Getting Started with Marketing Cloud Next

For Marketing Cloud Account Engagement+ users



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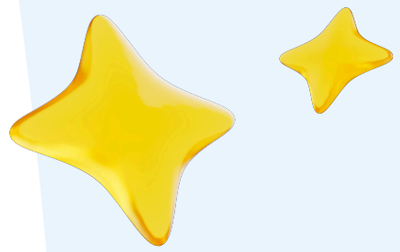
Introduction

What is Marketing Cloud Next?

Marketing Cloud Next is the complete agentic marketing solution, natively built on the Salesforce Platform.

As an Account Engagement user, you have access to all of the new features in Marketing Cloud Next – from Agentforce, to enhanced personalization features that allow you to tailor your content based on all your Salesforce and non-Salesforce data, to conversational email, SMS, and WhatsApp. This initiative to give customers access to next-gen capabilities is called Account Engagement+.

Marketing Cloud Next works with, and augments, your existing Account Engagement investment. This means you can reuse your existing Account Engagement data, segments, and content. It also means you can expand your marketing with more actionable data, better cross-departmental workflows, and Agentforce embedded throughout. This is not a rip-and-replace. It's a continuation of Marketing Cloud that makes it easier for you to take the next step into the future of agentic marketing.



This planning guide is designed to help all Account Engagement users – across all industries and roles – understand how they can augment their marketing with Marketing Cloud Next and develop a strategy for using Marketing Cloud Next alongside their current Account Engagement instance.

In this guide, you will learn:

- The value and capabilities unlocked by Marketing Cloud Next
- How you can use your existing Account Engagement data and content to develop a long-term strategy around deploying Marketing Cloud Next
- How you can access Marketing Cloud Next alongside your current Account Engagement instance, and what resources you can use to implement
- What your adoption journey can look like over the first 60 days



01

What Can You Do With Marketing Cloud Next?

With Marketing Cloud Next, Account Engagement+ users can reach customers faster across channels, decrease third-party integrations, and use more of their data to personalize outreach. This is possible because Marketing Cloud Next is built natively on the Salesforce platform. With Data 360 as the foundation, Marketing Cloud Next makes it easier to access cross-departmental and non-Salesforce data and activate it in your marketing.

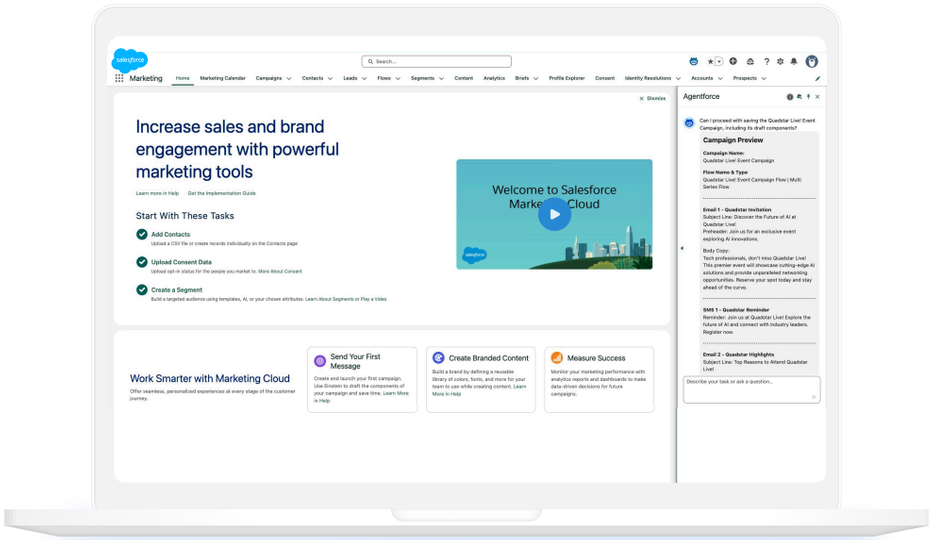
Account Engagement+ users can take advantage of new functionality right away, with additional capabilities added each release.

Capabilities Available to MCAE+ Customers Today

Build End-to-End, Multi-Message Campaigns in Minutes with Agentforce

With **Agentforce Campaign Creation**, marketers can build end-to-end campaigns with a series of email and SMS messages using one prompt. Marketers can simply describe their campaign, and Agentforce will create a brief, generate email, SMS, or WhatsApp messages, suggest a segment that can be edited manually or with AI, and build an end-to-end nurture in Salesforce Flow.. Agentforce can create campaigns from prompts or uploaded files (PDFs, Word docs) that contain campaign plans.

Agentforce also takes into account brand guidelines, ensuring campaigns and messaging stay on brand.
In Account Engagement, building a campaign and Flow with multiple messages manually can take up to two hours; in Marketing Cloud Next, Campaign Creation does it in minutes.

