



# Salesforce Accessibility Conformance Report International Edition

VPAT (Voluntary Product Accessibility Template) version 2.5

Name of Product/Version:	Marketing Cloud – Intelligence / Summer '25
Report Date:	August 2025
Product Description:	Marketing Intelligence empowers you to effortlessly understand your marketing performance and make faster, smarter decisions for better outcomes. By seamlessly bringing together all your marketing data, you gain a comprehensive view, eliminating complexity. Focus on achieving impactful results with clear, real-time insights into your progress. Identify key trends and optimize your strategies to enhance customer engagement and improve conversions. Ultimately, Marketing Intelligence streamlines your processes, allowing you to save valuable time and resources and concentrate on driving marketing success.
Contact information:	accessibility@salesforce.com
Notes:	<p>The scope of this ACR includes the functionalities/components from Marketing Intelligence: Home, Data Pipelines, New Data Pipeline – Meta, New Data Pipeline – TotalConnect, New Data Pipeline – TotalConnect – Map Data, Goals Overview, Configure Your Goal, New Einstein Enrichment, New Pattern, Agentforce – View Details, and Marketing Intelligence Setup.</p> <p>For more information, please visit Salesforce Product Accessibility Status at <a href="https://www.salesforce.com/company/legal/508_accessibility">https://www.salesforce.com/company/legal/508_accessibility</a></p>
Evaluation Methods Used:	Conformance to the listed accessibility standards has been evaluated using a combination of static analysis tools and manual testing with assistive



technologies. Testing included a representative sample of different pages, states and content types. The following operating system, browsers, toolsets, and screen readers are used for evaluation: Windows 11, JAWS/Chrome, NVDA/Firefox, MacOS/VoiceOver/Safari (spot-checks), manual accessibility testing, and keyboard testing with visual focus.

## Applicable Standards/Guidelines

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

Standard/Guideline	Included In Report
<a href="#">Web Content Accessibility Guidelines 2.0</a>	Level A - Yes Level AA - Yes Level AAA - No
<a href="#">Web Content Accessibility Guidelines 2.1</a>	Level A - Yes Level AA - Yes Level AAA - No
<a href="#">Web Content Accessibility Guidelines 2.2</a>	Level A - Yes Level AA - Yes Level AAA - No
<a href="#">Revised Section 508 standards published January 18, 2017 and corrected January 22, 2018</a>	Yes
<a href="#">EN 301 549 Accessibility requirements for ICT products and services - V3.1.1 (2019-11) AND EN 301 549 Accessibility requirements for ICT products and services - V3.2.1 (2021-03)</a>	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. This can only be used in WCAG Level AAA criteria.

## WCAG 2.x 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.x 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
<b><u>1.1.1 Non-text Content</u></b> (Level A) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.1.1.1 (Web)</li> <li>• 10.1.1.1 (Non-web document)</li> <li>• 11.1.1.1.1 (Open Functionality Software)</li> <li>• 11.1.1.1.2 (Closed Functionality Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Partially Supports	Web: The images included within Salesforce Marketing Intelligence have meaningful text alternatives. Non-relevant or decorative images are typically hidden from assistive technologies.  However, there are a few exceptions: <ul style="list-style-type: none"> <li>• Decorative images across the Home, New Data Pipeline - Total Connect, New Data Pipeline - Meta, Goals Overview, Configure Your Goal, New Pattern and Agentforce - View Details pages do not have descriptive text alternatives</li> <li>• Charts across the Home and Goals</li> </ul>

		Overview pages do not have a complete text alternative
<p><b><u>1.2.1 Audio-only and Video-only (Prerecorded)</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.2.1 (Web)</li> <li>• 10.1.2.1 (Non-web document)</li> <li>• 11.1.2.1.1 (Open Functionality Software)</li> <li>• 11.1.2.1.2.1 and 11.1.2.1.2.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include any prerecorded audio-only or video-only content as a standard default functionality.
<p><b><u>1.2.2 Captions (Prerecorded)</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.2.2 (Web)</li> <li>• 10.1.2.2 (Non-web document)</li> <li>• 11.1.2.2 (Open Functionality Software)</li> <li>• 11.1.2.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include prerecorded audio or video content as a standard default functionality.
<p><b><u>1.2.3 Audio Description or Media Alternative (Prerecorded)</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.2.3 (Web)</li> <li>• 10.1.2.3 (Non-web document)</li> <li>• 11.1.2.3.1 (Open Functionality Software)</li> <li>• 11.1.2.3.2 (Closed Software)</li> </ul>	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include prerecorded audio-only, video-only content or multimedia as a standard default functionality.

