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Final FY27 eComm User Fee [1]



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The final eComm user fees for FY27 are as follows:

- Salesforce (w/eComm Event Management): $1,552/user (+15.8%)
- Marketing Cloud: $1,848/user (-16.2%)
- Cvent: $1,411/user (-17.2%)

Frequently Asked Questions

1. Do I need access to both Salesforce and Marketing Cloud to send emails? Yes, access to both Salesforce and Marketing Cloud is required to send email outreach. Because the audiences used in Marketing Cloud sends are based on data that is housed in Salesforce, both licenses are required.

2. How are the eComm user fees currently calculated? eComm user fees are currently calculated by dividing the total cost of each service (Salesforce, Marketing Cloud, and Cvent) by the total number of users in each system. The eComm governance group is currently working to develop new methodologies for establishing the user fee, with the goal of reducing costs and increasing equity across campuses.

3. Does a Salesforce license include access to eComm event management, or is that an extra cost? The Salesforce license does include access to eComm event management for users interested in accessing it to support the creation of free, simple events.

4. Is there a simpler and less expensive tool I can use to send my emails? The eComm team is currently piloting a solution for a simple send tool that would reduce complexity for eComm users who are either sending simple emails and/or sending infrequently and not using full Marketing Cloud capabilities. More information on the outcome of this pilot will be available soon.

How will I be charged?

Some campuses provide funding for their eComm licenses while others ask units to fund the licenses for their area. Please contact your eComm specialist if you have questions about how you will be charged for the FY27 user fee.

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