



# SFMC Account Architecture

Business Units, Marketing Cloud Connect & Deliverability



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# Let's talk

1. SFMC Business Units
2. Business Unit Setup Patterns
3. Single-Org vs Multi-Org
4. Marketing Cloud Connect Patterns
5. SAP, Private Domains & IPs
6. Deliverability & IP Warmup
7. Q&A

# SFMC Business Units



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# SFMC Business Units

## Dictionary

- Tenant / Enterprise
- Business Unit (BU)
- Parent / Child
- EID / MID

## Considerations

- Cost
- Limited separation
- Limited integration

## Purpose

- Separating subscribers\*
- Separating data\*
- Separating content
- Separating automations & journeys
- Separating branding
- Separating configuration\*
- Separating user permissions
- Separating apps & integrations
- Securing platform





# SFMC Business Units Setup Patterns



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# SFMC Business Unit Patterns



# Single-Org vs Multi-Org



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# Single-Org vs Multi-Org

## Marketing Cloud Connect 101

- Connects Salesforce CRM with Marketing Cloud natively
- Integrates **outside of API limits** and provides out-of-the-box features
- 1 SF CRM to 1 SFMC Org (Single-Org) by default
- Changing to Multi-Org is free, but **not reversible**

## Single-Org

- Integrates all SFMC Business Units with single SF CRM

## Multi-Org

- Integrates each SFMC Business Unit with a separate SF CRM
- You can integrate **up to 5\* Business Units to a single SF CRM**
- You don't have to integrate all BUs

# Single-Org vs Multi-Org Considerations

## Single-Org

- You cannot connect more than one SF Org (even Sandbox) with MCC
- You don't have control over Synchronized Data Extensions visibility on parent Business Unit
- All Business Units are integrated

## Multi-Org

- You cannot revert back to Single-Org
- You shouldn't connect 1 SF Org to more than 5 Business Units
- Shared SDE configuration per SF Org
- You cannot connect 2 SF Orgs to the same Business Unit
- You cannot create multiple MCC integrations in a 1 SF Org
- You have limited control over Synchronized Data Extension visibility
- Risk of having duplicate Contacts



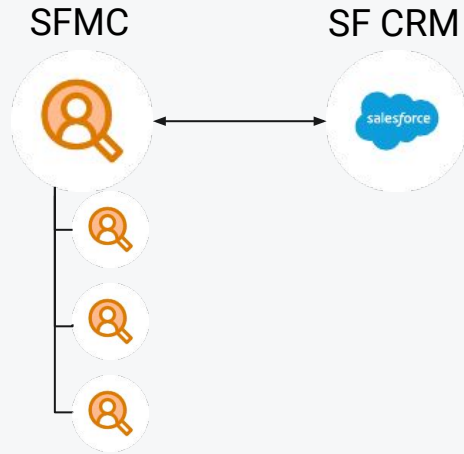
# Marketing Cloud Connect Patterns



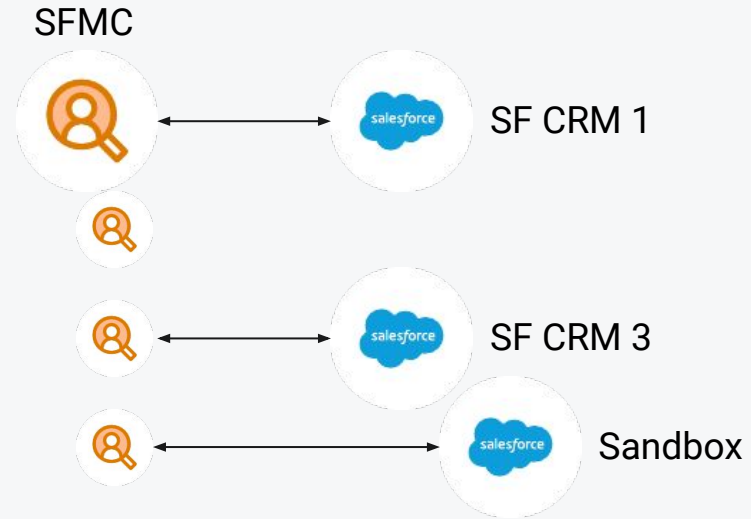
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# SFMC Business Unit Patterns 1