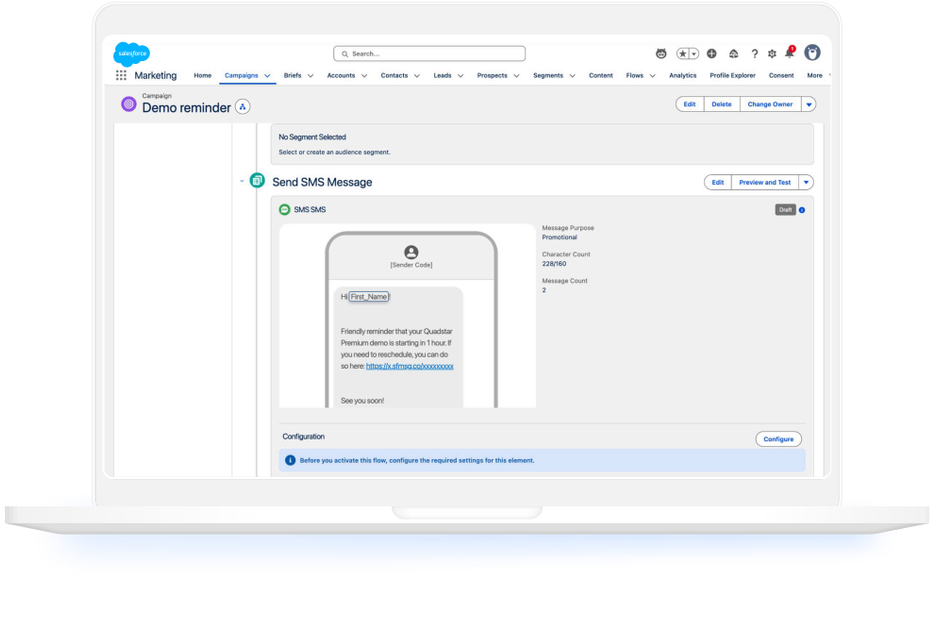


01

What Can You Do With Marketing Cloud Next?

Reach Users Across Channels

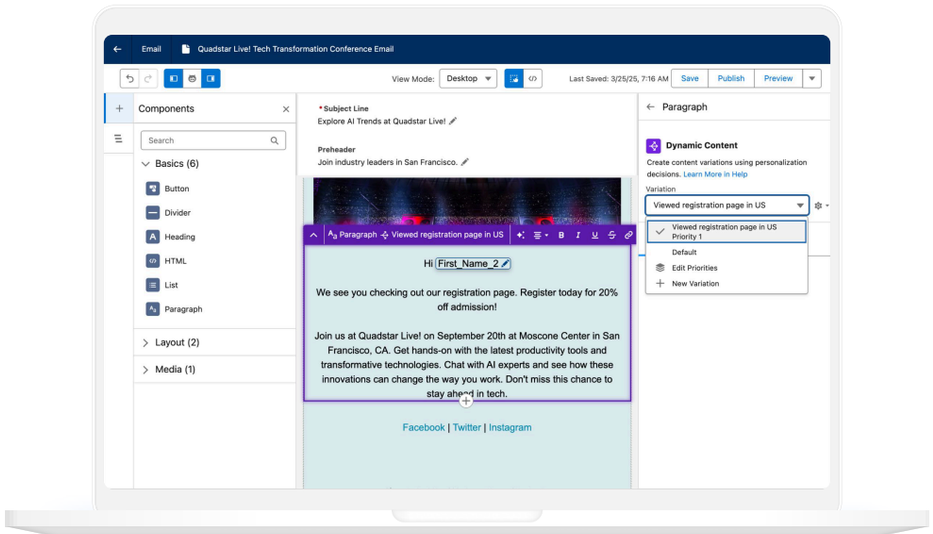
Engage customers across channels with native **SMS**, **WhatsApp**, and **Push**. Users on Account Engagement+ Plus, Advanced, and Premium editions (with Service Cloud Digital Engagement) can also take advantage of **Conversations SMS and WhatsApp**. This allows marketers to turn one-way promotional messages into unified conversations with service, using a single SMS or WhatsApp thread.



Enhance Personalization with All Your Data

Features like **Cross-Object Merge Fields** and **Rule-Based Dynamic Content** enable enhanced, cross-object personalization, allowing you to use all of your Salesforce and non-Salesforce data to personalize messages.

While regular merge fields just pull from the contact record, **Cross-Object Merge Fields** pull from all information related to the contact – including service case status, product usage information, marketing engagement information, commerce order status, and more. This is underpinned by data graphs in Data 360, which allow teams to map relationships between the contact and other data points.



