

Profiles vs. Engagements in Salesforce Data Cloud

Concept	Profiles (Individuals)	Engagements (Events)
Definition	Represent <i>who</i> the customer is — their identity, attributes, and unified information.	Represent <i>what</i> the customer did — their activities, behaviors, or interactions across channels.
Entity Type	Persistent entity (Person-based)	Time-series entity (Event-based)
Primary Key	Individual ID (or any identity key)	Event ID (unique per event)
Data Nature	Slowly changing — demographic or static info	Frequently changing — dynamic, timestamped interactions
Examples of Data	Name, Email, Phone, Loyalty Tier, Country	Product Viewed, Email Clicked, Purchase Made, App Login
Storage Object (DLO)	Individual / Profile Object	Engagement / Event Object
Relationship	1 profile can have <i>many</i> engagements	Each engagement <i>belongs to one</i> profile
Usage	Identity resolution, segmentation, personalization	Behavioral analytics, journey orchestration, triggers
Data Source Examples	CRM (Salesforce Sales Cloud, Service Cloud)	Marketing Cloud, Web Analytics, POS, Mobile SDKs
Processing Cadence	Daily / Incremental updates	Near real-time streaming ingestion
Time Dimension	No inherent timestamp per record	Each record has a timestamp (EventTime, OccurredAt)

Data Example

Let's imagine we're a retail brand **StyleHaven** collecting both profile and engagement data.

Profile (Individual) Data

IndividualID	FirstName	LastName	Email	Country	LoyaltyTier
U1001	Aisha	Verma	aisha.verma@email.com	India	Gold
U1002	Rohan	Singh	rohan.singh@email.com	India	Silver
U1003	Priya	Sharma	priya.sharma@email.com	USA	Platinum

Meaning:

Each row = one person (a unified profile).

These are **stable identity records**, enriched from CRM, loyalty, and marketing systems.

Engagement (Event) Data

EventID	EventName	Timestamp	Channel	Product	UserID
EVT001	ProductView	2025-11-03T10:15:00Z	Web	Running Shoes	U1001
EVT002	AddToCart	2025-11-03T10:17:25Z	Mobile	Running Shoes	U1001
EVT003	Purchase	2025-11-03T10:21:30Z	Web	Running Shoes	U1001
EVT004	ProductView	2025-11-03T12:05:10Z	Web	Jacket	U1002
EVT005	ClickAd	2025-11-03T12:15:00Z	Social	Jacket	U1002

Meaning:

Each row = one *action* taken by a user (engagement event).

Each engagement is **linked back to the profile** via UserID.

How Salesforce Data Cloud Connects Them

When you ingest both datasets:

- The **Profile DLO** (Individual) defines *who the person is*.
- The **Engagement DLO** (Event) defines *what that person did*.
- The **UserID** (or IndividualID) acts as a **foreign key relationship**.

Salesforce Data Cloud automatically **builds a unified view** of each customer — combining their demographic data **and** behavioral history.

Summary

Aspect	Profiles	Engagements
Represent	WHO the customer is	WHAT the customer does
Example	Aisha Verma (Gold Member)	Viewed Running Shoes, Purchased
Key Field	IndividualID	EventID
Relationship	1-to-many with engagements	Belongs to a profile
Used For	Identity, attributes, segmentation	Behavioral analytics, journeys
Updated	Occasionally (static info)	Continuously (real-time events)