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# Understanding Consumption Billing: Breaking Down an Enriched Related Lists Use Case

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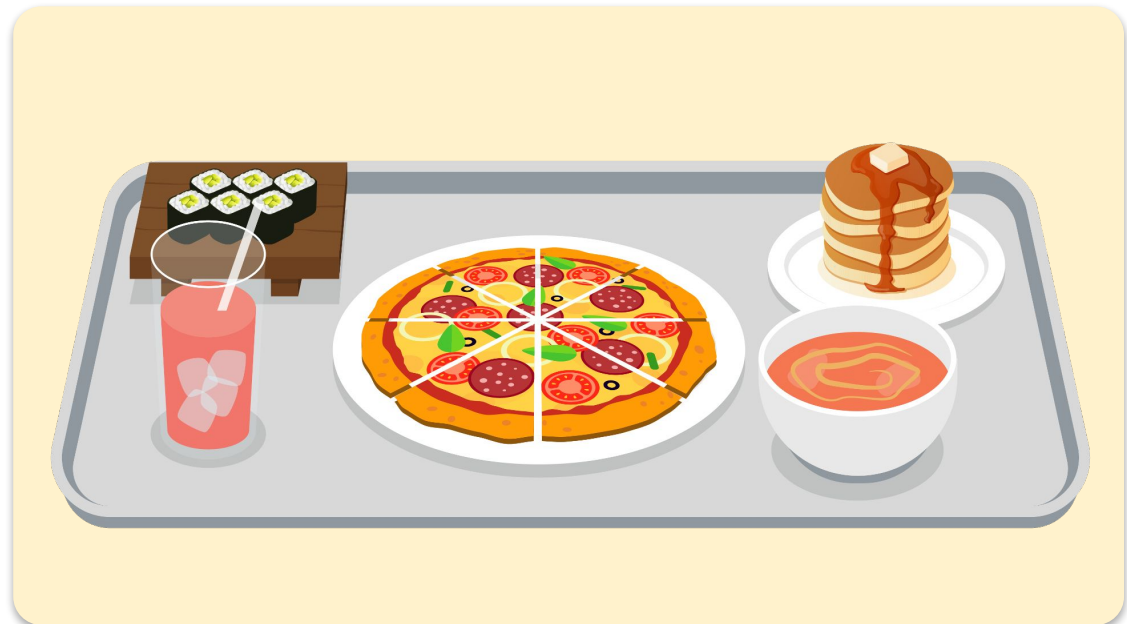


# What is Salesforce Consumption-Based Pricing?

Have you ever picked out lunch at a cafeteria that serves food à la carte? Consumption pricing works on a similar model: you only pay for what you want to eat, and not that side dish you didn't want.

In this pricing model, you pay for the services and resources you use, rather than based on many people are accessing them.

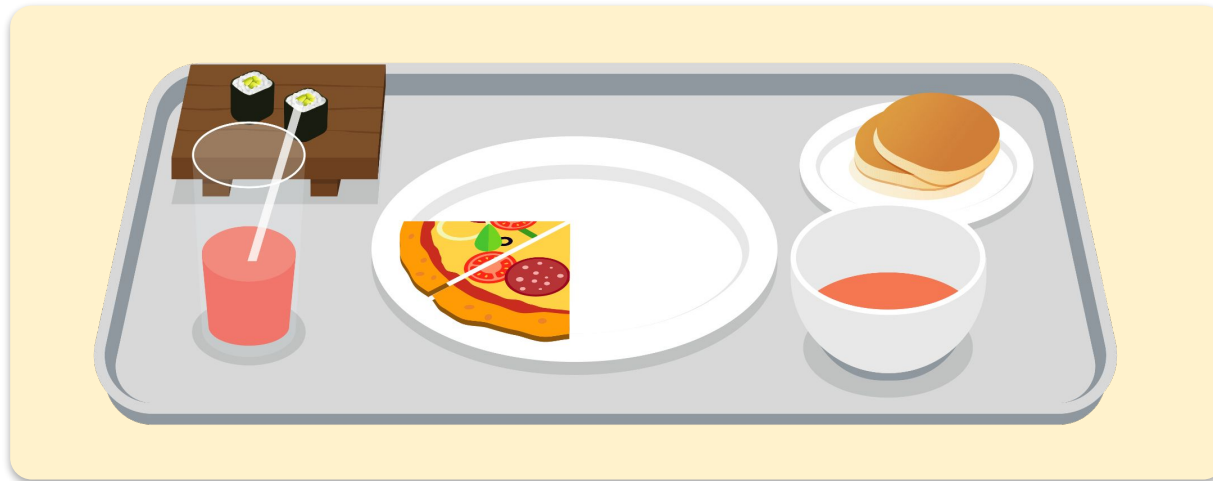
Consumption costs are determined by the types and mix of products and features you enable, how you configure them, and how frequently and heavily they're used. Usage is summed across an entire type.