<ul style="list-style-type: none"> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		
<p><b><u>1.3.1 Info and Relationships</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.3.1 (Web)</li> <li>• 10.1.3.1 (Non-web document)</li> <li>• 11.1.3.1.1 (Open Functionality Software)</li> <li>• 11.1.3.1.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	<p>Web: Partially Supports</p>	<p>Web: Salesforce Marketing Intelligence uses semantic markup (headings, lists, etc.) to appropriately convey the presentation to assistive technologies.</p> <p>However, there are some exceptions:</p> <ul style="list-style-type: none"> <li>• Some text is marked up as a heading when it does not introduce new content on the Home page.</li> <li>• Some form fields are not linked to their label in code on the Home, New Data Pipeline - Meta, New Data Pipeline - TotalConnect, New Einstein Enrichment and Goals Overview pages.</li> <li>• Column header options are not announced on the Data Pipeline page.</li> <li>• There is some text that is styled like a heading but not marked up like a heading in code on the New Data Pipeline - Meta, New Data Pipeline - TotalConnect, New Data Pipeline -</li> </ul>

		<p>TotalConnect - Preview Your Data, New Data Pipeline - TotalConnect - Map Data, New Einstein Enrichment, New Pattern and Marketing Intelligence Setup pages.</p> <ul style="list-style-type: none"> <li>• Menu links are not marked up in a list on the New Data Pipeline - Meta page.</li> <li>• Related form fields are not group in code on the New Einstein Enrichment and New Pattern pages.</li> </ul>
<p><b><u>1.3.2 Meaningful Sequence</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.3.2 (Web)</li> <li>• 10.1.3.2 (Non-web document)</li> <li>• 11.1.3.2.1 (Open Functionality Software)</li> <li>• 11.1.3.2.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence has a meaningful and correct reading sequence that can be programmatically determined.
<p><b><u>1.3.3 Sensory Characteristics</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.3.3 (Web)</li> <li>• 10.1.3.3 (Non-web document)</li> <li>• 11.1.3.3 (Open Functionality Software)</li> <li>• 11.1.3.3 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p>	Web: Supports	Web: All instructions in Salesforce Marketing Intelligence do not rely on shape, size, visual location, or sound.

<ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		
<p><b><u>1.4.1 Use of Color</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.1 (Web)</li> <li>• 10.1.4.1 (Non-web document)</li> <li>• 11.1.4.1 (Open Functionality Software)</li> <li>• 11.1.4.1 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence does not use color alone to distinguish the importance of a visual element. Textual representation is always used as the primary mechanism for conveying information.</p> <p>However, there is one exception:</p> <ul style="list-style-type: none"> <li>• Color alone is the only way to convey the meaning of the chart on the Home page.</li> </ul>
<p><b><u>1.4.2 Audio Control</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.2 (Web)</li> <li>• 10.1.4.2 (Non-web document)</li> <li>• 11.1.4.2 (Open Functionality Software)</li> <li>• 11.1.4.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include audio or video content.
<p><b><u>2.1.1 Keyboard</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.1.1 (Web)</li> <li>• 10.2.1.1 (Non-web document)</li> <li>• 11.2.1.1.1 (Open Functionality Software)</li> <li>• 11.2.1.1.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul>	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence supports keyboard navigation; users can access and activate interactive elements.</p> <p>However, there are some exceptions:</p> <ul style="list-style-type: none"> <li>• Some interactive elements Including tooltips, chart content</li> </ul>



<p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		<p>and buttons are not accessible on the Home, New Data Pipeline - TotalConnect, New Data Pipeline - TotalConnect - Preview Your Data, New Data Pipeline - TotalConnect - Map Data, Goals Overview, Configure Your Goal, New Pattern pages.</p> <ul style="list-style-type: none"> <li>• Some comboboxes cannot be activated on the New Data Pipeline - Meta, New Data Pipeline - TotalConnect and Goals Overview pages.</li> <li>• The 'Back' button cannot be navigated to or activated using keyboard on the New Data Pipeline - TotalConnect - Preview Your Data and New Pattern pages.</li> <li>• The Mapping activity on the New Data Pipeline - TotalConnect - Preview Your Data page is not keyboard accessible.</li> </ul>
<p><a href="#">2.1.2 No Keyboard Trap</a> (Level A)</p> <p>Also applies to: EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.1.2 (Web)</li> <li>• 10.2.1.2 (Non-web document)</li> <li>• 11.2.1.2 (Open Functionality Software)</li> <li>• 11.2.1.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> </ul>	<p>Web: Supports</p>	<p>Web: Salesforce Marketing Intelligence does not contain any keyboard traps.</p>

