What's the ROI of eComm?

Maximize the effectiveness of your outreach to continue building constituent engagement over time

Many CU employees have heard about eComm's touchstone tools: **Salesforce**, **Marketing Cloud**, and **Cvent**. But what do you really get when you become an eComm user? In addition to fantastic training, support and resources on both your campus and throughout the CU system, we've broken down a few key elements of eComm's ROI below.

SALESFORCE

CONTACTS

Access 1.5 million contacts from source systems: Advance, Campus Solutions, and HRMS. Create new contacts as needed.

INTEGRATION

Get real-time information with integrations that populate Salesforce with current data every 24 hours.

DATA

Use over 500 data points (education, employment, etc.) associated with each contact to target specific audiences.

REPORTING

Build robust reports and dashboards to showcase your engagement and develop a long-term strategy.

CAN-SPAM

Ensure compliance with federal legislation through a shared system-wide global email opt field.

MARKETING CLOUD

Design engaging communications using CU-branded templates with mobile responsiveness and accessibility in mind.

Use built-in personalization to customize your message, or add new, custom personalization elements as desired.

Schedule emails and build automations to streamline and organize your frequent communications and audiences.

Allow constituents to manage their email preferences for your unit and other units across the university.

Access key data about who did (or did not) engage with your message so you can develop a robust follow-up strategy.

CVENT

WEBSITE

Use CU-branded event templates to quickly create simple events or complex multi-day engagements. On-site tools are also available.

DATA

Collect key information about attendees during the registration process to customize your event. The sky's the limit.

PAYMENT

Collect credit card payments through a PCI-certified system and have event revenue deposited directly to your speedtype or allocation code.

ENGAGEMENT

Keep your registrants engaged with built-in email confirmations, reminders, and post-event surveys.

INTEGRATION

Automatically send event data back to Salesforce for robust reporting on event strategy and outcomes over time.