# The Prepaid Consumption Credit Model

When you buy that à la carte lunch from the cafeteria, you have to pay before you can eat your food.

Salesforce consumption credits are similar: you purchase your credits in advance, then you use them as needed.



Unlike a prepaid meal at the cafeteria, your services don't get cut when you run out of prepaid credits. If you use more services than you purchased, you're charged for the extra usage at a higher overage rate.

# Consumption Credits & Digital Wallet

**Digital Wallet** is a service in Salesforce that provides you with near-real time information about credit consumption for certain types of data services and data storage.

**Consumption cards** in Digital Wallet group your usage into separate sets of prepaid cards. Each consumption card is a distinct set of credits.

**Usage types** within each consumption card are categories of usage generated by specific activities, such as ingesting data into Data Cloud, interacting with an AI Agent, or using up data storage space.

## Digital Wallet

### Data Service Usage Card

#### Credits

Used: 50,000 / Remaining: 950,000

#### Usage Types

- Internal Data Pipeline
- Batch Data Pipeline
- Streaming Data Pipeline
- Batch Profile Unification
- Data Queries
- ...

### Data Cloud Real-Time Profile Card

#### Credits

Used: 25,000 / Remaining: 75,000

#### Usage Types

- Real-Time Profiles & Entities



# Calculate Credits Consumed

If you know how much data you need to process, you can use this formula to estimate how many credits you'll consume.

## Calculation Formula

$$\text{credits consumed} = \left( \frac{\text{data processed}}{\text{unit}} \right) \times \text{multiplier}$$

## Example

Let's assume you want to check how many credits are consumed by ingesting all 15,000,000 Contact records into Data Cloud.

Usage for the Internal Data Pipeline is based on the number of rows of data (in this case, records) ingested into Data Cloud via a standard Salesforce Org connection. You check the Data Cloud Rate Card and see that one unit of Internal Data Pipeline usage is 1,000,000 rows. Each unit consumes 500 credits.

$$\text{credits consumed} = \left( \frac{15,000,000}{1,000,000} \right) \times 500$$

By this calculation, you can determine that ingesting exactly 15 million records consumes 7,500 credits. Usage is charged fractionally, so actual consumption will vary depending on the actual record count. The cost of each credit is determined by your contract.

# Find Rates, Multipliers, and Usage Types

## 1 Review Your Org's Usage

Near-real time data about your org's usage is available in Digital Wallet for all Digital Wallet-enabled usage types. If you're a system administrator or have the View Consumption permission, access Digital Wallet by launching the Consumption Cards app in Salesforce.

(If you're using an older feature that isn't enabled in Digital Wallet, look for your monthly statement in email.)

## 2 Find Rates & Multipliers

When you purchase consumption credits, we send you a copy of the rate card you need to calculate costs.

You can also find rate cards for all user types on the Salesforce.com website. We also keep a list in Salesforce Help.

➤ [Digital Wallet Enabled Features, Products, and Rate Cards](#)

## 3 Understand Billable Usage Types

Each usage type is triggered by specific actions and activities.

Review technical explanations to find out what falls into each usage type and how usage is summed for billing. To make them easier to browse, we keep a list in the Salesforce Help.

