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Cvent vs. CU StoreFronts: What's the Difference? [1]



May 6, 2021 by jennifer.mortensen [2]

With the launch of CU StoreFronts [3], the eComm team has received occasional questions about how StoreFronts are different from Cvent and when it's appropriate to use one tool over another. In partnership with our colleagues in the Treasurer's Office, we've documented some key differences below.

Is a CU StoreFront right for me?

The CU StoreFronts are a good option for you if:

- You are selling an item (such as a graduation cord, a journal subscription, a CU science kit, etc.)
- You are hosting an annual/semi-annual event/conference but have no other event registration needs outside of that activity
- Your annual/semi-annual event/conference is not a fundraising event and/or does not include a donation component
- You don’t have a need for your event data to be integrated with Salesforce
- You are only accepting payments after issuing an invoice

If you think a CU StoreFront might be a good fit for you, learn more below or request assistance [4] from the CU Treasury team.

How are CU StoreFronts Different from Cvent?

While there is some overlap of functionality between CU StoreFronts and Cvent [5], there are a few key differences of which to be aware in determining if a StoreFront is the right fit for you.

- General
- Financial
- Promotion & Communication
- Data

Below are a few ways in which the **general functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our Cvent vs. CU StoreFronts spreadsheet [6]

General Functionality	Cvent	CU
Should be used by departments who host frequent events throughout the year that are differing/complex in nature	YES	NO
Requires a license	YES	NO
Allows for sessions, tracks, and registration paths	YES	NO
Allows for custom registration questions	YES	NO
Allows for seating arrangements	YES	NO
Allows for name badge printing	YES	NO

Below are a few ways in which the **financial functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our Cvent vs. CU StoreFronts spreadsheet [6].

Financial Functionality	Cvent	CU
Can be used for fundraising events	YES	NO
Can accept donations	YES	NO
Allows for payment plans	NO	YES
Allows for registration by cash/check	YES	NO

Below are a few ways in which the **promotion and communication functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our Cvent vs. CU StoreFronts spreadsheet [6].

Promotion & Communication Functionality	Cvent	CU
Allows for custom from address	YES	NO
Sends all event-related communications	YES	NO
Sends surveys	YES	NO
Allows for highly customized website design	YES	NO
Supports multiple languages	YES	NO
Allows for social share/follow	YES	NO
Allows for email scheduling	YES	N/A

Below is the main way in which the **data functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our Cvent vs. CU StoreFronts spreadsheet [6].

Data Functionality	Cvent	CU
Is integrated with Salesforce	YES	NO

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