

## eComm Upgrade | Salesforce Changes <sup>[1]</sup>

March 4, 2019 by [Melanie Jones](#) <sup>[2]</sup>

Experience a modern, streamlined experience in Salesforce Lightning. The robust data you count on in Salesforce will still be available, but how it appears will be slightly different. You'll notice:

- a more modern, streamlined experience
- some helpful tools we'll be rolling out later in 2019

[View Salesforce Presentation](#) <sup>[3]</sup>

[Download Salesforce 1-Pager](#) <sup>[4]</sup>

### Login



The good news is, you can simply continue to use the [cu.edu/ecommerce/login](https://cu.edu/ecommerce/login) <sup>[5]</sup> page to log into Salesforce. If you bookmarked the old link, you'll need to replace it with [this new link](#) <sup>[6]</sup>.

- Your **username & password are the same** (the same university email and password you use for the employee portal)

If you run into any trouble, contact your Campus IT Help Desk.

### Report Name Change



Your Inclusion audience Report 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 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 <sup>[7]</sup>

Transactional Naming Convention <sup>[8]</sup>

## Event Campaign Name Change & Additional Event Details



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.

## Related Wiki Posts

- Marketing Cloud, eComm Upgrade | Changes <sup>[9]</sup>
- Cvent, eComm Upgrade | Changes <sup>[10]</sup>
- Salesforce Lightning | Reporting <sup>[11]</sup>

### Display Title:

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### Send email when Published:

No

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**Source URL:** <https://www.cu.edu/blog/ecommerce-wiki/ecommerce-upgrade-salesforce-changes>

### Links

<sup>[1]</sup> <https://www.cu.edu/blog/ecommerce-wiki/ecommerce-upgrade-salesforce-changes>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3]

[https://docs.google.com/presentation/d/132Z53j8oBvmYBxxf8O42BX9YisMS4Qfke2iUCmWpj\\_k/edit?usp=sharing](https://docs.google.com/presentation/d/132Z53j8oBvmYBxxf8O42BX9YisMS4Qfke2iUCmWpj_k/edit?usp=sharing)

[4] [https://drive.google.com/open?id=1ZCJm4i\\_oxpeNOiTvIBE000miWdGM02Hp](https://drive.google.com/open?id=1ZCJm4i_oxpeNOiTvIBE000miWdGM02Hp)

[5] <https://www.cu.edu/ecommerce/login> [6] <https://cuecommerce.my.salesforce.com/>

[7]

[https://docs.google.com/document/d/1DJjvDc6iJB01fLnU\\_vLZmEfHXL2fFmvdkar53T\\_7Ops/edit?usp=sharing](https://docs.google.com/document/d/1DJjvDc6iJB01fLnU_vLZmEfHXL2fFmvdkar53T_7Ops/edit?usp=sharing)

[8] [https://docs.google.com/document/d/1xV5wML9jk-VY-YTnrvZwSvYY6gByFfo\\_NO-lq1qm-](https://docs.google.com/document/d/1xV5wML9jk-VY-YTnrvZwSvYY6gByFfo_NO-lq1qm-)

[ws/edit?usp=sharing](https://docs.google.com/document/d/1xV5wML9jk-VY-YTnrvZwSvYY6gByFfo_NO-lq1qm-) [9] <https://www.cu.edu/blog/ecommerce-wiki/ecommerce-upgrade-marketing-cloud-changes>

[10] <https://www.cu.edu/blog/ecommerce-wiki/ecommerce-upgrade-cvent-changes> [11]

<https://www.cu.edu/blog/ecommerce-wiki/salesforce-reporting>