➤ [Digital Wallet Enabled Features, Products, and Rate Cards](#)

## 4 Check Usage for a Feature

Curious just what usage types are decremented by a feature you're thinking about enabling or already using? You can find a list of all direct billed usage types in the feature's Billing Considerations document in Salesforce Help.

(If you're looking for usage for an AI Agent, look in the agent's Agent Considerations.)

# Use Case Overview: Related List Enrichment

# Use Case: Related List Enrichment

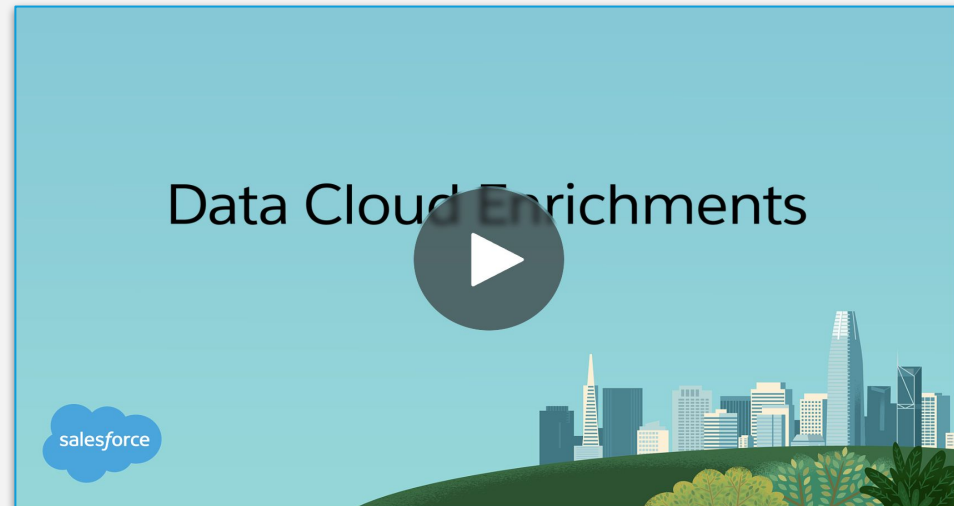
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Data Cloud related list enrichments let you add a field displaying Data Cloud data into a Salesforce account, contact, or lead record page.

In this case, we'll use Data Cloud data to add an enriched related list on the Contact record page that uses unified data to pull a list of orders from across multiple data sources.

To do this, we first generate unified customer profiles using data from three different sources. This lets us identify the same customer in each source so that we can find all orders they're involved in. We use this information to generate the enriched related list when a contact page loads.

[Learn More About Data Cloud Enrichments](#)  
(video, 1:55)