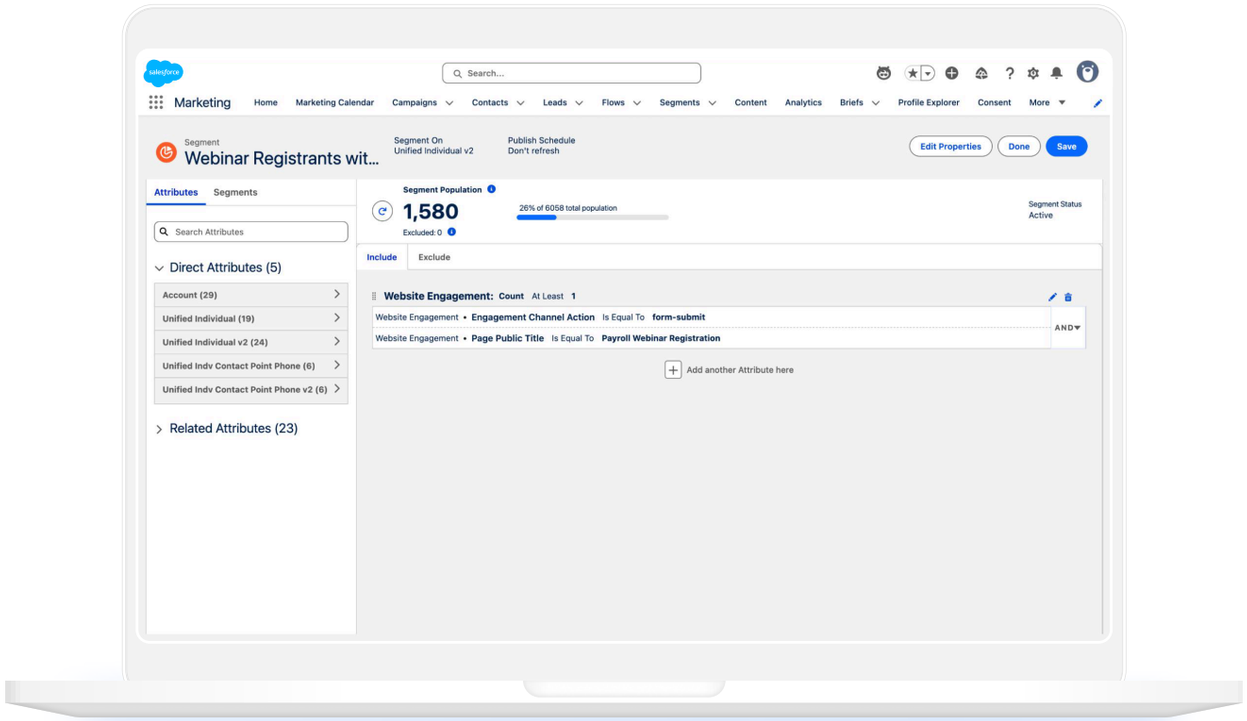
Rule-Based Dynamic Content works similarly, but instead of displaying a merge field it displays content blocks, allowing you to personalize messages at scale based on factors such as product usage/purchased, opportunity status, behavioral signals, and more. This is done right in the email editor through drag and drop elements – no coding needed.

01

What Can You Do With Marketing Cloud Next?

Consolidate and Segment on Your Salesforce and Non-Salesforce Data

Marketing Cloud Account Engagement+ users can build segments using all of their Salesforce and non-Salesforce data with Data 360. Features like **Segment Creation** allow marketers of all skill levels to build complex segments with AI. Marketers can also build and edit segments with drag-and-drop builders.



Use Your Existing Content

Salesforce CMS allows for seamless content sharing between Account Engagement+ and the Marketing Cloud Next app. Account Engagement+ users can build emails in the next-gen email builder and access those emails in Marketing Cloud Next. In the next-gen email builder, Marketing Cloud Account Engagement users can also copy existing assets, including emails and files, to the CMS for seamless content sharing. This means you can reuse and enhance the content that works in Marketing Cloud Next. Users can also bring in assets from external DAMs.

02 Define Your Strategy

Before setting up Marketing Cloud Next alongside Account Engagement, it is critical to define your strategy.

Use Your Existing Data and Content

Account Engagement+ users can seamlessly share data and content across both applications, giving you a head start as you map out your strategy. As you are building your strategy, keep the following recommendations in mind:

- **Continue Using Your Data** – Marketing Cloud Next's Data 360 foundation allows for seamless data sharing between Account Engagement+ and the next-gen app. This means Account Engagement+ users can share segments across apps. With Data 360 reports, users can get a holistic view of engagement across Marketing Cloud Account Engagement and Marketing Cloud Next campaigns.
- **Continue Using Your Emails and Content** – Salesforce CMS enables content sharing between Account Engagement+ and the next-gen app. Account Engagement+ users can build emails in the CMS-powered, next-gen email builder and access those emails in Marketing Cloud Next. Marketing Cloud Account Engagement+ users can also copy existing assets, including emails and files, to the CMS for seamless content sharing. This means you do not need to rebuild key assets on the new platform.

