

eComm Upgrade: Marketing Cloud Migration (Phase one of Three) ^[1]



December 15, 2018 by [jennifer.mortensen](#) ^[2]

On Monday, December 17, eComm Marketing Cloud users received an email (below) informing them that phase one of three of the Marketing Cloud content migration is beginning. The migration will ensure that all Marketing Cloud users have immediate access to the content (emails, images, templates, saved content blocks, etc.) they need in the new eComm environment so that there are no disruptions in communication.

Phase One

Work on phase one of the Marketing Cloud migration will begin on Tuesday, December 18.

- **eComm team responsibility:** The CU System eComm team will create a migration folder called z_migration in each of CU's 150 Marketing Cloud business units. This folder will be created in both Content Builder and in Classic Content.
- **User responsibility:** Do not delete or modify the z_migration folder.

Phase Two

Phase two of the Marketing Cloud migration will begin on December 19 and will consist of a review and cleanup of content that was created in 2016 and 2017.

- **User responsibility:** Review your Marketing Cloud content from 2016 and 2017 and delete the items you no longer need. This review should be complete by January 21.
- **eComm team responsibility:** Beginning on January 22, the CU System eComm team will move 2016 and 2017 content into the z_migration folder.

Phase Three

Phase three of the Marketing Cloud migration will begin on January 23 and will consist of a review and cleanup of content that was created in 2018.

- **User responsibility:** Review your Marketing Cloud content from 2018 and delete the items you no longer need. This review should be complete by February 12.
- **eComm team responsibility:** Beginning on February 13, the CU System eComm team will move 2016 and 2017 content into the z_migration folder.

What about 2019 content?

The eComm team will provide additional instructions for your 2019 content in the near future.

Marketing Cloud User Alert | eComm Upgrade

To: Jennifer Mortensen

To view this email as a web page, go [here](#).



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Action Required Tomorrow: Marketing Cloud Content Migration

Last Friday, we contacted you to announce that eComm will be undergoing an [upgrade](#) in spring 2019. (You can view a copy of the email on our [blog](#)).

We need your help to ensure that the first step of this project, a planned migration of all Marketing Cloud content, is completed successfully.



What do I need to do tomorrow?

Your task from



What do I need to do next?

Please review your



What about my 2018 content?

Please review your

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