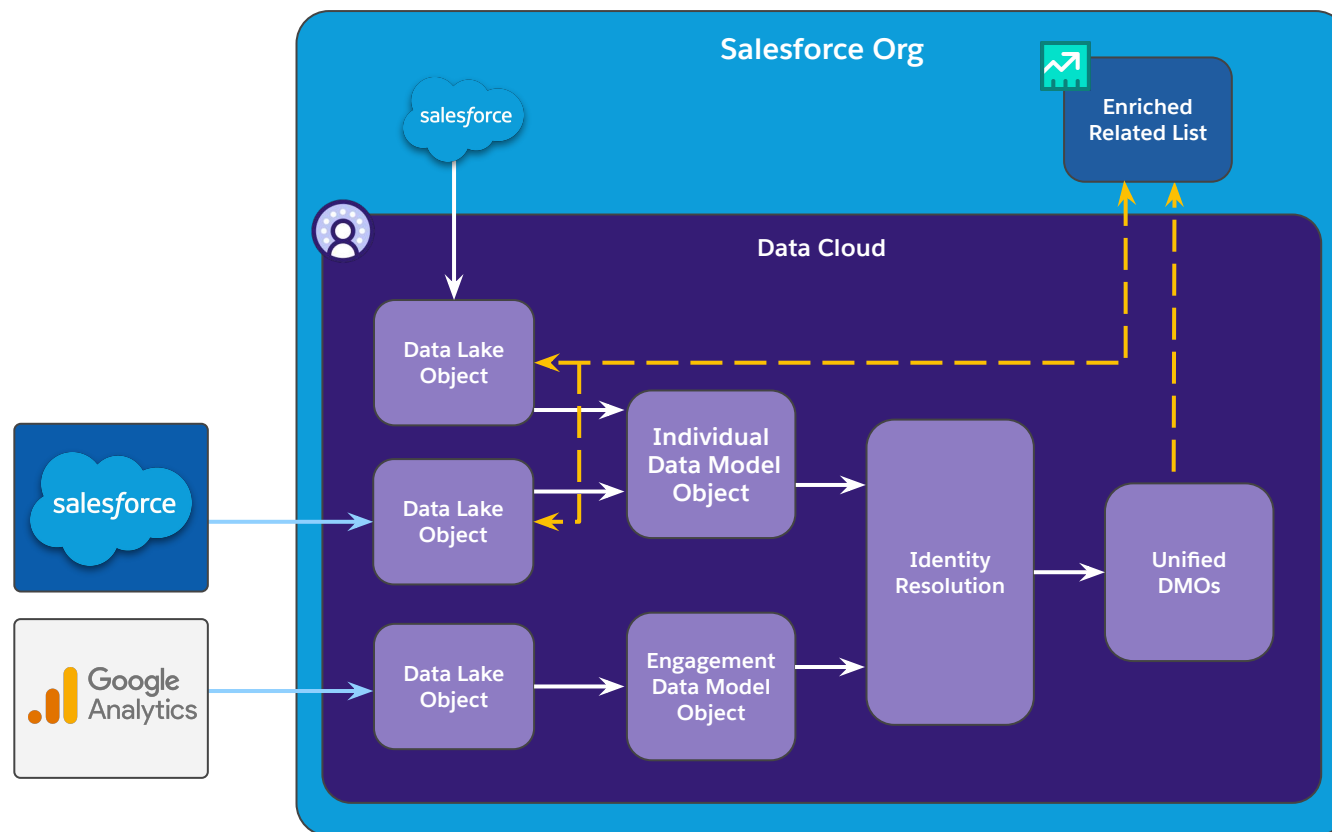


# Related List Enrichment Technical Overview

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In this use case, our org stores customer data in Salesforce, ingests data from a second Salesforce org, and collects user engagement data from our website using Google Analytics 4. We set up connections to all three data sources, and unify our customer profiles from all sources with an identity resolution ruleset based in the Individual data model object. We then configure a related list enrichment to surface a list of orders on the Contact record home page.

