

## **Add to Account** <sup>[1]</sup>

January 29, 2021 by [Melanie Jones](#) <sup>[2]</sup>

We want to give eComm users autonomy wherever possible, but there are a few pieces that require a request to an eComm specialist.

# ADD TO MY ACCOUNT

Work with your eComm specialist to get items added to your account.



Essentials are indicated in gold with a black border.

## MARKETING CLOUD



### From Information

Use a friendly from name and address with which recipients are familiar for higher engagement.



### Data Extensions

Messages to students or employees should be delivered to university or work addresses; this requires Data Extensions.



### Share an Email

Share an email and other assets with different business units to avoid reinventing the wheel.

## SALESFORCE



### Reports

You can't send a Marketing Cloud email without an audience. Reports are key to getting your message to the right people.



### Update Data

eComm specialists know the value of navigating data, like updating contact information or adding new contacts.



### Dashboards

Dashboards take Reports to the next level with graphs and charts, making it possible to analyze large amounts of data.



### Subscriptions

Embed a subscription form on your website so constituents can add themselves to a distribution list.

## EVENT



### Event Approval

All events must be approved before being launched. Plan for a one to three day turn-around.



### Finance Information

Collecting money during registration. We'll need your speedtype and routing code to get your money to you.



### Event Planner Email Address



### Portal Users & Reports

[Download PDF](#) [3]

## Salesforce

### [Reports](#) [4]

You can't send a Marketing Cloud email without an audience. Reports are key to getting your message to the right people.?

### [Dashboards](#) [5]

Dashboards take Reports to the next level with graphs and charts, making it possible to analyze large amounts of data.

### [Update Data](#) [6]

eComm specialists know the intricacies of navigating data, like updating a contact's information or adding new contacts.?

### [Subscriptions](#) [7]

Embed a subscription form on your website so constituents can add themselves to a distribution list.

[Submit Request](#) [8]?

## Marketing Cloud

### [From Information](#) [9]

Use a friendly from name and email address with which recipients identify for higher engagement.?

### [Data Extensions](#) [10]

Messages to students or employees should be delivered to university email addresses; this requires Data Extensions.

### [Share an Email](#) [11]

Share an email and other assets across different business units to avoid re-inventing the wheel.

[Submit Request](#) [8]?

## Cvent

## Event Approval [12]

All events must be approved before being launched. Plan for a one to three day turn-around.?

## Event Planner Email Address [13]

Planner email addresses reflect who registrants should contact if questions arise and are required for each event.

## Finance Information (speedtype, account code & designation code) [14]

Collecting money during registration? We'll need your speedtype and account code to get your money to you.

## Portal Reports & Users [15]

Portals make reports accessible to fellow colleagues at no cost so they can view, filter and export up-to-date event data.

## Submit Request [16]???

## Related Wiki Posts

### Access Level Documents [17]



Add to My Account 2021.pdf [18]

#### **Display Title:**

Add to Account

#### **Send email when Published:**

No

---

**Source URL:**<https://www.cu.edu/blog/ecommerce-wiki/add-account>

#### **Links**

[1] <https://www.cu.edu/blog/ecommerce-wiki/add-account> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3] [https://www.cu.edu/system/files/pages/149124-](https://www.cu.edu/system/files/pages/149124-Add%20to%20Account/docs/Add%20to%20My%20Account%202021.pdf)

[Add%20to%20Account/docs/Add%20to%20My%20Account%202021.pdf](https://www.cu.edu/system/files/pages/149124-Add%20to%20Account/docs/Add%20to%20My%20Account%202021.pdf) [4]

<https://www.cu.edu/blog/ecommerce-wiki/campaigns-vs-reports-vs-data-extensions>

[5] <https://www.cu.edu/blog/ecommerce-wiki/salesforce-dashboards> [6] <https://www.cu.edu/blog/ecommerce-wiki/updating-contact-information-salesforce>

[7] <https://www.cu.edu/blog/ecommerce-wiki/subscriptions>

[8] <https://www.cu.edu/node/2049%20> [9] <https://www.cu.edu/blog/ecommerce-wiki/sender-profiles-delivery-profiles-and-send-classifications>

[10] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-data-extension>

[11] <https://www.cu.edu/blog/ecommerce-wiki/sharing-email> [12] <https://www.cu.edu/blog/ecommerce-wiki/cvent-standard-event-form-approval-launch>

[13] <https://www.cu.edu/blog/ecommerce-wiki/cvent-event-planner-email-address>

[14] <https://www.cu.edu/blog/ecommerce-wiki/cvent-how-setup-payment-information>

[15] <https://www.cu.edu/blog/ecommerce-wiki/cvent-portal> [16] <https://www.cu.edu/ecommerce/submit-help-ticket>

[17] <https://www.cu.edu/blog/ecommerce-wiki/support-model> [18] <https://www.cu.edu/doc/add-my-account-2021pdf-1?download=true>