

eComm Upgrade: Campaign Review ^[1]



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On January 3, CU's eComm Specialists began reviewing over 6,500 Salesforce campaigns to determine which ones do not need be transferred to the new eComm environment during the upgrade. The process for conducting this review varies somewhat by campus, but eComm Specialists will contact users when necessary to gain clarity and assess needs.

Given the Salesforce-Cvent integration that is essential for capturing our constituents' event participation history, all RSVP campaigns linked to Cvent will be moved to the new eComm environment. All other campaigns, excluding those the eComm Specialists identify as no longer being needed, will transfer to the new org.

Additionally, the COE team is working with eComm Specialists to determine the best path forward for reports that are built from campaigns so that communicators' ability to reach these groups remains intact.

More information about the campaign review process and the planned move of campaigns will be available soon.

The campaign review will be completed by February 1.

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