## Use Case Architecture





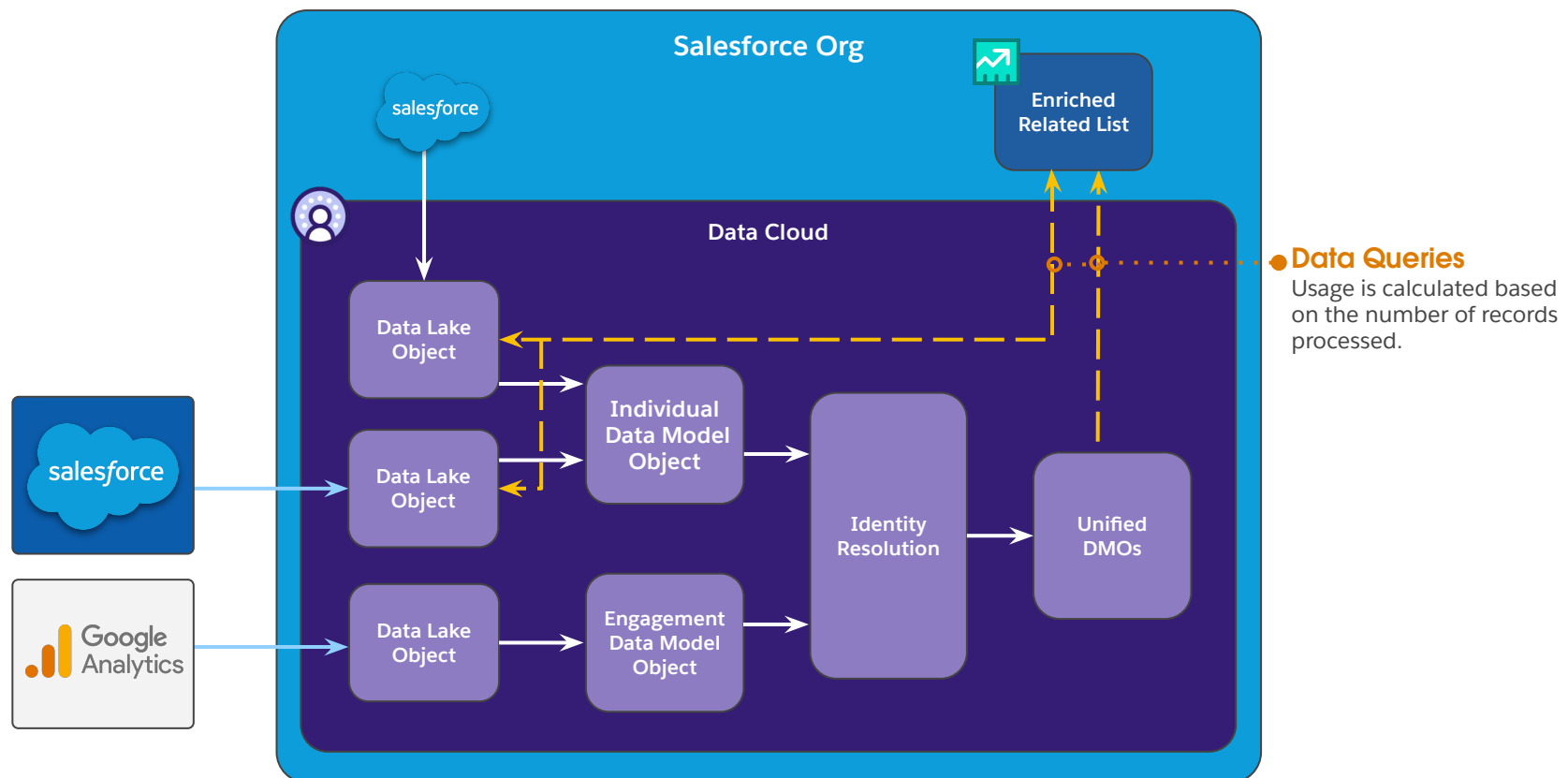
# Enriched Related List Use Case: Direct Billing Points

# Direct Billing Points

Related list enrichments are directly billed in only one category: Data Queries.

Each time a user loads a Contact record, Salesforce queries Data Cloud for the user's UUID. Order information isn't stored in unified profiles, so Salesforce then queries source data lake objects (DLOs) for data about orders related to the unified individual. Order details are displayed in the enriched related list.

## Direct Billing Points



# Direct Billed Usage Types

A direct billed usage type is any usage type that's decremented as a direct result of enabling, configuring, or using a consumption billed feature.

In the case of related list enrichments, only one usage type is decremented in this way: the Data Queries usage type on the Data Services consumption card. This usage type is used when Data Cloud is queried for data. The usage billed is based not on how many times queries are issued, but on the number of records that are processed to respond to the query.

## Data Queries Usage Types

In the Related List Enrichment use case, Salesforce queries Data Cloud every time a Salesforce user loads a page with an enriched related list.

These queries are the only direct impact the related list enrichment has on the org's bill.

## Data Queries

Usage is calculated based on the number of records processed.

The count of records processed depends on the structure of a query and factors such as the total number of records in the objects being queried. Rows scanned to return the query are counted as records processed.



If you set up an enrichment that uses data stored in a federated data source and also disable acceleration for Query Acceleration, the federated source is queried every time Salesforce builds the enriched related list, causing credit consumption in the Data Federation usage type.

# Direct Billing Points Doc

Salesforce writes documentation called “Billing Considerations” to explain which usage type categories are impacted by a feature. Each Billing Considerations doc lists all the billable usage type categories that could be decremented when the feature is turned on or used.

Typically, Billing Considerations only list direct billing points.

## Billing Considerations Help Documentation

### Billing Considerations for Data Cloud Enrichments

Use of the copy fields or related list enrichments impacts the consumption of credits used for billing in these usage types.