Pause and Reflect on Your Current Approach

The new features in Marketing Cloud Next give your team a powerful opportunity to rethink how you operate, connect with users, and drive business outcomes. Instead of merely replicating existing playbooks, take this opportunity to reassess your data, processes, and campaigns as you redefine your strategy for the AI era.

Questions to Think Through

As you are re-imagining your strategy, here are some questions to help you define your strategic direction. There is a planning grid in the appendix of this document to help your team build your strategy.

Content and Existing Workflows

- What content (emails, files, landing pages) are you currently using?
- What content (emails, files, landing pages) needs to be retired?
- What content could benefit from additional personalization?
- What Engagement Studio programs do you have and how are they being used today?

02

Define Your Strategy

- What Engagement Studio programs need to be retired?
- Which Engagement Studio programs could benefit from multichannel outreach, additional personalization with external data, or stronger alignment with service/commerce?

Automation and Efficiency

- What manual tasks are your teams performing today that could be automated by Agentforce or Flow to increase scale?
- How can AI agents assist with campaign creation, performance optimization to free up marketers for strategy and creativity?
- What cross-departmental touch points do you want to incorporate into your nurtures? Where does it make sense for marketing to hand off a customer to sales, service, or commerce?

Channels

- What new channels like SMS, WhatsApp, and app-based Push can be adopted through Marketing Cloud Next for richer engagement?
- How are you managing replies to campaign messaging today? How would conversational messaging improve your current nurtures?
- How are you currently connecting with users post-sale? How can the addition of SMS or WhatsApp help with this?

Personalization

- What specific parts of your customer's journey currently need improvement or deeper personalization?
- What data would you like to personalize and segment on? (ex., product usage data, service case data, ERP data, etc.)
- How can you use real-time personalization and AI-powered recommendations to increase lead quality and conversion rates?
- What opportunities exist to connect your marketing and service teams for contextual handoffs?
- How can you leverage unified customer profiles to drive better alignment across marketing, sales, and service teams?

Data Use and Insights

- What data are you using across sales, service, and commerce that you would like to use when contextualizing your marketing efforts?
- How are you sharing insights with sales? How are you using sales engagement to enhance your campaigns and outreach?
- Are you capturing all the data you need to understand and listen to your users?
- How can Data 360 harmonize disparate data for more actionable insights?
- How can AI campaign insights, optimizations, and attribution improve your marketing ROI?

03

Usage Guidance

As you are developing a strategy for incorporating Marketing Cloud Next into your flow of work, it is important to keep the following usage guidance in mind.

AI and Agentforce

Marketing Cloud Next unlocks a wealth of agentic, generative, and predictive AI for Account Engagement+ users. This is particularly beneficial for users on Account Engagement+ Growth Edition and Account Engagement+ Plus Edition, who in the past could not access AI functionality in Account Engagement.

The below table describes what is available for customers on each Account Engagement+ edition.

		Account Engagement+ Growth Edition	Account Engagement+ Plus Edition	Account Engagement+ Advanced Edition	Account Engagement+ Premium Edition
Agentic AI	**Agentforce Campaign Creation** Build end-to-end multi-message, multichannel campaigns using a single prompt.	✓	✓	✓	✓
	Conversational SMS and WhatsApp Turn one-way promotional messages into two-way conversations with live or automated Service Agents using a single SMS or WhatsApp thread. * Digital Engagement required		✓	✓	✓
	Conversational Email Turn one-way promotional emails into two-way conversations with live or automated Service Agents using a single email thread.		✓	✓	✓

03 Usage Guidance

		Account Engagement+ Growth Edition	Account Engagement+ Plus Edition	Account Engagement+ Advanced Edition	Account Engagement+ Premium Edition
Generative AI	**Content Creation** Create brand-specific copy for email, SMS, and landing pages using generative AI.	✓	✓	✓	✓
	Segment Creation Create complex segments using all of your Salesforce and non-Salesforce data using conversational prompts.	✓	✓	✓	✓

		Account Engagement+ Growth Edition	Account Engagement+ Plus Edition	Account Engagement+ Advanced Edition	Account Engagement+ Premium Edition
Predictive AI	**Einstein Send Time Optimization** Maximize open rate and engagement by sending messages when the prospect is most likely to engage.	✓	✓	✓	✓
	Einstein Engagement Scoring Score every individual on their likelihood to open, click, and stay subscribed to email and to convert.		✓	✓	✓
	Einstein Engagement Frequency Predict the optimal frequency range of emails to maximize engagement goals.		✓	✓	✓

03 Usage Guidance

Business Units

Marketing Cloud Next Business Units (BUs) operate on a unified Salesforce core and Data 360 foundation, with the BUs acting as a “high-walls” alignment layer rather than a physical boundary. This means that while metadata like campaign records is visible via a single global view by default, the platform enforces “high-walls” at the execution level – dynamically filtering audiences and content to ensure brand-specific data never leaks into the wrong message.

This results in increased flexibility for enterprises, allowing them to layer core sharing rules and Data 360 governance to achieve precise levels of isolation without sacrificing customer profiles.

