

## **Marketing Cloud Engagement Data Retention** [1]

March 18, 2025 by [melanie.jones@cu.edu](mailto:melanie.jones@cu.edu) [2]

Salesforce has updated its data retention policy for Marketing Cloud Engagement. **Beginning on May 15, 2025, subscriber engagement data will be retained and accessible for 180 days.** [This policy](#) [3] applies to data you retrieve using the Email Studio Reports in Analytics Builder and Tracking in Email Studio. When this policy takes effect, subscriber engagement data over 180 days old will no longer be accessible via reports or by navigating to 'Tracking'.

**If your use case requires you to retain this data for more than 180 days, we recommend:**

1. **Exporting data and storing it outside of Marketing Cloud.**
2. **Using Intelligence Reports** [4], where data is available for 2 years.?
  1. ?Note, Intelligence Reports provides aggregate data (like number of opens/clicks, open and click rates), not subscriber-level data to see who opened/clicked.

Similar subscriber-level data in Salesforce, known as [Individual Email Results \(IERs\)](#) [5] is available for 90 days. This data is then archived (in *Snowflake*) and can be accessed by [submitting a help ticket](#) [6] (select Salesforce in the dropdown >> then Archived Individual Email Result (IER) and provide the Contact ID and/or Email ID).

### **Frequently Asked Questions**

- **What is the primary impact?**
  - ?When users navigate to *Email Studio* >> *Tracking* or *Analytics Builder* >> *Reports*, data will only be available for email sends occurring in the last 180 days.
- **Which specific reports does this change impact?**
  - Journey Builder Email Send Summary
  - Journey Builder Email Send Summary by Day
  - Unengaged Subscribers for a List
  - Single Email Performance by Device
  - Region Performance for Triggered
  - Sends Over Time Subscriber
  - Most Recent Activity Subscriber Engagement
  - The list of impacted reports is subject to change.
- **Does this change apply to Intelligence Reports for Engagement?**
  - No. Data in Intelligence reports for Engagement is retained for 2 years. For more information, see [Overview of Data in Intelligence Reports](#) [7].

- **Does this change apply to data retention policies for data extensions?**
  - No. Marketing Cloud admins manage data retention policies for data extensions.
- **Does this change apply to Data Views?**
  - Currently, most data views only contain data from the previous 6 months (this was already a standard limit and was not changed as a result of this new data retention policy).

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- [How do I view a contact?](#) [8]
- [What is the difference between a Standard Contact and an Individual Contact?](#) [9]
- [How do I modify information on a contact \(such as the email address\)?](#) [10]
- [Why are there duplicate contact records?](#) [11]
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- [How can I match new contacts against existing contacts to avoid creating duplicates?](#) [14]
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[4] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-intelligence-reports-overview>

[5]

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[8] [https://www.youtube.com/watch?v=06N1nEM\\_KOk&feature=youtu.be](https://www.youtube.com/watch?v=06N1nEM_KOk&feature=youtu.be)

[9] <https://www.cu.edu/blog/ecomm-wiki/standard-contacts-vs-individual-contacts>

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