

ENTERPRISE MIGRATION PLAYBOOK · 2026

Salesforce Marketing Cloud Stack Migration

Replace Advertising Studio, Datorama, and Marketing Cloud Engagement.

A technical and commercial guide to the August 15, 2026 Advertising Studio retirement — what breaks, what stays locked, and where each capability lands on an open stack.

CURRENT STATE

Salesforce Marketing Cloud stack

- Advertising Studio Retires Aug 15
- ↓
- Datorama (Marketing Cloud Intelligence) Taxonomy locked
- ↓
- Marketing Cloud Engagement Audiences trapped
- ↓
- Health Cloud HIPAA preserved

4 SKUs · 4 contracts. Audience sync breaks on one date; the taxonomy and subscriber layers remain paid storage inside Salesforce's boundary.

TARGET STATE

Open stack on Improvado

- 1000+ connectors Replace TotalConnect
- ↓
- Open warehouse BigQuery / Snowflake / Redshift
- ↓
- Direct API sync Meta / Google / LinkedIn
- ↓
- BAA coverage HIPAA end-to-end

1 contract · 1 warehouse. Taxonomy export to vendor-neutral schema; audience sync continues without Advertising Studio; HIPAA boundary preserved via Improvado BAA.

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What breaks on August 15, 2026.

One product retires on that date. Three others stay running — but their value becomes stranded storage inside Salesforce's boundary. Here's what that means in concrete terms.

01

Advertising Studio retires on August 15, 2026

Every paid-media audience sync to **Meta, Google, and LinkedIn** breaks on the same date. Retargeting suppression lists, lookalike modeling, and scheduled audience refreshes all stop on the Salesforce side with no vendor-provided bridge.

02

Datorama and Marketing Cloud Engagement keep working — but their value is stranded

Taxonomy harmonization rules, the metric library, and subscriber data **remain inside Salesforce's boundary**. Without Advertising Studio as the activation pipe, these become paid storage: you pay for data you can no longer move into paid media workflows.

03

4 SKUs, 4 contracts, 4 renewal dates

Tiered storage on Marketing Cloud Engagement, Datorama Cloud storage, TotalConnect feed licensing, and Health Cloud HIPAA tier **compound independently**. Each negotiated in isolation; each renewed on its own cycle. Advertising Studio's retirement surfaces the other three.



THE DECISION, IN ONE SENTENCE

You are not facing a product-retirement problem — you are facing a stack-replacement decision. Different buyer, different budget, different timeline. The August 15 date forces the question; the three products Salesforce did not call a "sunset" are the real cost.

The four products in scope for migration.

What breaks, what stays locked, and where each capability lands on an open stack.

PRODUCT	WHAT IT DOES TODAY	AFTER AUG 15	REPLACEMENT PATH ON IMPROVADO
Advertising Studio	Paid-media audience sync, retargeting suppression, lookalike modeling.	✘ Retires	Direct API sync to Meta / Google / LinkedIn via agentic data pipelines .
Datorama (Marketing Cloud Intelligence)	Taxonomy harmonization, TotalConnect feeds, cross-platform dashboards.	⚠ Locked in	Open warehouse (BigQuery / Snowflake / Redshift) + 1000+ connectors replace TotalConnect.
Marketing Cloud Engagement	Email / SMS audience definitions, subscriber journeys, engagement flows.	⚠ Data trapped	Extract subscriber + engagement data to warehouse; sync to any ESP.
Health Cloud	HIPAA boundary for healthcare marketing, Business Associate Agreement (BAA) covering Protected Health Information (PHI), consent layer.	✔ Preserved	Improvado runs under BAA — HIPAA maintained end-to-end.

YOUR MIGRATION COMPLEXITY



If you're reading this, you're likely at *Stack-replace* or higher — 3–4 SKUs, harmonization rules, audience sync. A 1:1 Advertising Studio swap won't cover it.



HEALTHCARE · HIPAA BOUNDARY

How the Business Associate Agreement survives the migration

- 01 BAA end-to-end.** Improvado operates under a signed BAA — extraction, warehouse, and downstream sync inherit HIPAA coverage.
- 02 PHI masking preserved.** Health Cloud PHI fields flagged at T-120 export stay masked across the new warehouse and any activation.
- 03 Consent gating intact.** Existing consent flags continue to control activation — same access rules, different pipe.

A phased migration plan, working back from August 15, 2026.

Recommended minimum runway: one fiscal quarter plus a 30-day parallel-run buffer (four phases × roughly 30 days each). Each phase runs parallel to live operations — nothing stops while you migrate. T-dates below are days before the Advertising Studio cutover date.

