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ECOMM

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What is eComm? ^[1]

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The CU eComm program offers University of Colorado schools, colleges, units and departments a unified platform for electronic communications with University of Colorado alumni, donors, parents and friends via a suite of web-based tools.

eComm's email marketing and form builder tools for CU communicators integrate with a centralized [records database](#) ^[2] of more than 800,000 records. This integration creates customized, targeted and engaging communications that capture valuable data in a dynamic and secure environment. Online communities provide a secure and authenticated space for CU constituents to update their profile, search for and network with other CU friends, identify communications and privacy preferences, register for events and more.

Why a single platform for an institution as broad and diverse as CU?

- To improve the quality, currency and accuracy of data
- Enhance the effectiveness of CU's engagement with its audiences
- Adhere to [CAN-SPAM legislation](#) ^[3]
- Save money (there is no cost to CU communicators to utilize eComm tools)
- Provide a single, centralized environment for CU constituents to update their contact information, register for events, donate to CU and identify communication preferences

Do you have an extra \$11,000 in your department's budget? If so, you can stop reading now.

If not, CAN-SPAM legislation is a big deal and is not to be taken lightly.

Lucky for you, eComm keeps you compliant because we store email preferences and we've embedded an unsubscribe link in every [email template](#) ^[4], ^[5]

How does this affect me at CU? [Learn more about the CAN-SPAM legislation](#) ^[3] and how it affects CU

Source URL: <http://www.cu.edu/ecomm/what-ecomm>

Links:

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