## Single-Org

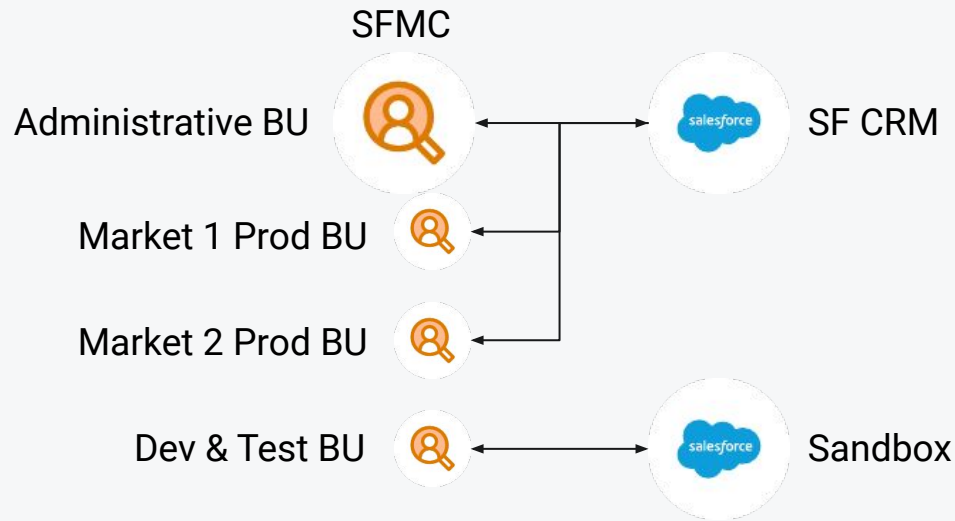


## Multi-Org



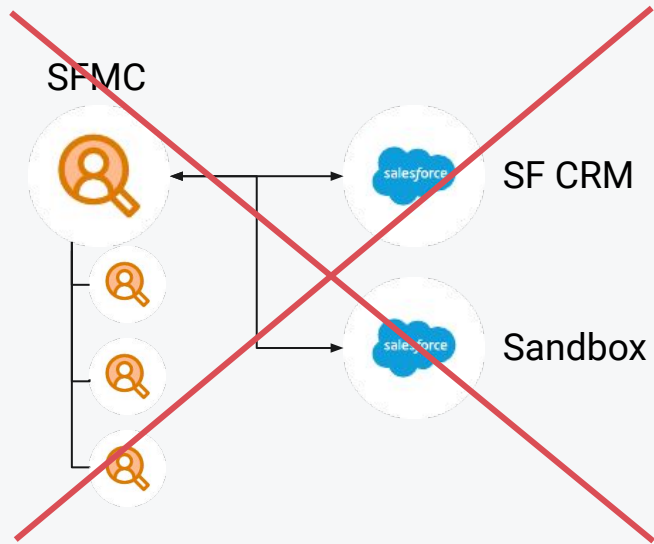
# SFMC Business Unit Patterns 2

Multi-Org with multiple BUs per Org