TIP: This feature has access to Digital Wallet, a free account management tool that offers near-real time consumption data for enabled products across your active contracts. Access Digital Wallet and start tracking your org's usage. To learn more, see [About Digital Wallet](#).

CONSUMPTION CARD	USAGE TYPE NAME	DESCRIPTION	NOTES
Data Services	Data Queries	Usage is calculated based on the number of records processed.  The count of records processed depends on the structure of a query as well as other related factors such as the total number of records in the objects being queried.	Data is queried when Salesforce loads a record that has a related list enrichment or a copy field enrichment.

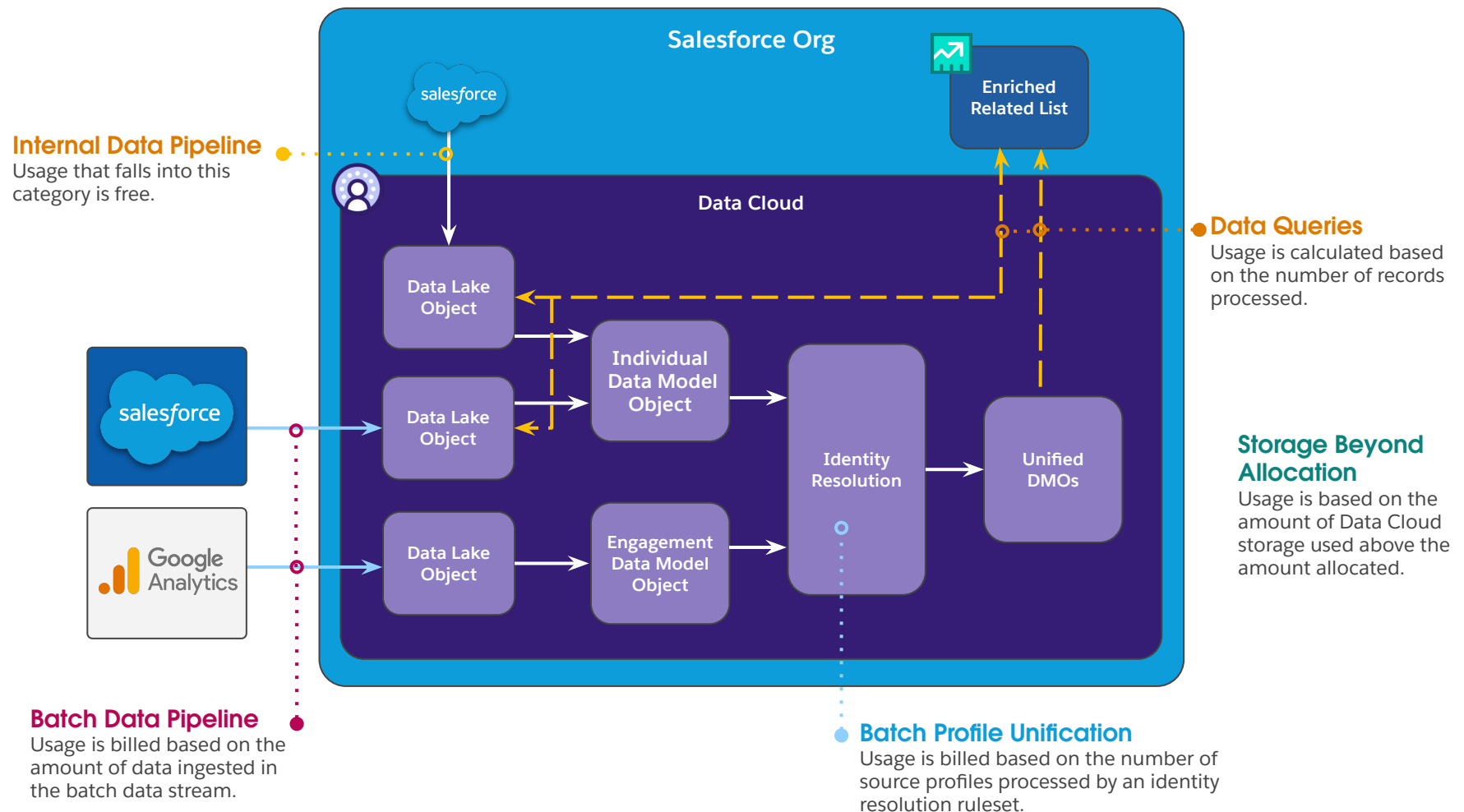
# Enriched Related List Use Case: Direct & Indirect Billing Points