<ul style="list-style-type: none"> <li>12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>501 (Web)(Software)</li> <li>504.2 (Authoring Tool)</li> <li>602.3 (Support Docs)</li> </ul>		
<p><b>2.1.4 Character Key Shortcuts</b> (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.2.1.4 (Web)</li> <li>10.2.1.4 (Non-web document)</li> <li>11.2.1.4.1 (Open Functionality Software)</li> <li>11.2.1.4.2 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	Web: Supports	Web: Salesforce Marketing Intelligence does not provide single character shortcuts.
<p><b>2.2.1 Timing Adjustable</b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.2.2.1 (Web)</li> <li>10.2.2.1 (Non-web document)</li> <li>11.2.2.1 (Open Functionality Software)</li> <li>11.2.2.1 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>501 (Web)(Software)</li> <li>504.2 (Authoring Tool)</li> <li>602.3 (Support Docs)</li> </ul>	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence does not provide time limits set by the content.</p> <p>However, there is one exception:</p> <ul style="list-style-type: none"> <li>The error toast notification is dismissed automatically after 5 seconds on the New Data Pipeline - Meta and New Data Pipeline - TotalConnect pages.</li> </ul>
<p><b>2.2.2 Pause, Stop, Hide</b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.2.2.2 (Web)</li> <li>10.2.2.2 (Non-web document)</li> <li>11.2.2.2 (Open Functionality Software)</li> <li>11.2.2.2 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence does not include moving, blinking, scrolling or auto-updating information.

Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		
<p><b><u>2.3.1 Three Flashes or Below Threshold</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.3.1 (Web)</li> <li>• 10.2.3.1 (Non-web document)</li> <li>• 11.2.3.1 (Open Functionality Software)</li> <li>• 11.2.3.1 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence does not include any type or flashes of flashing objects.
<p><b><u>2.4.1 Bypass Blocks</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.1 (Web)</li> <li>• 10.2.4.1 (Non-web document) – Does not apply</li> <li>• 11.2.4.1 (Open Functionality Software) – Does not apply</li> <li>• 11.2.4.1 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software) – Does not apply to non-web software</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs) – Does not apply to non-web docs</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence allows users to bypass repeated blocks of content when presented across a set of web pages.
<p><b><u>2.4.2 Page Titled</u></b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.2 (Web)</li> <li>• 10.2.4.2 (Non-web document)</li> </ul>	Web: Partially Supports	Web: Salesforce Marketing Intelligence contains meaningful and relevant page titles that indicate the topic or purpose of each page.

<ul style="list-style-type: none"> <li>• 11.2.4.2 (Open Functionality Software) - Does not apply</li> <li>• 11.2.4.2 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		<p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> <li>• The page title does not describe the content on the Home, Data Pipelines and Goals Overview pages.</li> </ul>
<p><b>2.4.3 Focus Order</b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.3 (Web)</li> <li>• 10.2.4.3 (Non-web document)</li> <li>• 11.2.4.3 (Open Functionality Software)</li> <li>• 11.2.4.3 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	<p>Web: Partially Supports</p>	<p>Web: Salesforce Marketing Intelligence user interface and controls are navigated sequentially. The user controls receive focus in the same order they are presented visually.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> <li>• Focus is not managed when activating the 'Total Revenue' or 'Total Spend' button on the Home page when using NVDA/Firefox.</li> <li>• Focus is not managed when closing some modal dialogs on the Data Pipelines and New Einstein Enrichment pages.</li> <li>• Focus order does not match the visual order of elements on the and Agentforce - View Details pages.</li> <li>• Focus is not managed on view changes on the New Data Pipeline - Meta and New</li> </ul>

		<p>Einstein Enrichment pages.</p> <ul style="list-style-type: none"> <li>• Focus is not managed when the Validation panel is opened on the New Data Pipeline - TotalConnect - Map Data page.</li> <li>• Focus is not managed when errors are displayed on the Configure Your Goal page.</li> <li>• Focus is not managed when the Pattern Details panel is closed on the New Pattern page.</li> <li>• Focus is not managed when selections are made, when adding or deleting positions on the New Pattern page.</li> <li>• Focus is sent to an input field when the modal is opened on the Configure Your Goal page.</li> </ul>
<p><a href="#">2.4.4 Link Purpose (In Context)</a> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.4 (Web)</li> <li>• 10.2.4.4 (Non-web document)</li> <li>• 11.2.4.4 (Open Functionality Software)</li> <li>• 11.2.4.4 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	<p>Web: Partially Supports</p>	<p>Web: Links within Salesforce Marketing Intelligence provide purpose through the link text.</p> <p>However, there is one exception:</p> <ul style="list-style-type: none"> <li>• There is multiple 'View More' links that are not specific in describing their destination on the Home page.</li> </ul>

