

Migration Quickstart

Marketing Cloud Account Engagement



Marketing Cloud Next

A 6-week program that helps marketing teams move forward, away from fragmented Pardot execution and toward Marketing Cloud Next as a connected system, grounded in trusted data.

The work focuses on laying the right foundation: aligning customer data, journeys, and qualification logic so engagement can respond to real behavior, adapt over time, and support more intelligent decision-making as capabilities evolve.



How Does It Help You?

Shifts engagement from static automation to adaptive, multi-touch journeys

Brings Leads, Contacts, & Prospects together into a single, usable customer view

Enables engagement to respond to real-time signals, not delayed rules

Creates shared qualification and handoff logic that reduces friction with sales

Replaces brittle scoring with models that can adapt as data improves

Establishes a marketing system designed to scale without rework



Ready to Modernize Your Marketing?

Don't get left behind on legacy Pardot. Marketing Cloud Next + Data Cloud is the future of B2B marketing automation.



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