

eComm Upgrade: Reporting Workshop for External Audiences ^[1]



February 18, 2019 by [jennifer.mortensen](#) ^[2]

The System eComm team hosted a reporting workshop for eComm Specialists on Friday, February 15. The workshop focused primarily on reporting for external audiences (alumni and affiliates) but also addressed key changes to eComm's [data dictionary](#) ^[3], reviewed the [reporting wiki](#) ^[4] for eComm Specialists, and provided general guidelines for using Salesforce report types and cross filters to further segment the basic audiences below.

Alumni

- Degreed Alumni on Your Campus
- Alumni on Your Campus (degreed or not)
- Alumni on Your Campus NOT currently enrolled
- Alumni on your campus by College
- Alumni on your campus by Major
- Alumni on your campus by Minor
- Alumni on your campus graduated in specific year your campus

Affiliates

- Donors
- Parents
- Past/Present Parents
- Confirmed/Admitted Students
- Friends

[eComm upgrade](#) ^[5], [Reporting](#) ^[6], [Salesforce](#) ^[7]

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Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/ecommerce-upgrade-reporting-workshop-external-audiences>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789>

[3]

<https://docs.google.com/spreadsheets/d/1n0uRPza71eFzIkAB5Buub4mMJ772kzJHExRH7ungTeA/edit#gid=114577>

[4] <https://www.cu.edu/blog/ecommerce-wiki/salesforce-lightning-reporting>

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