<p><b><u>2.5.1 Pointer Gestures</u></b> (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.5.1 (Web)</li> <li>• 10.2.5.1 (Non-web document)</li> <li>• 11.2.5.1 (Open Functionality Software)</li> <li>• 11.2.5.1 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	<p>Web: Supports</p>	<p>Web: Salesforce Marketing Intelligence can be operated with a single pointer, without multipoint or path-based gestures for an operation.</p>
<p><b><u>2.5.2 Pointer Cancellation</u></b> (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.5.2 (Web)</li> <li>• 10.2.5.2 (Non-web document)</li> <li>• 11.2.5.2 (Open Functionality Software)</li> <li>• 11.2.5.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	<p>Web: Supports</p>	<p>Web: Salesforce Marketing Intelligence does not have any action that triggers immediately when the user presses down, instead the pointer press can be cancelled.</p>
<p><b><u>2.5.3 Label in Name</u></b> (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.5.3 (Web)</li> <li>• 10.2.5.3 (Non-web document)</li> <li>• 11.2.5.3.1 (Open Functionality Software)</li> <li>• 11.2.5.3.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	<p>Web: Partially Supports</p>	<p>Web: Salesforce Marketing Intelligence under interface controls that have labels (that include text or images of text), also have names in code that match the visually presented text.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> <li>• The accessible name of some inputs and buttons does not match the visible label on the New Data Pipeline - TotalConnect - Map Data and New Einstein Enrichment pages.</li> </ul>

		<ul style="list-style-type: none"> <li>Some input labels are overwritten by the aria-label attribute on the New Pattern page.</li> </ul>
<p><b>2.5.4 Motion Actuation</b> (Level A 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.2.5.4 (Web)</li> <li>10.2.5.4 (Non-web document)</li> <li>11.2.5.4 (Open Functionality Software)</li> <li>11.2.5.4 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	Web: Supports	Web: Salesforce Marketing Intelligence does not have any functionality that is operated by device motion or user motion.
<p><b>3.1.1 Language of Page</b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.3.1.1 (Web)</li> <li>10.3.1.1 (Non-web document)</li> <li>11.3.1.1.1 (Open Functionality Software)</li> <li>11.3.1.1.2 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>501 (Web)(Software)</li> <li>504.2 (Authoring Tool)</li> <li>602.3 (Support Docs)</li> </ul>	Web: Supports	Web: The default language of the page is set on the HTML element of the pages in Salesforce Marketing Intelligence.
<p><b>3.2.1 On Focus</b> (Level A)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.3.2.1 (Web)</li> <li>10.3.2.1 (Non-web document)</li> <li>11.3.2.1 (Open Functionality Software)</li> <li>11.3.2.1 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>501 (Web)(Software)</li> </ul>	Web: Supports	Web: Within Salesforce Marketing Intelligence, there are no context changes when user interface components receive focus.

<ul style="list-style-type: none"> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		
<b>3.2.2 On Input</b> (Level A) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.3.2.2 (Web)</li> <li>• 10.3.2.2 (Non-web document)</li> <li>• 11.3.2.2 (Open Functionality Software)</li> <li>• 11.3.2.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Within Salesforce Marketing Intelligence, changing settings of components does not initiate any change of context.
<b>3.2.6 Consistent Help</b> (Level A 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Web: Supports	Web: Help mechanisms across Salesforce Marketing Intelligence occur in the same order relative to other pages.
<b>3.3.1 Error Identification</b> (Level A) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.3.3.1 (Web)</li> <li>• 10.3.3.1 (Non-web document)</li> <li>• 11.3.3.1.1 (Open Functionality Software)</li> <li>• 11.3.3.1.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Users are notified with text when an input error is detected within Salesforce Marketing Intelligence.
<b>3.3.2 Labels or Instructions</b> (Level A) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.3.3.2 (Web)</li> <li>• 10.3.3.2 (Non-web document)</li> <li>• 11.3.3.2 (Open Functionality Software)</li> <li>• 11.3.3.2 (Closed Software)</li> </ul>	Web: Partially Supports	Web: Form controls, including input fields and buttons, in Salesforce Marketing Intelligence have clear labels and instructions.  However, there are is an exception:



<ul style="list-style-type: none"> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		<ul style="list-style-type: none"> <li>• Placeholders are used as instructions or a label on the New Pattern page.</li> </ul>
<a href="#">3.3.7 Redundant Entry</a> (Level A 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Web: Supports	Web: Salesforce Marketing Intelligence does not require information to be entered multiple times in the same process.
<a href="#">4.1.1 Parsing</a> (Level A) Applies to: WCAG 2.0 and 2.1 – Always answer ‘Supports’ WCAG 2.2 (obsolete and removed) - Does not apply EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.4.1.1 (Web)</li> <li>• 10.4.1.1 (Non-web document)</li> <li>• 11.4.1.1.1 (Open Functionality Software)</li> <li>• 11.4.1.1.2 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence provides semantically correct markup for all interface elements. The HTML elements used have complete start and end tags.
<a href="#">4.1.2 Name, Role, Value</a> (Level A) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.4.1.2 (Web)</li> <li>• 10.4.1.2 (Non-web document)</li> <li>• 11.4.1.2.1 (Open Functionality Software)</li> <li>• 11.4.1.2.2 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul>	Web: Partially Supports	Web: User Interface elements available to assistive technologies for Salesforce Marketing Intelligence have names, roles and values to describe their identity, operation and state.  However, there are a few exceptions: <ul style="list-style-type: none"> <li>• Related buttons are not announced in a</li> </ul>

Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		group on the Home page. <ul style="list-style-type: none"> <li>• Some buttons do not communicate which button is currently active on the Home page.</li> <li>• The 'Refresh' button does not have an accessible name on the Data Pipelines and Goals Overview pages.</li> <li>• Some buttons that show and hide content do not communicate whether the content is expanded or collapsed on the New Data Pipeline - TotalConnect - Map Data, New Einstein Enrichment and Marketing Intelligence Setup pages.</li> </ul>
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**Table 2: Success Criteria, Level AA**

Notes:

Criteria	Conformance Level	Remarks and Explanations
<a href="#">1.2.4 Captions (Live)</a> (Level AA) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.1.2.4 (Web)</li> <li>• 10.1.2.4 (Non-web document)</li> <li>• 11.1.2.4 (Open Functionality Software)</li> <li>• 11.1.2.4 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> </ul>	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include any live audio or video content.

<ul style="list-style-type: none"> <li>602.3 (Support Docs)</li> </ul>		
<p><b><u>1.2.5 Audio Description (Prerecorded)</u></b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.1.2.5 (Web)</li> <li>10.1.2.5 (Non-web document)</li> <li>11.1.2.5 (Open Functionality Software)</li> <li>11.1.2.5 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>501 (Web)(Software)</li> <li>504.2 (Authoring Tool)</li> <li>602.3 (Support Docs)</li> </ul>	Web: Not Applicable	Web: The Salesforce Market Intelligence site does not include prerecorded video content as a standard default functionality.
<p><b><u>1.3.4 Orientation</u></b> (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.1.3.4 (Web)</li> <li>10.1.3.4 (Non-web document)</li> <li>11.1.3.4 (Open Functionality Software)</li> <li>11.1.3.4 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	Web: Supports	Web: Salesforce Marketing Intelligence does not restrict view and operation to a single display orientation.
<p><b><u>1.3.5 Identify Input Purpose</u></b> (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>9.1.3.5 (Web)</li> <li>10.1.3.5 (Non-web document)</li> <li>11.1.3.5.1 (Open Functionality Software)</li> <li>11.1.3.5.2 (Closed Software)</li> <li>11.8.2 (Authoring Tool)</li> <li>12.1.2 (Product Docs)</li> <li>12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	Web: Supports	Web: Within Salesforce Marketing Intelligence, no input fields collect information about the user.
<p><b><u>1.4.3 Contrast (Minimum)</u></b> (Level AA)</p> <p>Also applies to:</p>	Web: Partially Supports	Web: The text in Salesforce Marketing Intelligence

<p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.3 (Web)</li> <li>• 10.1.4.3 (Non-web document)</li> <li>• 11.1.4.3 (Open Functionality Software)</li> <li>• 11.1.4.3 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		<p>provides sufficient contrast between foreground and background colors.</p> <p>However, there is one exception:</p> <ul style="list-style-type: none"> <li>• The Setup link on the Marketing Intelligence Setup page does not meet minimum contrast requirements.</li> </ul>
<p><a href="#">1.4.4 Resize text</a> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.4 (Web)</li> <li>• 10.1.4.4 (Non-web document)</li> <li>• 11.1.4.4.1 (Open Functionality Software)</li> <li>• 11.1.4.4.2 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	<p>Web: Partially Supports</p>	<p>Web: Within Salesforce Marketing Intelligence, text can be resized with the browser up to 200%.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> <li>• Some content is truncated, cut off or overlapped on the Data Pipelines, New Data Pipeline - Meta, New Data Pipeline - TotalConnect - Map Data, New Einstein Enrichment, Agentforce - View Details pages.</li> </ul>
<p><a href="#">1.4.5 Images of Text</a> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.5 (Web)</li> <li>• 10.1.4.5 (Non-web document)</li> <li>• 11.1.4.5.1 (Open Functionality Software)</li> <li>• 11.1.4.5.2 (Closed Software) - Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p>	<p>Web: Supports</p>	<p>Web: Salesforce Marketing Intelligence user interfaces do not contain images instead of text. All text content is included as pure text.</p>

<ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		
<p><b>1.4.10 Reflow</b> (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.10 (Web)</li> <li>• 10.1.4.10 (Non-web document)</li> <li>• 11.1.4.10 (Open Functionality Software)</li> <li>• 11.1.4.10 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	Web: Does Not Support	Web: Salesforce Marketing Intelligence site does not support content at a width equivalent to 320 CSS pixels. Content is often cut off, overrun or disappears. Sticky headers and footers obscure the main content.
<p><b>1.4.11 Non-text Contrast</b> (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.11 (Web)</li> <li>• 10.1.4.11 (Non-web document)</li> <li>• 11.1.4.11 (Open Functionality Software)</li> <li>• 11.1.4.11 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence components and user controls mostly support and are distinguishable by individuals with moderately low vision, with an accepted contrast ration.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> <li>• Some focus indicators do not meet minimum contrast requirements on the Home page.</li> <li>• Some elements like the chart segments of the charts and some buttons do not meet minimum contrast requirements on the Home page.</li> </ul>
<p><b>1.4.12 Text Spacing</b> (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.12 (Web)</li> <li>• 10.1.4.12 (Non-web document)</li> <li>• 11.1.4.12 (Open Functionality Software)</li> <li>• 11.1.4.12 (Closed Software)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence user interface supports different text style properties, ensuring no loss of content or functionality when there is any change in settings or style properties such as line height and spacing.

<ul style="list-style-type: none"> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>		
<p><b>1.4.13 Content on Hover or Focus</b> (Level AA 2.1 and 2.2)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.1.4.13 (Web)</li> <li>• 10.1.4.13 (Non-web document)</li> <li>• 11.1.4.13 (Open Functionality Software)</li> <li>• 11.1.4.13 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508 – Does not apply</p>	<p>Web: Partially Supports</p>	<p>Web: Content within Salesforce Marketing Intelligence that becomes visible on focus or hover can be dismissed, hovered and is persistent.</p> <p>However, there are a few exceptions:</p> <ul style="list-style-type: none"> <li>• The extra content that appears on hover over chart segments and some icons cannot be dismissed without moving the mouse pointer and the content disappears when the mouse pointer moves over the extra content on the Home, Data Pipelines, Goals Overview and Configure Your Goal pages.</li> </ul>
<p><b>2.4.5 Multiple Ways</b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.5 (Web)</li> <li>• 10.2.4.5 (Non-web document) – Does not apply</li> <li>• 11.2.4.5 (Open Functionality Software) – Does not apply</li> <li>• 11.2.4.5 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software) – Does not apply to non-web software</li> </ul>	<p>Web: Supports</p>	<p>Web: Salesforce Marketing Intelligence user interface and interaction are straightforward. It contains a landing homepage and contextual top navigation, from which the user can launch or navigate to different sections or pages, as desired.</p>

<ul style="list-style-type: none"> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs) – Does not apply to non-web docs</li> </ul>		
<p><b><u>2.4.6 Headings and Labels</u></b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.6 (Web)</li> <li>• 10.2.4.6 (Non-web document)</li> <li>• 11.2.4.6 (Open Functionality Software)</li> <li>• 11.2.4.6 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence contains descriptive headings and labels to inform assistive technology users of their location and current activity.
<p><b><u>2.4.7 Focus Visible</u></b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.2.4.7 (Web)</li> <li>• 10.2.4.7 (Non-web document)</li> <li>• 11.2.4.7 (Open Functionality Software)</li> <li>• 11.2.4.7 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Salesforce Marketing Intelligence user interface components present a visible focus indicator when they receive keyboard focus.
<p><b><u>2.4.11 Focus Not Obscured (Minimum)</u></b> (Level AA 2.2 only)</p> <p>EN 301 549 Criteria – Does not apply</p> <p>Revised Section 508 – Does not apply</p>	Web: Partially Supports	<p>Web: Keyboard focus of interactive elements across Salesforce Marketing Intelligence are always at least partially visible.</p> <p>However, there is one exception:</p> <ul style="list-style-type: none"> <li>• The 'Refresh' buttons are completely hidden under the sticky</li> </ul>

		header when zoomed to 400% on the Home page.
<a href="#">2.5.7 Dragging Movements</a> (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not use dragging movement for operation.
<a href="#">2.5.8 Target Size (Minimum)</a> (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Web: Supports	Web: The target size of pointer inputs across the Salesforce Marketing Intelligence is at least 24 by 24 CSS pixels.
<a href="#">3.1.2 Language of Parts</a> (Level AA) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.3.1.2 (Web)</li> <li>• 10.3.1.2 (Non-web document)</li> <li>• 11.3.1.2 (Open Functionality Software) – Does not apply</li> <li>• 11.3.1.2 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: The default language of the page is set on the HTML tag of the pages In Salesforce Marketing Intelligence. There is no content In a second language.
<a href="#">3.2.3 Consistent Navigation</a> (Level AA) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.3.2.3 (Web)</li> <li>• 10.3.2.3 (Non-web document) – Does not apply</li> <li>• 11.3.2.3 (Open Functionality Software) – Does not apply</li> <li>• 11.3.2.3 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508	Web: Supports	Web: Salesforce Marketing Intelligence provides consistent and repeatable top menu navigation mechanisms across all pages.