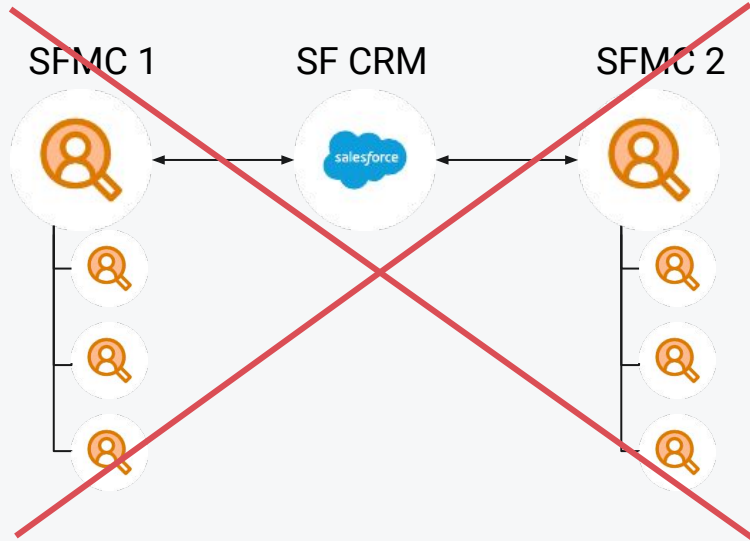


# SFMC Business Unit Patterns 3

Connecting many SF Orgs to 1 BU

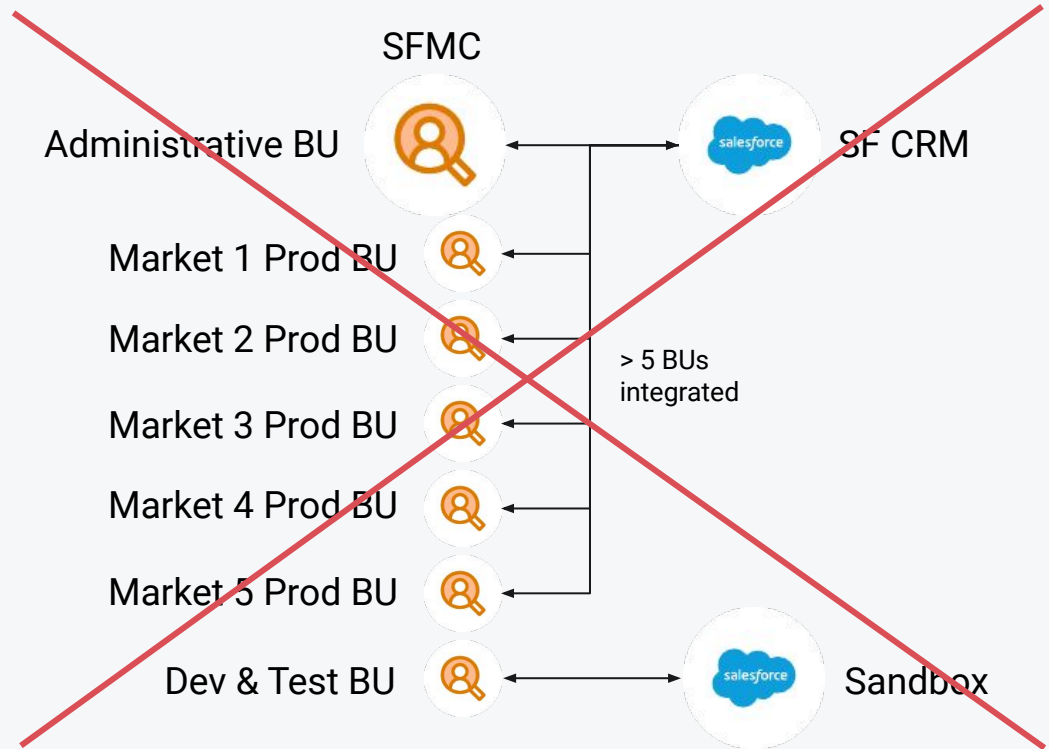


Connecting 1 SF Org to many SFMCs



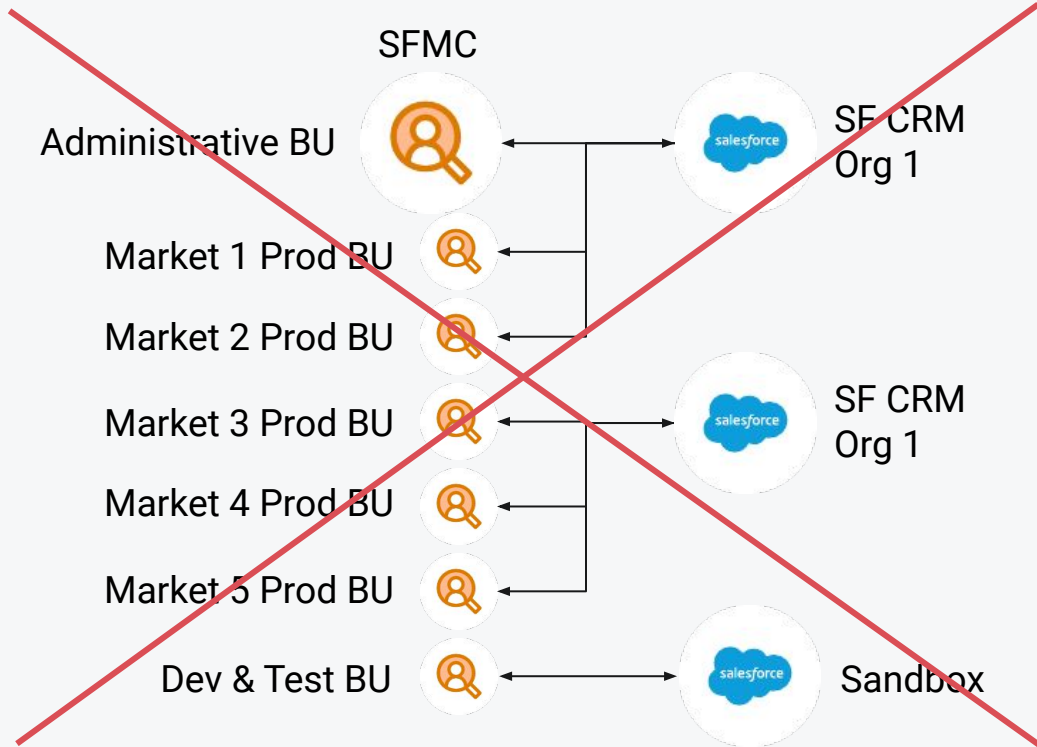
