

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



January 7, 2019 by [jennifer.mortensen](#) ^[2]

On Monday, January 7, eComm Marketing Cloud users received an email (below) reminding them that phase two of three of the Marketing Cloud content migration is underway. 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 - Complete

Phase one of the Marketing Cloud migration began on Tuesday, December 18. Users received an [email notification](#) ^[3] of the migration on December 17. Phase one consisted of the CU System eComm team creating a migration folder (z_migration) in each business unit (both Classic Content and Content Builder) in Marketing Cloud. Work on phase one was completed on December 19.

Phase Two - Underway

Phase two of the Marketing Cloud migration began immediately following the completion of phase one and consists of a review and cleanup of content that was created in 2016 and 2017. Marketing Cloud users received a reminder (below) about phase two of the migration on January 7.

- **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 two of the Marketing Cloud migration is expected to be complete on January 25.

Phase Three - Scheduled

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.

Phase three of the Marketing Cloud migration is expected to complete on February 15.

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 by January 21: Marketing Cloud Content Migration

Last month, we contacted you to enlist your help with the [Marketing Cloud content migration](#) for the [eComm upgrade](#) (view a [copy](#) of the email on our blog).

We need your help to ensure that the second step of this project, a planned migration of all 2016 and 2017 Marketing Cloud content, is successful.



**What do I need to do by
January 21?**



**When can I review my
2018 content?**

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