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eComm Upgrade | Cvent Changes [1]

March 4, 2019 by Melanie Jones [2]

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

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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.

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