<ul style="list-style-type: none"> <li>• 501 (Web)(Software) – Does not apply to non-web software</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs) – Does not apply to non-web docs</li> </ul>		
<p><b><u>3.2.4 Consistent Identification</u></b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.3.2.4 (Web)</li> <li>• 10.3.2.4 (Non-web document) – Does not apply</li> <li>• 11.3.2.4 (Open Functionality Software) – Does not apply</li> <li>• 11.3.2.4 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software) – Does not apply to non-web software</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs) – Does not apply to non-web docs</li> </ul>	Web: Supports	Web: Components and user interface controls are identified consistently for the same functionality across Salesforce Marketing Intelligence.
<p><b><u>3.3.3 Error Suggestion</u></b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.3.3.3 (Web)</li> <li>• 10.3.3.3 (Non-web document)</li> <li>• 11.3.3.3 (Open Functionality Software)</li> <li>• 11.3.3.3 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> <p>Revised Section 508</p> <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>	Web: Supports	Web: Whenever an error is automatically detected within forms for Salesforce Marketing Intelligence, the errors provided in text contain suggestions for corrections to the user on the input form.
<p><b><u>3.3.4 Error Prevention (Legal, Financial, Data)</u></b> (Level AA)</p> <p>Also applies to:</p> <p>EN 301 549 Criteria</p> <ul style="list-style-type: none"> <li>• 9.3.3.4 (Web)</li> </ul>	Web: Supports	Web: Data entered by users within Salesforce Marketing Intelligence are checked using validation methods to help users confirm and correct

<ul style="list-style-type: none"> <li>• 10.3.3.4 (Non-web document)</li> <li>• 11.3.3.4 (Open Functionality Software)</li> <li>• 11.3.3.4 (Closed Software)</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 <ul style="list-style-type: none"> <li>• 501 (Web)(Software)</li> <li>• 504.2 (Authoring Tool)</li> <li>• 602.3 (Support Docs)</li> </ul>		data. Forms are not present that cause legal commitments or financial transactions.
<b><u>3.3.8 Accessible Authentication (Minimum)</u></b> (Level AA 2.2 only) EN 301 549 Criteria – Does not apply Revised Section 508 – Does not apply	Web: Supports	Web: Salesforce Marketing Intelligence does not rely on cognitive function tests for authentication processes.
<b><u>4.1.3 Status Messages</u></b> (Level AA 2.1 and 2.2) Also applies to: EN 301 549 Criteria <ul style="list-style-type: none"> <li>• 9.4.1.3 (Web)</li> <li>• 10.4.1.3 (Non-web document)</li> <li>• 11.4.1.3 (Open Functionality Software)</li> <li>• 11.4.1.3 (Closed Software) – Does not apply</li> <li>• 11.8.2 (Authoring Tool)</li> <li>• 12.1.2 (Product Docs)</li> <li>• 12.2.4 (Support Docs)</li> </ul> Revised Section 508 – Does not apply	Web: Partially Supports	Web: Salesforce Marketing Intelligence mostly provides status messages that can be programmatically determined using roles or properties which can be presented to the user of assistive technology without receiving focus.  However, there are a few exceptions: <ul style="list-style-type: none"> <li>• When a search term is entered there is no announcement about the number of search results on the Data Pipelines page.</li> <li>• There is no announcement that the file upload has been completed on the New Data Pipeline - TotalConnect page.</li> </ul>

**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	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence uses standard platform attributes to describe the identity, operation, and state of user interface elements to assistive technologies. The core features and controls in Salesforce Marketing Intelligence are reachable using the keyboard alone and announce by assistive technology.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>
302.2 With Limited Vision	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence supports standard browser magnification and contrast adjustments. Salesforce Marketing Intelligence is compatible with assistive technologies and supports the use of screen readers for the visually impaired.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>

Criteria	Conformance Level	Remarks and Explanations
302.3 Without Perception of Color	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence does not use color as the only means of conveying information. Color is only used as a decorative or supplemental attribute of user interface elements. Textual representation is always used as the primary mechanism for conveying information. Text and non-text content have clear contrast.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>
302.4 Without Hearing	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include audio-only features that require hearing to be used.
302.5 With Limited Hearing	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include audio-only features that require hearing to be used.
302.6 Without Speech	Web: Supports	Web: Salesforce Marketing Intelligence does not require speech to operate or retrieve information. Support services related to Marketing Intelligence can be found on the Salesforce.com website. Currently, telephone communication provision does not support TTY or relay services. Users with

Criteria	Conformance Level	Remarks and Explanations
		<p>disabilities can open support requests directly at <a href="https://help.salesforce.com/">https://help.salesforce.com/</a></p>
302.7 With Limited Manipulation	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence supports standard input mechanisms such as user-provided keyboards and pointing devices. The utilization of Salesforce Marketing Intelligence does not require fine motor skills, controls or simultaneous actions.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>
302.8 With Limited Reach and Strength	Web: Supports	<p>Web: Salesforce Marketing Intelligence does not use simultaneous actions in either form as a method of operation or information retrieval. The actions within Salesforce Marketing Intelligence can be executed either by a mouse click or simple keystrokes (e.g. tab, space, alpha keys, alt)</p>
302.9 With Limited Language, Cognitive, and Learning Abilities	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence does not function in a way that is prohibitive to users with cognitive or learning impairment.</p> <p>However, there are some exceptions. Refer to the</p>

Criteria	Conformance Level	Remarks and Explanations
		<a href="#">WCAG 2.x</a> section for details.

