

## **eComm Upgrade | Cvent Changes** <sup>[1]</sup>

March 4, 2019 by [Melanie Jones](#) <sup>[2]</sup>

While Cvent looks and functions the same, beneath the surface is an upgraded integration with Salesforce.

[View Cvent Presentation](#) <sup>[3]</sup>

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### **Automatic Salesforce Integration**



Use Salesforce to further target your invitations based on overall event details and individuals' participation, including:

- event dates and capacity
- fees and accounting information
- all event registrants (including guests, if captured)
- individual participation status (if collected)

### **UPDATE**

Past events will be updated in Salesforce with a new campaign name and additional event details.

### **Related Wiki Posts**

- [eComm Upgrade | Update Cvent to Send Guests to Salesforce?](#) <sup>[5]</sup>
- [eComm Upgrade | Salesforce Changes](#) <sup>[6]</sup>
- [eComm Upgrade | Marketing Cloud Changes](#) <sup>[7]</sup>

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