessibility. End-users with disabilities can request additional product support documentation by opening a new case at https://help.salesforce.com/
603.3 Accommodation of Communication Needs	Supports	Support services related to this product can be found at the Salesforce.com help website. Currently, telephone communication provision does not support TTY or relay services. Users with disabilities can open support requests directly at https://help.salesforce.com/

EN 301 549 Report ([EN 301 549 PDF](#))

Notes:

Chapter 4: Functional Performance Statements (FPS)

Notes:

Criteria	Conformance Level	Remarks and Explanations
4.2.1 Usage without vision	Partially Supports	See WCAG 2.2 section.
4.2.2 Usage with limited vision	Partially Supports	See WCAG 2.2 section.
4.2.3 Usage without perception of color	Partially Supports	See WCAG 2.2 section.
4.2.4 Usage without hearing	Not Applicable	Agentforce Marketing does not include audio-only features that require hearing.
4.2.5 Usage with limited hearing	Not Applicable	Agentforce Marketing does not include audio-only features that require hearing.
4.2.6 Usage with no or limited vocal capability	Not Applicable	Agentforce Marketing does not require speech input.
4.2.7 Usage with limited manipulation or strength	Partially Supports	See WCAG 2.2 section.
4.2.8 Usage with limited reach	Supports	Agentforce Marketing is not installed or requires any physical reach.
4.2.9 Minimize photosensitive seizure triggers	Supports	Agentforce Marketing does not include visual features with flashing that could trigger seizures.
4.2.10 Usage with limited cognition, language or learning	Partially Supports	See WCAG 2.2 section.
4.2.11 Privacy	Supports	Agentforce Marketing does not impede the usage of standard privacy controls alongside assistive technologies.

Chapter 5: Generic Requirements

Notes: This product supports standard assistive technologies and is therefore not subject to the Closed Functionality criteria described in this Chapter.

Chapter 6: ICT with Two-Way Voice Communication

Notes: This product does not offer two-way voice communication and is therefore not subject to the requirements of this section

Chapter 7: ICT with Video Capabilities

Notes: This product does not offer video captioning and audio description and is therefore not subject to the requirements of this section.

Chapter 8: Hardware

Notes: Not Applicable

Chapter 9: Web (see WCAG 2.2 Report section)

Notes: Not Applicable

Chapter 10: Non-Web Documents

Notes: Not Applicable

Chapter 11: Software

Notes: Not Applicable

Chapter 12: Documentation and Support Services

Notes:

Criteria	Conformance Level	Remarks and Explanations
12.1 Product documentation	Heading cell – no response required	Heading cell – no response required
12.1.1 Accessibility and compatibility features	Supports	See information in WCAG 2.2 (602.2) section
12.1.2 Accessible documentation	See WCAG 2.2 Report section	See information in WCAG 2.2 Report section
12.2 Support Services	Heading cell – no response required	Heading cell – no response required
12.2.2 Information on accessibility and compatibility features	Supports	See information in WCAG 2.2 (603.2) section
12.2.3 Effective communication	Not Applicable	
12.2.4 Accessible documentation	See WCAG 2.2 Report section	See information in WCAG 2.2 Report section

Chapter 13: ICT Providing Relay or Emergency Service Access

Notes: Not Applicable