In addition, Salesforce recommends the following guidance on using Marketing Cloud Account Engagement BUs in conjunction with Marketing Cloud Next BUs:

- At launch in February 2026, we recommend a 1-to-1 BU architecture, meaning users correspond one Marketing Cloud Next BU to one Account Engagement BU.
- If you are a multi-BU customer, we recommend using Marketing Cloud Next in conjunction with your smallest Account Engagement BU to start. This will allow you to start slow, experiment, learn, and build out your BU strategy going forward.
- We recommend leveraging Salesforce CMS to reuse content across your Marketing Cloud Next and Account Engagement BU.

Marketing Cloud Account Engagement Business Units rely on separate databases and “hard-switching” between environments to isolate teams and data.

Campaign Strategy

Account Engagement and Marketing Cloud Next both use Salesforce campaigns. But there is a slight difference in structure that could influence how you build your campaigns in Marketing Cloud Next.

Account Engagement uses a campaign hierarchy with parent-child relationships. This means users need to create child campaigns for every Engagement Studio program or asset, which can then roll up to a larger parent campaign where users can track campaign performance holistically.

Marketing Cloud Next uses a mutli-flow campaign structure and inherits all of the analytics at an individual campaign output, streamlining efforts and eliminating the need for parent-child campaigns. Cross-campaign outputs are in the marketing performance tab.

03 Usage Guidance

Consent

As of February 2026, consent alignment between Account Engagement and Marketing Cloud Next is at the email channel level. This means customers can opt into messaging at the email channel level, but not at the subscription level (i.e., company newsletters or product update messages). This is expected to evolve over the next year, and we recommend reviewing updated versions of this guide and visiting our Help and Training center as each release unfolds.

We also recommend that users keep the following in mind as they are aligning consent across Account Engagement and Marketing Cloud Next.

- **Business Units:** We currently only support consent across one business unit. If you are using multiple business units, we recommend starting with your smallest Business Unit or a net-new Business Unit. Please review the business unit guidelines below and connect with a Certified Salesforce Partner for additional guidance based on your organization's needs.
- **New Prospect Override:** New prospect opt-out status can override prior consent.
- **B2B Email Consent:** After setting up Marketing Cloud Next alongside Account Engagement, you may see a subscription called "B2B Email Consent." This subscription is used for email channel alignment purposes between Marketing Cloud Next and Account Engagement. This is something that can be renamed to whatever you want.

To learn more about consent best practices, we recommend connecting with a Certified Salesforce Partner, and reviewing our Help and Training notes

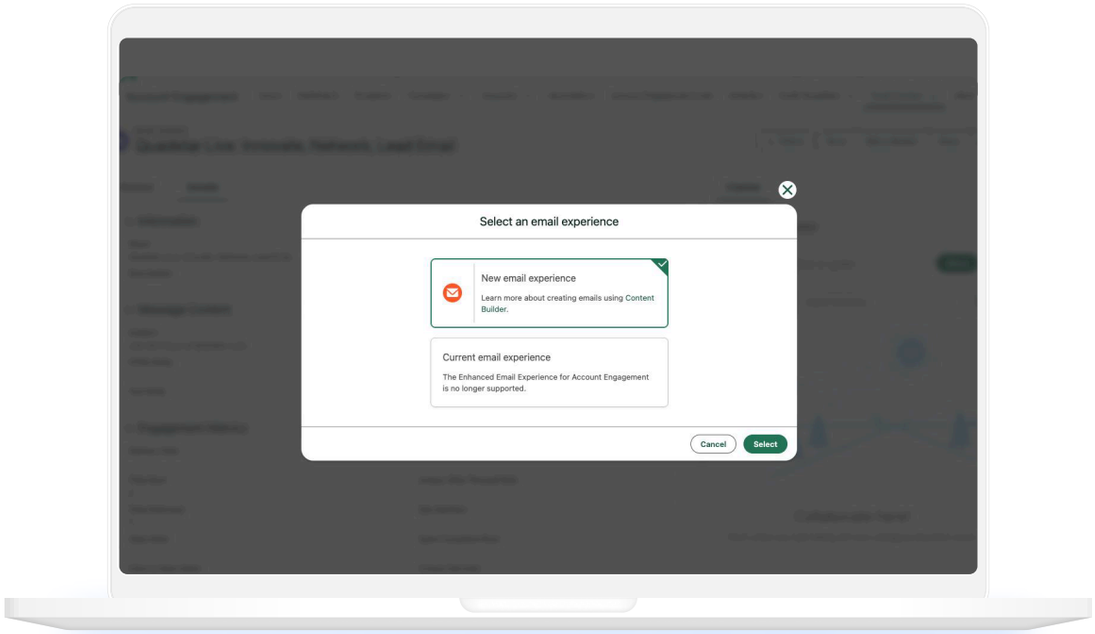
Content

Account Engagement+ users can use, edit, and send their existing emails and files in the Marketing Cloud Next Experience. To do this, ask your admin to set up Salesforce CMS for seamless content sharing across Account Engagement+ and Marketing Cloud Next.

