READINESS PACK · MARKETING CLOUD ENGAGEMENT

The 60-day plan **for Engagement teams**

One real use case in Marketing Cloud Next, while Engagement keeps sending.
By day 60 you know what you gain, what it takes and what it costs.

Success is not measured by how fast you leave Engagement. It is measured by how well you build the foundation for what comes next. That is why this plan starts small, on one use case, and ends in a decision rather than a commitment.

Keep Engagement running

Journeys keep sending, and can be triggered from Next flows. Nothing is switched off.

Prove the foundation

Data 360, identity, consent and credit use are tested on your own data before anything scales.

Pilot first

One familiar, measurable use case becomes the way of working for everything that follows.

THE PLAN

Five phases, one decision

01 Assess
PRE-KICKOFF

Map journeys, data extensions, AMPscript, CloudPages, Automation Studio SQL and integrations. Sort every asset: carries over, gets rebuilt, or has no direct equivalent. Pick the pilot use case and agree who owns consent, QA, launch and reporting.

You get: An inventory sized by effort, and a pilot brief with one KPI

02 Prepare
DAYS 1-20

Access, roles and Data 360 readiness, checked against what the pilot needs. Decide which data extensions to sync into Next and which to remodel as Data 360 objects. Estimate the pilot's credit use before it runs.

You get: A readiness report and a credit estimate

03 Align
DAYS 1-20

Subscriber keys resolved into unified profiles, tested on your real data. Consent mapped per subscription and channel under GDPR, before a single message is sent.

You get: An identity and consent model both platforms respect

04 Pilot
DAYS 21-40

One use case built end to end in Next: segment, flow, content and measurement. Built as a reusable framework, not a one-off campaign. Engagement keeps sending the whole time.

You get: A live, measured use case your team built with us

05 Decide
DAYS 41-60

Measure the results against the KPI, and the actual credit use against the estimate. Then choose your path: stay for now, run both side by side, start new units on Next, or move.

You get: A chosen path, and a roadmap your board can read

BEFORE YOU START

What to take into the first 60 days

The pilot works when the first use case is small enough to finish and real enough to matter.

Start with

- → A known audience and one simple KPI
- → A journey with few or no AMPscript lookups
- → Clear consent and suppression logic
- → Reusable content, or a small new set

Avoid at first

- → Rebuilding the whole Engagement setup
- → Journeys that lean on AMPscript lookups or server-side JavaScript
- → A preference centre redesign on CloudPages
- → Complex segmentation before the data is trusted

Decide early

- → What stays in Engagement for now
- → What needs Next capabilities
- → Who owns consent, QA, launch and reporting
- → How credit use is tracked, and by whom

BY DAY 60

You can answer the four questions that matter

- → What stays in Engagement, and for how long
- → What moves to Marketing Cloud Next first, and what it takes
- → Who owns consent, QA and reporting in the new setup
- → What a use case really consumes, so the budget conversation rests on measured numbers

AN HONEST OUTCOME

It can end in "not yet"

Salesforce offers its own MCE+ action plan. This one is independent. If the pilot shows that staying on Engagement is right for now, that is a valid result, and you will know exactly why. Either way, your team has built skills on the platform, and your board has a decision based on measured numbers rather than a vendor timeline.

KEEP IN MIND

- → Salesforce has set no end date for Engagement. New capabilities land in Marketing Cloud Next first, so waiting has a cost too.
- → Data extensions can be synced into Next, so existing integrations keep working while new use cases are built in parallel.
- → Next and Data 360 run on credits. Your data volumes and refresh frequency decide the bill, so estimate before you build: **open the Atcore credit calculator**.

DD

Rather talk it through?

No slides and no obligation. We look at your setup and tell you honestly where you stand, including if the answer is "wait".

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Book 30 minutes →

Based on Salesforce guidance available as of September 2026, and Atcore's own experience. Capabilities evolve; check current availability for your edition and region.