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eComm Upgrade | Marketing Cloud Changes [1]

March 3, 2019 by Melanie Jones [2]

Marketing Cloud looks the same, but we've streamlined audience selection.

View Marketing Cloud Presentation [3]
Download Marketing Cloud 1-Pager [4]

Login



The good news is, you can simply continue to use the cu.edu/ecomm/login [5] page to log into Marketing Cloud. If you bookmarked the link, you should update it to:

- Your username is your **university email, with -mc03 added before the @**
- Use the password: **Welcome@1** when logging in for the first time
- Answer the security questions then reset your password

Report & Data Extension Name Change



You Inclusion audience Report or Data Extension now automatically only includes individuals subscribed to your preference category. To communicate this change, we changed the report names. You'll now notice *SUB* text near the end of the Report or Data Extension name. This indicates what Email Preference Category the audience is subscribed to and the content of communication you are sending. For example:

- 08 UREL OG Degreed Alumni **SUB UCCS Events**

    - **Subscribed to UCCS Event Emails**
- 08 UREL OG Degreed Alumni **SUB UCB Alumni**
    - **Subscribed to CU Boulder Alumni Association Emails**

Commercial Naming Convention [6]
Transactional Naming Convention [7]

Sending Email Process Change (We Think You'll Like It!)



You no longer need to select an UNSUB report as an exclusion when sending an email. Why? Because only those subscribed to your communication are in your Inclusion. We wanted to give you one less thing to think about when sending your emails.

You must read your audience Report or Data Extension carefully to ensure your sending to the right audience, that's subscribed to the right preference category.



SEND CLASSIFICATION

Use a Saved Send Classification to **select** the appropriate **From Information**.



SELECT AUDIENCE

Select your audience **campaign**, **report**, or **data extension**.

Folks who are opted-out of your communication are already removed.



SELECT UNSUB



SEND & SCHEDULE

Send your communication **immediately** or **schedule** a future delivery.

Transfer of Assets



Items from the last environment tranferred to the new one - so you'll hardly notice a difference. This includes:

- All email studio content (note the **z_migration** folder no longer exist. The folder structure and all it's assets were tranferred).
- From Information or Send Classifications

Historical Tracking will NOT transfer

Export this information from the current environment while you still have access or contact your eComm specialist.

Related Wiki Posts

- eComm Upgrade | Salesforce Changes [8]
- eComm Upgrade | Cvent Changes [9]
- Salesforce Lightning | Reporting [10]

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