T-120 → T-90

Inventory & taxonomy export

Document every Advertising Studio audience, every Datorama harmonization rule, every Marketing Cloud Engagement journey. Export taxonomy to a vendor-neutral schema. Flag Protected Health Information (PHI) fields for Business Associate Agreement (BAA) coverage.

Owner: Martech Director

T-90 → T-60

Land data in an open warehouse

Stand up BigQuery / Snowflake / Redshift. 1000+ Improvado connectors replace TotalConnect feeds. Backfill 24 months of historical data.

Owner: CDP Owner

T-60 → T-30

Rebuild audience sync

Direct API sync to Meta, Google, LinkedIn replaces Advertising Studio. Match-rate parity verified against a 30-day Salesforce Marketing Cloud baseline. Suppression lists and lookalikes rebuilt.

Owner: VP Marketing Ops

T-30 → T-0

Parallel run & cutover

Both systems run concurrently for 30 days. KPI parity check on CPA, ROAS, conversion volume. Single switch on Aug 15. Rollback plan stays active 14 more days.

Owner: VP Marketing Ops + CDP Owner

TOP RISKS · MITIGATIONS

RISK 01

Audience match-rate drop after cutover

Rebuilt audiences against Meta / Google / LinkedIn may under-match original Advertising Studio lists.

Mitigation:

30-day parallel run with match-rate parity gate before cutover.

RISK 02

Taxonomy drift during export

Datorama harmonization rules translated to SQL can lose edge cases.

Mitigation:

export taxonomy to vendor-neutral schema at T-120; diff row-level metrics against Datorama weekly.

RISK 03

PHI exposure on the replacement pipe

Flagged Health Cloud fields can leak into activation without BAA coverage.

Mitigation:

BAA-first provisioning — warehouse and sync layer signed before any PHI flows.

04 · CAPABILITY COMPARISON

Salesforce Marketing Cloud stack vs Improvado.

Feature-by-feature comparison across the capabilities in scope for migration.

DIMENSION	SALESFORCE MARKETING CLOUD STACK	IMPROVADO	WINNER
Connectors	~150 TotalConnect feeds	1000+ managed connectors	✓Improvado
Taxonomy export	Vendor-locked, proprietary	Open schema — your warehouse	✓Improvado
Audience sync	Advertising Studio (retires Aug 15)	Direct API multi-platform	✓Improvado
Warehouse model	Closed — data stays inside Salesforce Marketing Cloud	Open — BigQuery / Snowflake / Redshift	✓Improvado
HIPAA / BAA	Health Cloud boundary	BAA — HIPAA end-to-end	Tie
Harmonization	Datorama formulas (locked)	AI-powered + rule-based, exportable	✓Improvado
AI / agentic layer	Einstein add-ons per SKU	Agentic data pipelines native	✓Improvado
Governance	Per-product rules	250+ pre-built rules, unified	✓Improvado
Migration support	Partner-dependent	In-house migration team	✓Improvado
Pricing model	4 SKU stack, 4 renewals	Single contract, predictable	✓Improvado



Bottom line: Salesforce Marketing Cloud preserves the HIPAA boundary on Health Cloud — that is the single tie. On the ten other dimensions, moving to an open warehouse with agentic data pipelines reverses every lock-in that the four-product stack created.

An enterprise stack replacement, in 2 quarters.

Booyah Advertising completed a parallel multi-vendor ETL replacement on Improvado — the same 2-quarter timeline that applies to the Salesforce Marketing Cloud stack migration described in this playbook.

QL

Booyah Advertising Performance Marketing Agency

"We looked into quite a few solutions — Funnel, TapClicks, Supermetrics. After the first few calls with Improvado, we knew we'd made our decision. Their team demonstrated a deep understanding of our challenges and a clear path to resolving them."

Quinny Li · Director of Analytics, Booyah Advertising

2 quarters to complete migration **500–600 reports** rebuilt on Improvado **3 ETL vendors** evaluated, 1 chosen

TC

"Improvado gives us the freedom to use our data how we want. It puts the control back in our hands. We get to choose the options instead of being limited to pre-set ones."

Tyler Corcoran · Booyah Advertising

MIGRATION BENCHMARKS · WHAT THE PLAYBOOK DELIVERS

4

phases with 30-day parallel run — working back from Aug 15 cutover

1000+

managed connectors — replaces TotalConnect feeds

BAA

HIPAA preserved end-to-end for healthcare data

Book a Demo

See how Improvado replaces Advertising Studio, Datorama, Marketing Cloud Engagement, and the TotalConnect layer on a single open warehouse — before August 15, 2026.

[Book a Demo →](#)