**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
<b>601.1 Scope</b>	Heading cell – no response required	Heading cell – no response required
<b><u>602 Support Documentation</u></b>	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 <a href="https://help.salesforce.com/">https://help.salesforce.com/</a>
602.3 Electronic Support Documentation	See <u>WCAG 2.x</u> section	See information in WCAG 2.x 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 <a href="https://help.salesforce.com/">https://help.salesforce.com/</a>
<b><u>603 Support Services</u></b>	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 <a href="https://help.salesforce.com/">https://help.salesforce.com/</a>

Criteria	Conformance Level	Remarks and Explanations
603.3 Accommodation of Communication Needs	Heading cell – no response required	Heading cell – no response required



# EN 301 549 Report

Notes:

## Clause [4: Functional Performance Statements \(FPS\)](#)

Notes:

Criteria	Conformance Level	Remarks and Explanations
4.2.1 Usage without vision	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence uses standard platform attributes to describe the identity, operation, and state of user interface elements to assistive technologies. The core features and controls in Salesforce Marketing Intelligence are reachable using the keyboard alone and announce by assistive technology.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>
4.2.2 Usage with limited vision	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence supports standard browser magnification and contrast adjustments. Salesforce Marketing Intelligence is compatible with assistive technologies and supports the use of screen readers for the visually impaired.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>

4.2.3 Usage without perception of color	Web: Partially Supports	<p>Web: Salesforce Marketing Intelligence does not use color as the only means of conveying information. Color is only used as a decorative or supplemental attribute of user interface elements. Textual representation is always used as the primary mechanism for conveying information. Text and non-text content have clear contrast.</p> <p>However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.</p>
4.2.4 Usage without hearing	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include audio-only features that require hearing to be used.
4.2.5 Usage with limited hearing	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include audio-only features that require hearing to be used.
4.2.6 Usage with no or limited vocal capability	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not require speech input.
4.2.7 Usage with limited manipulation or strength	Web: Partially Supports	Web: Salesforce Marketing Intelligence supports standard input mechanisms such as user-provided keyboards and pointing devices. The utilization of Salesforce Marketing Intelligence does not require fine motor skills, controls or simultaneous actions.

		However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.
4.2.8 Usage with limited reach	Web: Not Applicable	Web: Salesforce Marketing Intelligence is not installed or requires any physical reach
4.2.9 Minimize photosensitive seizure triggers	Web: Not Applicable	Web: Salesforce Marketing Intelligence does not include visual features with flashing that could trigger seizures.
4.2.10 Usage with limited cognition, language or learning	Web: Partially Supports	Web: Salesforce Marketing Intelligence uses a logical focus order and provides capabilities for specifying error text for user interface components.  However, there are some exceptions. Refer to the <a href="#">WCAG 2.x</a> section for details.
4.2.11 Privacy	Web: Supports	Web: Salesforce Marketing Intelligence does not impede usage of standard privacy controls alongside assistive technologies. For example, users can connect a headset for private listening to screen reader announcements.

## Clause [5: Generic Requirements](#)

Notes: Not Applicable

## Clause [6: ICT with Two-Way Voice Communication](#)

Notes: Not Applicable

## Clause [7: ICT with Video Capabilities](#)

Notes: Not Applicable

## Clause [8: Hardware](#)

Notes: Not Applicable

## Clause [9: Web](#) (see [WCAG 2.x section](#))

Notes: Not Applicable

## Clause [10: Non-Web Documents](#)

Notes: Not Applicable

## Clause [11: Software](#)

Notes: Not Applicable

## Clause [12: Documentation and Support Services](#)

Notes:

Criteria	Conformance Level	Remarks and Explanations
<b>12.1 Product documentation</b>	Heading cell – no response required	Heading cell – no response required
12.1.1 Accessibility and compatibility features	Supports	See information in the WCAG 2.x (602.2) section
12.1.2 Accessible documentation	See <a href="#">WCAG 2.x</a> section	See information in WCAG 2.x section
<b>12.2 Support Services</b>	Heading cell – no response required	Heading cell – no response required
12.2.2 Information on accessibility and compatibility features	Supports	See information in the WCAG 2.x (602.2) section
12.2.3 Effective communication	Not Applicable	
12.2.4 Accessible documentation	See <a href="#">WCAG 2.x</a> section	See information in WCAG 2.x section

## Clause [13: ICT Providing Relay or Emergency Service Access](#)

Notes: Not Applicable