# SFMC Business Unit Patterns 4

Multi-Org with more than  
5 BUs per Org



# SFMC Business Unit Patterns 5

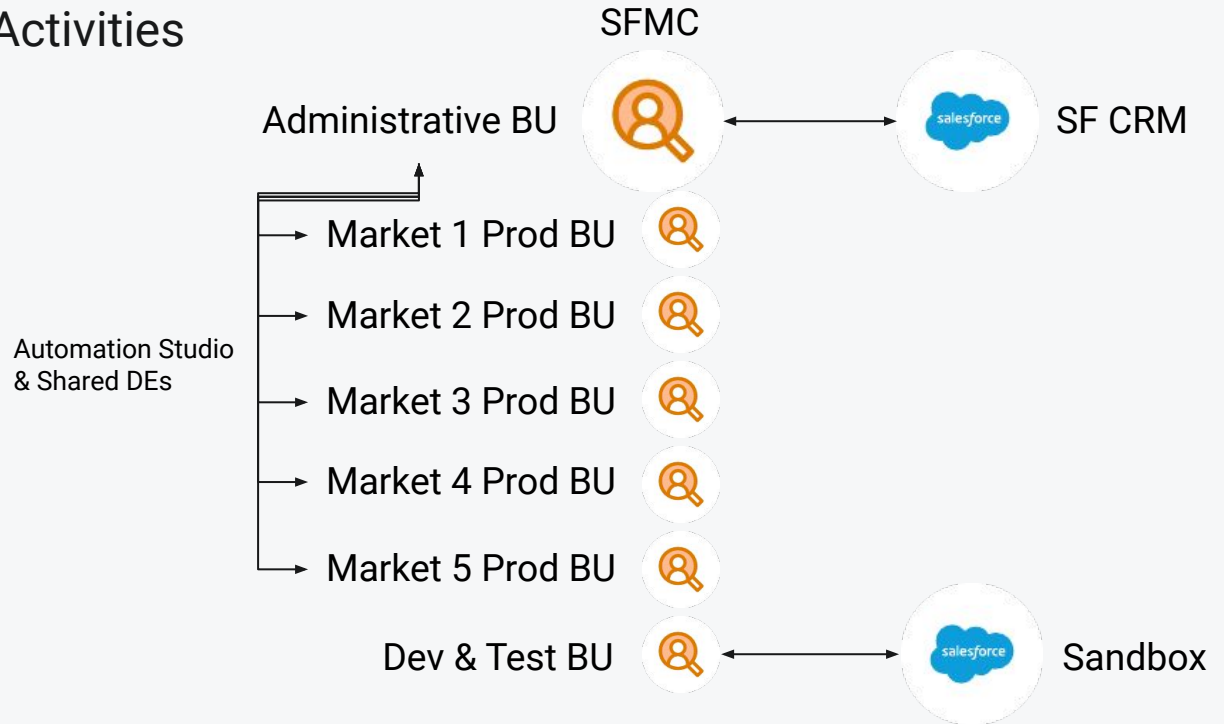
Multi-Org with multiple integrations per SF Org





