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eComm Data Retention [1]

May 15, 2026 by melanie.jones@cu.edu [2]

Salesforce

- Campaigns
- IERs

Salesforce Campaigns

As of May 2026, Campaigns that have not been modified (edited or had Campaign Members added or removed) in the last 2 years were deleted. Although not currently defined, an ongoing archival process will be implemented. Campaigns that have the 'Do Not Delete' field checked will not be deleted regardless of the last time they were edited.

- Email Campaigns [3]
- Subscription Campaigns [4]
- Cvent Event Campaigns [5]

Individual Email Results (IERs) [6]

IERs are archived every 90 days.

Marketing Cloud

Marketing Cloud Data Retention is a default determined by Marketing Cloud. Learn more about which data is available and for how long [7].

Display Title:
eComm Data Retention
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Links
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