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Cost Reduction Strategies [1]



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The cost of the eComm program has been historically challenging for the campuses and has inadvertently created barriers to entry based on budget and other factors. Knowing that CU communicators need access to data and technology to appropriately engage their constituents, the eComm governance group will be embarking on aggressive cost saving measures during FY27 with the goal of introducing a more sustainable and equitable cost model in FY28.

Elements of the cost saving measures that will occur in FY27 include:

- **Current Funding Model Assessment**: We will review the manner in which the program is currently funded and identify inequities that must be addressed for campus participation to continue.
- **Program Funding Model Review**: We will explore alternative models to fund the eComm program using a blend of approaches and methodologies based on factors such as campus-specific technical complexity and configuration as opposed to total license counts alone.
- **Simple Email Send**: We will work to implement a low-cost simple send tool that will allow users with more basic email send needs to use the eComm program with less technical complexity and at a lower price point. More advanced users who want to use robust marketing and AI features will have the opportunity to access the program at a price point commensurate with their needs.
- **Solution for Free, Simple Events (eComm Event Management)**: We will continue working to refine the eComm Event Management [3] tool within Salesforce to create more opportunities for users to host free, simple events without the need for Cvent licensing or cost per registration fees. Users hosting free or simple events are encouraged to consider migrating those events to eComm Event Management to reduce overall program costs.
- **Technical Review**: We will conduct a technical review of the Marketing Cloud environment and determine where configuration can be simplified or consolidated to reduce costs in a manner that is effective for each campus based on users' unique needs.

Did you know?

In FY26, the CU System eComm team consolidated two Marketing Cloud environments into one to save CU over $200K in annual costs. Soon, CU Ascend, Advancement's Salesforce

implementation, will also connect to this consolidated Marketing Cloud environment without the need for a separate contract and build.

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