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eComm User Newsletter | April 2025 [1]

April 4, 2025 by lauren.galena [2]



Quick Tips

Marketing Cloud

Use Einstein Send Time Optimization [3] to determine the best day/time to send an email for optimal engagement.

Cvent

Cvent offers a centralized workflow for creating event and non-event surveys, while considering relevant survey permissions, making it easier for planners to design surveys [4] that meet their needs.

General Updates

Marketing Cloud

- **Compare Email Sends:** On March 26, it was reported that the 'Compare Email Sends' button under Tracking > Sends in Marketing Cloud wasn't working. The issue has since been resolved.
- **Single Sign-On:** As of Jan. 29, users need to log in to Marketing Cloud with single sign-on (SSO) using the new SSO link [5]. Login pages on the eComm site have been updated to reflect this new link.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [6], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Cvent Quarterly Updates:** Check out the Spring 2025 releases and updates from Cvent [7]:
  - Auto-Save Site Designer
  - Undo Session Cancellation
  - Audience Segments - Dynamic Segments
  - And More!
- **Cvent Portal Clean Up:** The Cvent Portal will undergo cleanup by Portal Managers by April 10 to remove old/expired reports and update report names (if necessary). No action is required from users. If a needed report is removed, contact the original sharer of the report to have it re-published.
- **Cvent CONNECT June 9-12:** Registration is open for Cvent CONNECT 2025 [8], which will be in San Antonio, TX, and limited virtual sessions.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [6], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Featured Resources of the Month

Spring is often a busy season, with new projects blooming and to-do lists growing. As the pace picks up, it’s the perfect time to consider leveraging AI tools to optimize your work and save time.

Marketing Cloud and Salesforce

- Discover how Marketing Cloud Einstein uses AI [3] to optimize your marketing efforts with predictive insights and data-driven recommendations.
  - View recordings from recent UCCS and Anschutz sessions [3] to hear how others are using Einstein.
- Should AI tools such as ChatGPT be used for writing emails? Check out this blog to explore the pros, cons, and tips for leveraging AI [9].

Cvent

- Cvent's AI chatbot, Valerie, offers quick, personalized solutions to your questions. With access to over 3,000 Knowledge Base articles, Valerie helps streamline event planning by guiding you to the right resources. Find Valerie in the lower right corner of Cvent Community pages when logged in

[10].
- Cvent's AI Writing Assistant [11] can help with generating content for various areas throughout your event.

Upcoming Training Sessions

Recording available from the training session that took place on April 2.

- **Cvent Quarterly Updates** | Apr. 2 - See wiki and view recording [7]

Be on the lookout for invites to upcoming training sessions.

- **Marketing Cloud, Intelligence Reports** | Apr. 14, 3 - 3:30 PM - Add to Calendar [12]

Celebrations & Success Stories

Submit your eComm celebration and successes here [13] to be featured on the eComm website [14] and in a future newsletter. **We can help with expanding upon your story. Consider this a rough draft.** Share any impressive metrics, milestones, ways you've used data to optimize, or achievements that stand out.

New & Updated Resources

- Marketing Cloud Intelligence Reports [15] (combined Intelligence Reports Overview and How-to Use Intelligence Reports wikis)
- Marketing Cloud Data Retention Policy [16] (new)
- Deleting Data Extension [17] (updated and added section on restoring deleted data extensions)
- Send Emails in Marketing Cloud [18] (added details and screenshot for excluding audience)
- How to Login [19] (added Enable Cookies Details to Marketing Cloud section)
- HTML in Marketing Cloud [20] (renamed Paste HTML Email wiki and added HTML button details)
- AI Writing Tools: Should You Use Them to Write Content? [9] (updated to include campus guideline resources, added related resources)
- Need eComm Help? Start Here. [21]
    - eComm Specialists / Super Users tab > Data Extensions section > **How do I unarchive data extensions?**
    - Marketing Cloud tab > CAN-SPAM , Email Content, Send/Schedule an Email, Testing sections > **How can I check if my email will likely be caught in SPAM filters?**
    - Marketing Cloud tab > HTML and Email Content sections > **How do I paste an HTML email?** and **How do I use an HTML button?**
    - Marketing Cloud tab > Audience section > **How do I exclude an audience?**
    - Marketing Cloud tab > Data Extensions section > **How do I recover a deleted data extension?**
- Cvent Quarterly Updates [7] (updated to include Spring 2025 releases and Apr. 2 session recording)

- How-To Manage Reports in the Portals [22] (updated naming convention to include _Cross when a cross-event report and _OG when a report should never expire)
- Creating Fundraising Events [23] (updated the email address for Advancement from Serwaa's email to advancement.help@cu.edu [24], screenshots and attached PDF to replace Karen Ichiba with Office of the Controller, row 18 in the Donation Guide to be more clear to use the question from the question library)

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