# All Billing Points

Each related list enrichment is supported by other Data Cloud data services. These processes operate independently of the related list enrichment and may serve other purposes as well. Viewing the enrichment doesn't generate new usage for these categories. Each of these services is billed on its own schedule and at its own rate. However, you can't create the related list enrichment used in our use case without these underlying services.

## All Related Billing Points



# Indirectly Associated Usage Types: Data Pipeline

## Data Pipeline Usage Types

Data pipelines bring data into Data Cloud through ingestion or federation.

In the Related List Enrichment use case, the data that's processed to provide the calculated insight enters the data pipeline from three sources via three different data pipelines.

Each of these pipelines is linked to a specific usage type on the Data Services card.

## Internal Data Pipeline

1 Usage in this category covers structured data ingested from Salesforce via the Salesforce CRM connector, Marketing Cloud connector, Commerce Cloud connector, or Marketing Cloud Personalization connector. There's no charge for ingesting data via the internal data pipeline.

In our use case, the Internal Data Pipeline usage type is decremented based on the number of records we're ingesting from Salesforce.

## Batch Data Pipeline

2 Usage is calculated based on the number of rows of batch data processed by Data Cloud data streams across all connectors, with the exception of structured data that is ingested via the Internal Data Pipeline.

In our use case, the Batch Data Pipeline usage type is decremented based on the number of engagement records ingested from Google Analytics 4 via the Website and Mobile App Connector.

## Data Federation Rows Accessed

3 For data federation, usage is calculated based on the number of rows returned from the source. This usage type could be directly billed in the case that you set up an enrichment that requires data from a federated source and disable acceleration on federated queries. When federated queries are accelerated or when your enriched related list isn't populated with data stored in a federated source, it's not a direct billing point even if it's used in identity resolution.

# Indirectly Associated Usage Types: Data Processing & Storage

## Data Processing & Storage Types

Most Data Cloud usage types are related to data processing. In the Related List Enrichment use case, the data used to build the related list enrichment is processed in two ways: to build a unified profile in identity resolution, and to calculate an insight metric.

Both processes store data in Data Cloud. It's possible (although unlikely) this could cause a charge against the Storage Beyond Allocation usage type.

### Batch Profile Unification

**1** Usage is calculated based on the number of source profiles processed by an identity resolution ruleset. A source profile is an individual and their related records, such as contact points, which are processed by the identity resolution ruleset.

In our use case, the Batch Profile Unification usage type isn't charged when a related list is enriched, but only when data about a contact is added, updated, or deleted.

### Storage Beyond Allocation







**2** Usage is calculated based on the amount of storage used above the amount allocated.

In our use case, unified profile data and calculated insight data is stored in Data Cloud.

If your org is already using its entire allocation of data storage space, it's possible that any given record saved for any reason could trigger a charge against this usage type.



## For more information, check out these resources

Goal	Resource
Learn about rates, units, multipliers, and the calculation you need to estimate your bills	 <a href="#">Data Cloud Credit Consumption: Quick Look</a>
Check what usage type categories are billed by enriched related lists and copy field enrichments	 <a href="#">Billing Considerations for Data Cloud Enrichments</a>
Get a complete list of all the usage types used for Data Cloud data ingesting, processing, storage, and output	 <a href="#">Data Cloud Billable Usage Types</a>
Learn how Digital Wallet helps you track your credit usage in near-real time	 <a href="#">Salesforce Digital Wallet: Quick Look</a>
Dive into the details of Digital Wallet and find usage types and billing considerations for other areas and features	 <a href="#">About Digital Wallet</a>
See units and multipliers for Data Cloud usage types	 <a href="#">Data Cloud Rate Cards</a>