Marketers can copy Account Engagement+ emails built in the drag and drop builder into the CMS workspace by opening the email and opting into the "New Email Experience." Once an email is in the CMS, marketers can enhance personalization using cross-object merge fields and rule based dynamic content, and use Agentforce to adjust messaging, preheader, and subject lines.

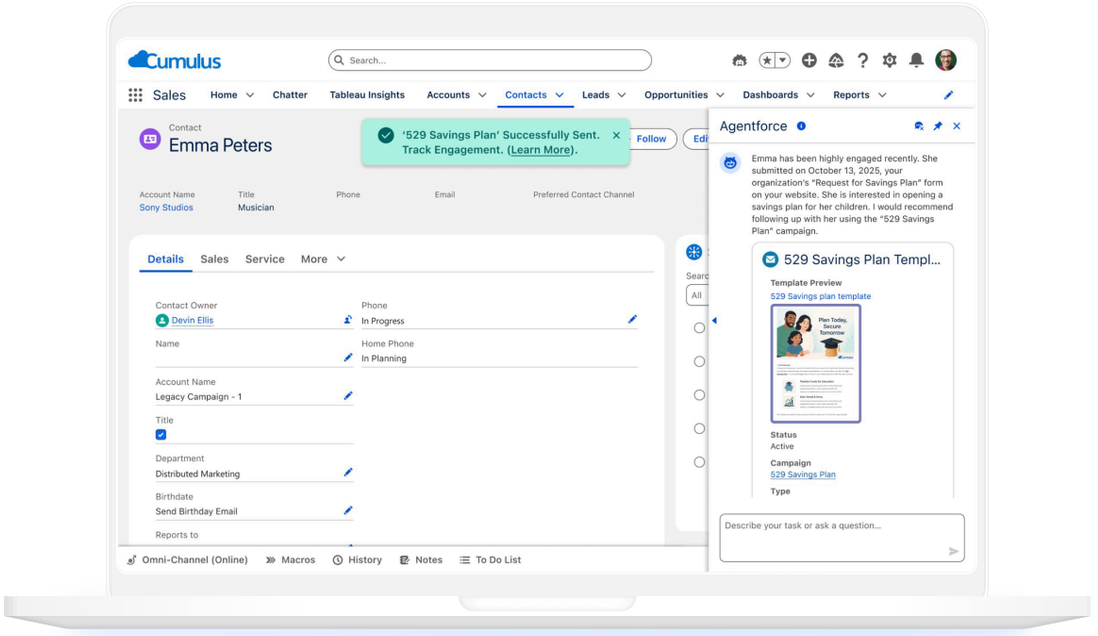
03 Usage Guidance

Account Engagement+ users can also copy over files and other assets into the CMS en masse. You can also connect to an external DAM to use your brand-approved content.



Distributed Marketing & Alerts

Account Engagement+ users using Sales Emails and Alerts can access the next-gen distributed marketing and alerts. With next-gen Distributed Marketing and Alerts, Agentforce ingests contacts into pre-curated Flows for sellers, while alerting sales to the most engaged contacts. From there, sellers can send Agentforce-recommended marketing and brand compliant messages to top contacts. Users who opt-in to next-gen Distributed Marketing and Alerts will also get access to next-gen Unified Engagement History Dashboards. For more information, please contact your account representative.



03

Usage Guidance

Nurturing Customers with Flow and Engagement Studio

Account Engagement+ users are encouraged to continue using their tried and tested Engagement Studio programs to send promotional email nurtures.

In Marketing Cloud Next, users can use Flow to send SMS, WhatsApp, and transactional messages. Flow can also be used for automated cross-departmental interactions with service and B2B commerce.

As part of the February ’26 release, users can send leads and contacts to Flow from Engagement Studio programs. This allows Account Engagement+ users to connect nurtures across both applications, making it easier to send leads and contacts on cross-channel (email, SMS, WhatsApp), cross-departmental journeys without having to rebuild in Flow. Note: Once you send a set of customers to Flow, we recommend leveraging Marketing Cloud Next reports as opposed to Account Engagement reports.

Reporting

There are some scenarios where we recommend users continue using Account Engagement reporting, while exploring new functionality in Marketing Cloud Next. This guidance will update with each release.

Campaign Level Reporting:

Use Marketing Cloud Next for campaign-level reporting, particularly with next-gen campaigns that contain email, SMS, WhatsApp, or Push. Marketers can get a comprehensive view of how these assets performed in the campaign, and, with tools like Opportunity Influence reporting, understand how campaigns impact overall pipeline performance.

To get a holistic understanding of how your Account Engagement and Marketing Cloud Next campaigns are working together, we recommend using custom Data 360 reporting.

