SALESFORCE
ACCESS CONTACTS, REPORTS, CAMPAIGNS AND EMAIL SENDS

SEARCH & CHATTER

GLOBAL SEARCH
When you search, you’ll get relevant results quickly which makes finding the information you are looking for easy.

CHATTER
Features such as feeds, profiles and groups are a great way to share information, collaborate, and keep up with the latest data updates at CU.

CONTACTS & RELATED LISTS

CONTACTS
A contact reflects a unique individual. There are about 15 million contacts with email addresses in CU’s Salesforce instance.

RELATED LISTS or OBJECTS
Objects - or related lists in Salesforce - allow you to view a contact’s data including email sends, education, interests, employment, affiliations and more.

REPORTS & CAMPAIGNS

REPORTS
Reports offer an efficient way to continually engage a dynamic audience based on data housed in Salesforce. That’s because they update automatically based on source system data.

CAMPAIGNS
Campaigns act as a container to hold a group of contacts who can’t be captured with a report. These often include uploaded lists (with system ID) or event invitations.

INDIVIDUAL EMAIL RESULTS & EMAIL SENDS

INDIVIDUAL EMAIL RESULTS
Individual email results (IERs) provide information about a single email sent to an individual and how that person responded to it.

EMAIL SENDS
You can view Email Send Reports in Salesforce that reflect statistics and tracking information from your Marketing Cloud email.