University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

System eComm Team (SET) | cu.edu/ecomm/set
June User Group Meeting
June 12, 2017

Regents Conference Room
1800 Grant Street
2:30 PM to 3:30 PM

1) Marketing Cloud send paths
    - Guided send overview
    - Salesforce send overview
    - Demo & tour

2) Tracking
    - Salesforce send emails tracking
    - Tracking all email sends

3) Individual email results
    - Salesforce - Marketing Cloud integration
    - IER reports

4) Q&A Session

5) SET and ready to go!
    - Kate will be at a conferences:
        - June 13st to June 16th
        - June 21st to June 23rd
        - Please submit help requests via TaskRay and “@” Kate
    - New eComm program student interns
        - Graduate students at CU Denver