Note that campaigns built in Account Engagement and next-generation Marketing Cloud use the same campaign object, making this data accessible across Account Engagement and Marketing Cloud Next.

03 Usage Guidance

Engagement History Dashboards:

For years, Engagement History Dashboards in Account Engagement provided sales and marketing (and even service) teams with a clear record of how prospects, leads and contacts are engaging with marketing assets. With new **Unified Engagement History Dashboards** in Marketing Cloud Next, Account Engagement+ users can access the next generation of Engagement History Dashboards, built natively on Data 360 and Tableau. This allows sales teams to see engagement across more channels, including email, SMS, WhatsApp, web and advertising.

Users who have purchased Engagement History Dashboards can access Unified Engagement History Dashboards at no additional cost to them.

B2B Analytics for Marketers in Marketing Cloud Next:

B2B Analytics for Marketers is built natively on Data 360, incorporates a Tableau Next visualization layer, and taps into the same models as Marketing Intelligence. These dashboards allow marketers to take advantage of additional attribution models. These attribution models use signal-based reporting (like email clicks, form fills, website visits) and any event logged in Data 360 as opposed to campaign statuses (which is what MCAE uses for reporting). This results in more accurate, behavior-based reporting. Dashboards include: Marketing Manager Dashboard, Account-Based Marketing Dashboard, and Pipeline Dashboard.

Scoring

Marketing Cloud Next offers advanced rule-based people and account scoring capabilities that account for fit and intent, eliminating the need for a separate grading structure. Rule-based scoring in Marketing Cloud Next pulls from Data 360, allowing revenue teams to score on all Salesforce and non-Salesforce data, and build more precise scoring models. Because Next-gen scoring is applied automatically to interactions, Automation Rules are not required. Marketers can get started quickly with out-of-the-box models, or can make adjustments to fit their business needs.

- **People Scoring:** People Scoring is a mix of traditional lead scoring and grading. With People Scoring, you can capture both engagement (how interested a lead or contact is in your product) and fit (how interested you should be in the prospect).
- **Rule-Based Account Scoring:** Rules-Based Account Scoring is designed to help you prioritize and manage your accounts more effectively. By leveraging predefined criteria and customizable rules, this feature allows you to assign scores to your accounts based on various attributes such as engagement levels, firmographics, and historical data.
- **Multiple Scoring Rules:** Similar to Account Engagement, users can create multiple scoring categories when building rule-based scoring models.

03 Usage Guidance

Additionally, Marketing Cloud Next also offers AI-powered Engagement Scoring for leads and contacts. As of February 2026, Marketing Cloud Next does not offer AI-powered Account Scoring. Marketing Cloud Account Engagement users who want to use AI-powered Account Scoring should continue to use this in Account Engagement.

Segmentation

Marketing Cloud Next is natively built on Data 360. This allows marketers to ingest and segment based on Account Engagement data, Marketing Cloud Next data, and sales, service, commerce, and non-Salesforce data. This makes it easier to incorporate more data in the segments you are already building.

Here are some examples of how you can enhance your existing lists and outreach with Data 360:

- **Upsell/Cross-Sell:** Build a segment that incorporates Marketing Cloud Account Engagement account scoring, external product usage data, Sales Cloud opportunity data, and contract expiration data to target customers who have upcoming renewals and have a high propensity to upgrade.
- **Account-Based Targeting:** Build a segment that incorporates Account Scoring, Sales Cloud opportunity data (including opportunity stage and buyer role), and web engagement data to target lead decision makers who have a high propensity to purchase a certain product.
- **Lead Generation:** Build a segment that incorporates web engagement data, external advertising data, and Marketing Cloud Account Engagement account and lead scoring to target top-of-funnel leads for additional nurturing.

Any segment built in Data 360 can be used seamlessly across Marketing Cloud Account Engagement and Marketing Cloud Next. Account Engagement+ users can use AI-powered features like Segment Creation to build complex segments using conversational prompts instead of code or complex builders. This democratizes the segment creation process and reduces the amount of time
it takes to create a segment. Users can enter the manual builder to make edits to the segment, or use AI to refine the segment further.



04 Getting Started

There are six basic steps Account Engagement users must follow when turning on Marketing Cloud Next. We **strongly recommend working with a** Certified Salesforce Partner to implement Data 360 and Marketing Cloud Next.

1. **Enable Foundations**
   Activate Salesforce Foundations and the Flex Credits Entitlements SKU to establish baseline platform access.

   Recommended H&T doc:
   Salesforce Foundations Setup

2. **Purchase Additional Credits**
   Features in Marketing Cloud Next are consumption based. **Salesforce Message Credits** power email, SMS, and WhatsApp. Purchase additional Flex Credits to power personalization and segmentation and Agentforce usage as necessary.

