



Einstein Activity Capture vs GOAT Email

Why Salesforce teams replace EAC with a native email operating layer

GOAT stores email as native Salesforce records, enabling full control, reporting, automation, and a single source of truth.



appexchange
4.98 ★★★★★

Email is your largest unstructured data source in Salesforce. EAC captures it. GOAT turns it into a system.

Most Salesforce teams cannot fully trust or control their email data - incomplete, not reportable, not governed.

For: Customer support & shared mailbox teams | Financial & regulated industries | High-volume sales & operations | Audit & reporting orgs

What EAC puts at risk:

Data loss (6-24 month retention) | Incomplete records (no attachments, no custom objects)
Compliance gaps (external storage, limited audit trail) | Broken automation (no Flow triggers) | No ownership of email communication

Side-by-Side: E2C Alone vs. E2C + GOAT

Capability	Einstein Activity Capture	GOAT Email
Data storage	External storage layer, outside Salesforce data model	100% inside Salesforce org
Email attachments	Not synced to Salesforce	Full attachment sync and storage
Reporting & dashboards	Limited - not fully reportable in Salesforce	Native Salesforce reports and dashboards
Automation triggers	Limited automation capability	Full Flow, Process Builder, Apex support
Shared mailbox support	Not available natively	Controlled shared mailboxes with routing
Custom object linking	Limited to standard objects	Link emails to any standard or custom object
Thread-level ownership	No ownership model	Assign, transfer, track per thread
Email security / phishing	No built-in filtering layer	Security layer before agent queues
Visibility controls	Basic enable/disable	Thread-level, role-based, label-based access
Outbound tracking	Limited tracking in Salesforce	Delivery, opens, clicks, response time
Data retention	6-24 months, then deleted	Permanent Salesforce records
User leaves company	Requires license to retain data	Data stays in Salesforce permanently
Service Cloud / Cases	Not designed for Service Cloud	Full Case, Service Cloud, Experience Cloud
GDPR / audit trail	Limited controls, external storage	Immutable records, full audit trail in org
Agentforce / AI readiness	Incomplete data limits AI agents	Clean, complete data for AI consumption

⚠ Case Study: Energyfin - GDPR Breach Risk from EAC

Energyfin identified a critical issue: a single email address used across private (B2C) and business (B2B) records caused EAC to log emails to both. Sensitive personal communication became visible to business users - a potential GDPR breach scenario. There was no way to control or restrict this behavior in EAC. Their decision: EAC was disabled.

✔ Outcome

- Turned off EAC completely
- Replaced with GOAT Email
- GDPR risk eliminated
- Governed shared mailboxes live

Who Replaced EAC

Organizations where email must be controlled

Energifyn

GDPR compliance

SciPlay

Shared mailbox operations

Wolf Gordon

Enterprise governance

What You Get with GOAT

- ✔ Full email data in Salesforce
- ✔ Attachments synced and stored
- ✔ Native reports and dashboards
- ✔ Controlled shared mailboxes
- ✔ Thread ownership and assignment
- ✔ Automation-ready email records

See It In Action

- 1 Request a demo for your use case
- 2 Get a 2-week sandbox trial
- 3 See your emails as SF records

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GOAT Email by Quadrix

goatemail.com | AppExchange: 4.98/5.0 | 42 Reviews | 100% Native | Salesforce Security Reviewed

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If email drives your business, it must be controlled in your CRM.