

Marketing Cloud Next

Readiness Checklist



Use this list to spot gaps and decide where to focus first.

- ☐ **Unified Customer Data**
Is there a governed, centralized customer data foundation?
- ☐ **Comprehensive Data Cloud Strategy**
Does your Data Cloud approach include a clear plan for how structured and unstructured data will be unified within the Salesforce ecosystem?
- ☐ **Flow Proficiency**
Is your team trained in Flow, or do you have an enablement plan in place for transitioning from Journey Builder?
- ☐ **AI Governance**
Have you established clear parameters for AI agent operations and human oversight?
- ☐ **Performance Metrics**
Are there defined KPIs to measure AI effectiveness?
- ☐ **Pilot Programs**
Have you identified low-risk scenarios to test Agentforce and Marketing Cloud Next capabilities?
- ☐ **Compliance and Governance**
Are data privacy and compliance considerations addressed in your AI-driven marketing strategies?

If you're checking fewer than half of these, it's not a blocker, but it is your signal that you need a plan.