3. **Provision Data 360**
   Set up the **MCAE: Data Cloud Connector** to begin sharing engagement data and segments seamlessly across both applications. The scope of your Data 360 implementation and the data you ingest can depend on your organization's unique structure and goals. **We recommended that users work with a partner to determine the right strategy for your business and needs.**

   Recommended H&T docs:
   Integrate Data with Data Cloud and Set up MCG/A for Account Engagement

4. **Enable and configure Marketing Cloud Next**
   The permission set for Marketing Cloud Next can be configured in Account Engagement setup.

   Recommended H&T docs:
   - Marketing Cloud Next Implementation Guide
   - Marketing Cloud Next Editions Setup Checklist

5. **Assign Permissions**
   Grant users access to the new marketing app environment via **Marketing Cloud Next Permission Set Licenses.**

   Recommended H&T Docs:
   Prepare for an Enhanced Campaign Experience with MC Next Features for Account Engagement

6. **Configure CMS**
   Set up the Salesforce CMS workspace to enable seamless content and asset sharing between MCAE and Marketing Cloud Next.

   Recommended H&T Docs:
   Prepare for an Enhanced Campaign Experience with Marketing Cloud Next Features for Account Engagement

05 Your Adoption Journey

	Level of Effort		
	Introductory	**Intermediate**	**Advanced**
Segmentation	**Invest in Data 360:** Turn on MCAE:DC connector to power MC Account Engagement and Marketing Cloud Next. **Ingest data into Data 360:** Activating to Marketing Cloud Next and MCAE.	**Build segments with Segment Creation:** Use natural language prompts to build complex segments in Data 360 for use in Marketing Cloud Account Engagement and Marketing Cloud Next.	**Build segments in Data 360 using manual builders:** Activating across Marketing Cloud Account Engagement and Marketing Cloud Next.
Personalization	**Set up CMS:** Set up CMS for content sharing across Marketing Cloud Account Engagement and Marketing Cloud Next. **Use the New Email Builder:** Open existing content in Marketing Cloud Account Engagement's email builder, and push into Next-Gen MC. **Build new content:** Build new content in Marketing Cloud Account Engagement's email builder and push into next-gen MC. Begin creating SMS or WhatsApp messages in next-gen MC.	**Personalize messages with basic merge fields:** In the new email builder, begin using basic merge fields to personalize outreach.	**Set up a data graph:** Begin mapping the relationship between a Data 360 Unified Profile and different data points (i.e, service case numbers, opportunity records, product purchased) **Cross-Object Personalization:** Once your data graph is set up, begin using Cross-Object Merge Fields and Rules-Based Dynamic Content to personalize emails and SMS messages (GA).
AI and Agentforce	**Turn on Einstein Send Time Optimization:** In Marketing Cloud Next, toggle on Einstein Send Time Optimization in Flow Builder to optimize when customers are getting emails. **Explore Content Creation:** In Marketing Cloud Next Begin tweaking email and SMS copy using generative Content Creation.	**Build an End-to-End Campaign with Agentforce:** Using natural language prompts, ask Agentforce to build an end-to-end multi-message campaign. Refine further using natural language prompts and Content Creation. **Build segments with Segment Creation:** Use natural language prompts to build complex segments in Data 360 for use in Marketing Cloud Account Engagement and Marketing Cloud Next.	**Two-way conversations with email, SMS/WhatsApp:** In Flow Builder, send leads and contacts to Agentforce if they reply with a question. **Build Flow Splits based on Engagement Scoring:** Create a decision split in Flow based on a customer's Einstein Engagement Score or Einstein Engagement Frequency score.
Multi-Channel Outreach	**Build and send an SMS message:** Create an SMS message in the CMS. Use Content Creation to help with copywriting. Connect to a Flow and send.	**Build an End-to-End Campaign with Agentforce:** Using natural language prompts, ask Agentforce to build an end-to-end multi-message campaign with SMS or WhatsApp. Refine further using natural language prompts and Content Creation.	**Keyword based two-way messaging:** Build a decision split in Flow based on how a customer replies to an SMS, email, or WhatsApp message. **Conversational email, SMS, WhatsApp:** In Flow Builder, send leads and contacts to Agentforce if they reply with a question.

Additional Resources

Help and Training Documentation:

- Salesforce Foundations Set Up
- Integrate Data with Data Cloud and Set Up Marketing Cloud Next for Account Engagement
- Marketing Cloud Next Implementation Guide
- Marketing Cloud Next Setup Checklist
- Prepare for an Enhanced Campaign Experience with MC Next Features for Account Engagement

Demos:

- MCAE + MC Next Harbor Cruise Demo



Appendix — Planning Grid

As you are thinking about using Marketing Cloud Next with Account Engagement, you can use this grid to organize your thoughts and build out your strategy.

	What are you doing today?	What do you want to change?	What next gen features can you use to accomplish this?
Content			
Engagement Studio Programs/Automation			
Channels			
Personalization			
Data Use and Insights			


salesforce