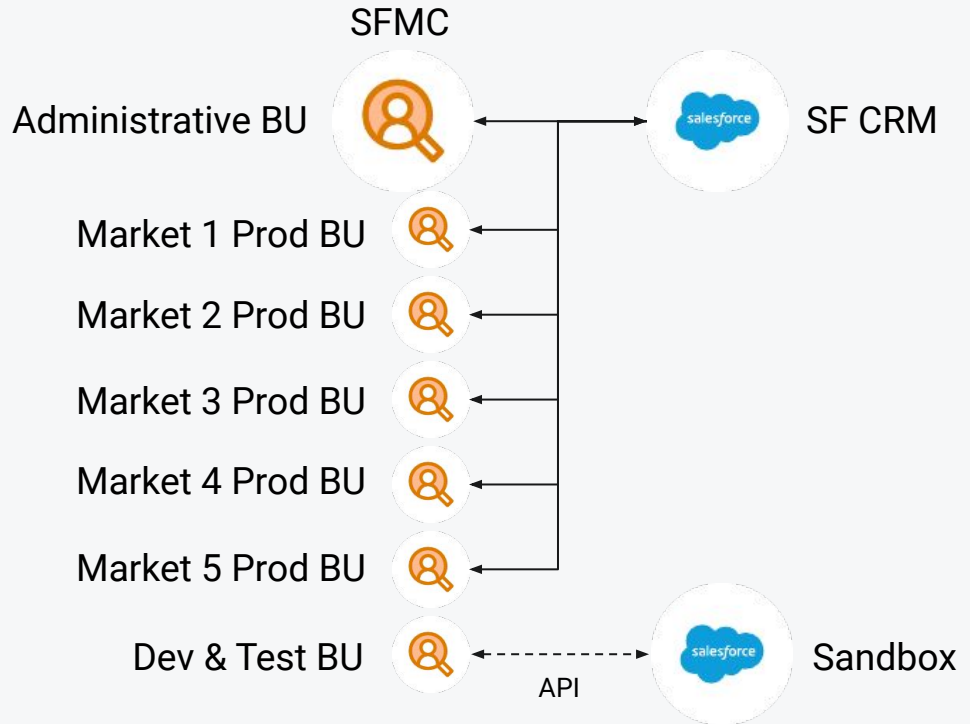
# SFMC Business Unit Patterns 6

Multi-Org with Query Activities  
and Code Resources



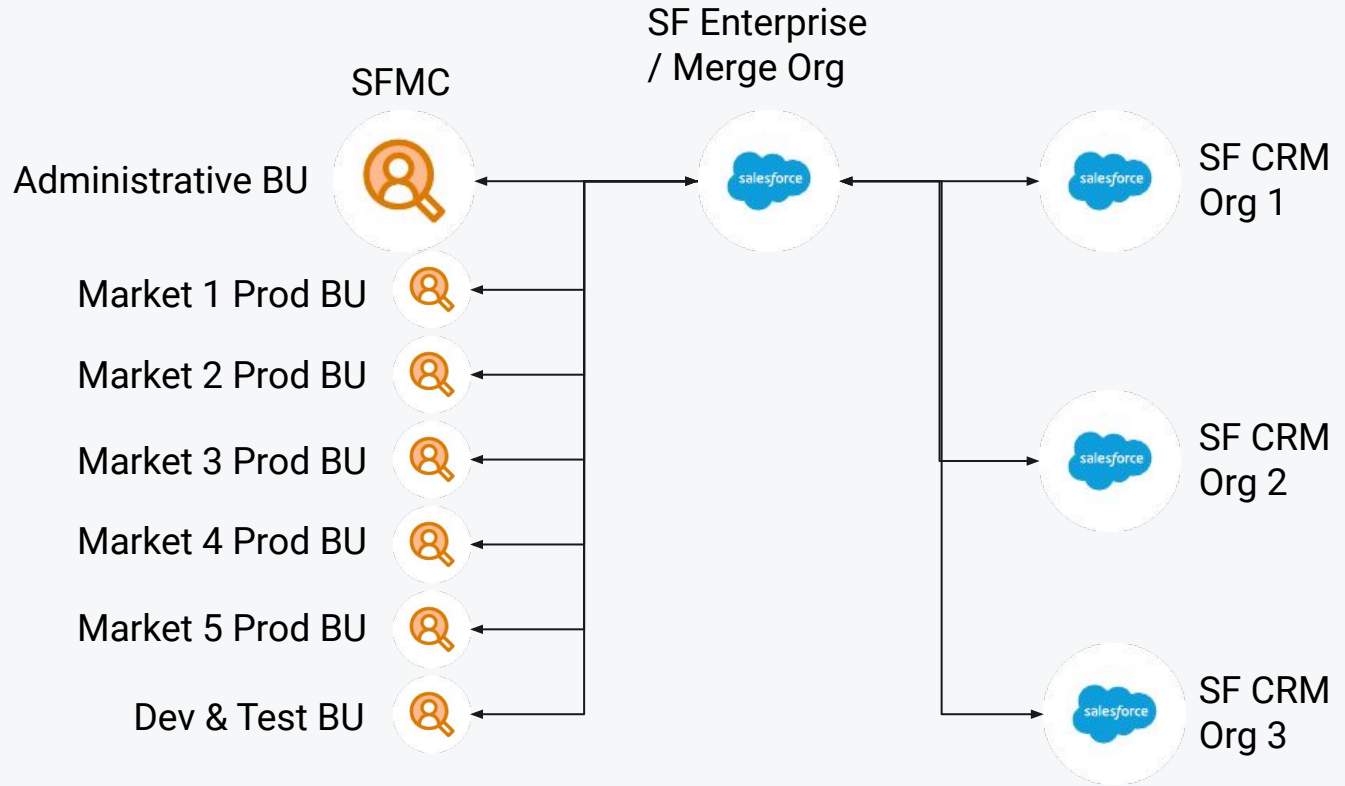
# SFMC Business Unit Patterns 7

## Single-Org with API



# SFMC Business Unit Patterns 8

Single-Org with  
SF Merge Org



# SAP, Private Domains, IPs



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# SFMC Deliverability features

## Dictionary

- **SAP** = Sender Authentication Package, fully-fledged account branding tool (Private Domain, Dedicated IP, RMM and link/image wrapping\*)
- **Private Domain** = additional domain for Email or Cloud Page
- **Dedicated IP** = additional sender IP
- **SSL** = security protocol

## Considerations

- You can have 1 SAP per BU or 1 SAP for SFMC or 1 SAP shared across multiple SFMCs (in a stack) **but** not multiple SAPs in 1 BU.
- You can extend SAP with additional Private Domains and IPs
- Small volume senders may use Shared IP
- Link/image wrapping possible only with SAP
- Multiple IP architectures possible



# SFMC Deliverability



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# SFMC Deliverability

## Deliverability 101

- Guilty until proven innocent
- IP Reputation is key\*
- Best Practices are must
- Email Providers are not equal
- Regions are not equal
- Markets are not equal
- China is special
- There are SFMC & 3rd party tools that can help

## IP Warming

- It can take around a month
- Read and plan before you hit send
- Past engagement data is huge help
- Clean database is a must
- Good starting content is huge help
- IP Architecture plays big role
- Consistency is key
- Always monitor and react
- IP Warming is not a once-and-done
- Start small & take your time

# SFMC IP Warming

## Simple

Day	Daily Max Volume
1-7	50,000
8-14	100,000
15-21	200,000
22-28	400,000
29-35	800,000
36+	1,600,000

## Optimal

- Split audience by domain (Email Provider)
- Split audience by past engagement
- Prepare engaging content for at least two weeks ahead
- Prepare slower ramp up for each EIP starting with most engaged contacts
- Pre-register with help of SFMC Deliverability Services
- Start only when you plan to keep engagement
- Monitor results for each Email Provider on daily basis and adapt next day sends accordingly



# Q&A

Let's Connect



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