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eComm User Newsletter | April 2024 [1]

April 12, 2024 by lauren.galena [2]



True or False Although it's beneficial to take accessibility into account for events and communications, it's not always essential because the lack of accessibility typically doesn't affect a significant number of individuals.

General Updates

Marketing Cloud

- **Upcoming Session:** Be on the lookout for an invite to an upcoming session on managing campaign members [3] (date TBD).
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [4] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.

Cvent

- **New Search Feature in Cvent:** Use the event quick search [5] at the top of the page, in any event, to easily search for items within your event. Begin by opening your event, then type a page name, name of a session, name of a discount, name or email of a speaker, or name or email of an invitee into the search bar at the top. Click on a result to be taken to the corresponding feature, speaker, or attendee page. The quick search will only pull results from the current event you're in. Results are also filtered by user role, so if you do not have permission to access a specific feature, those results will not show.
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [4] and

you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.
- **Cvent Express is Sunsetting:** We have been informed that Express events are to be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [6]. eComm users will be communicated with as the sunset date approaches. There is no need to take immediate action.

Featured Resources of the Month

Commencement, alumni events, campus events, surveys, awards ceremonies, giving campaigns, campus news. You get the point — it's a busy time of year! Testing is always your friend and especially when you're busy, helping you avoid mistakes and ensure your communications and events go out as you intend.

Marketing Cloud and Salesforce

Testing plays a crucial role in email marketing, yet it's frequently overlooked. The impacts of not testing are evident — images failing to load correctly, links or buttons malfunctioning, and unreadable text on mobile devices, among other issues. Prevent trouble by testing your email [7] before your final send.

Your email is scheduled to send and something changed last minute requiring the email to be sent at a different time or canceled altogether. Learn how to view scheduled sends along with canceling (and rescheduling) an email in Marketing Cloud. [8]

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

Cvent

Testing your event registration and website [9] is an important step before requesting approval from your eComm Specialist and then launching your event.

Check out this comprehensive list [10] of what to check before opening registration for your event.

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions. Topics to be announced.

Celebrations & Success Stories

Have an eComm celebration/success story you'd like to share? Submit it here [11] to be featured on the eComm website [12] and in a future newsletter. **We can help with expanding**

upon your story. No need to submit a final version. Consider this a rough draft.

Share any impressive metrics, milestones, ways you've used data to optimize, or achievements that stand out. Your story is a powerful testimony to the incredible results that can be achieved as a user of the eComm suite of tools.

New & Updated Resources

- Subscriptions [13] (New Section with Examples: Understand FormAssembly Subscriptions)
- New Gmail/Yahoo Requirements and eComm Preference Model [14] (New)
- Plan Accessible Events [15] (Significantly Updated)

Answer: False 1 in 4 adults in the United States have some type of disability. You should be doing everything you can to make your digital communications and events accessible to all [16].

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