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eComm User Newsletter | August 2024 [1]

August 9, 2024 by lauren.galena [2]



Quick Tips

Marketing Cloud

Check out Marketing Cloud Tracking [3] to find real-time data on all your email sends.

Cvent

You can now customize button hover formatting on your event website at both the theme and widget levels.

General Updates

Marketing Cloud

- **Auto-Replies Not Coming Through:** We've investigated the issue of auto-replies not reaching senders in Marketing Cloud. There is no setting within Marketing Cloud to change this as the root issue sits with email clients (Outlook, Gmail, Yahoo, etc.). The only 'solution' would be reverting to the previous From Email Addresses used without the SAP domains. This would result in low deliverability rates, making it non-viable. Below are two articles from Marketing Cloud about these known issues:
  - Out of Office messages from Outlook not filtered by Reply Mail Management [4]
  - RMM (Reply Mail Management) - Auto OOO/Vacation Mode Replies Not Received by RMM servers for Emails Sent from Marketing Cloud Gmail/Yahoo [5]
- **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 Customer Success Group in Boulder, 8/21, 10 AM - 1 PM:** Learn how personalization can strengthen attendee connections, boost engagement, and guide decisions. Free lunch. Hosted by Cvent. Registration is now open [7].
- **Cvent Express is Sunsetting:** Express events will be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [8]. Cvent users can no longer create Express Events.
    - **September 30 |** All created/launched Express events must be complete.
    - **September 30 - December 31 |** Completed Express events will remain available for post-event wrap-up.
    - **December 31 & Beyond |** All Express events will be archived.
- **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

Back-to-school season already?! Check out these resources and tools to help you be more efficient during this busy time of year.

Marketing Cloud and Salesforce

Explore these timesaving features and tools in Marketing Cloud:

- Use Einstein [9] to gain insights on optimal send time, engagement, and copy to improve your marketing communication efforts. *It can take up to 72 hours for the data to process and be available to view after Einstein has been enabled in your Business Unit.*
- Simplify maintaining a list of subscribers by using a subscription form [10].
- Use email templates [11] to streamline and optimize the process of creating and sending emails.

Cvent

Explore these timesaving Cvent tips and resources:

- Copying an old event [12] lets you duplicate everything except the invitees, saving time if the new event has a similar agenda, website design, or registration process.
- Use Cvent's AI Writing Assistant [13] to help create or edit content.
- Create and use Account Themes [14] to customize a design and quickly apply it to future events.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

Submit your eComm celebration and successes here [15] to be featured on the eComm website [16] 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.

New & Updated Resources

- The Promotions Tab is Not the Spam Folder [17] (External Resource)
- eComm Help Ticket [18] (added priority status to be selected during submission)
- Choosing a Subject Line & Preheader [19] (combined subject lines and preheader wiki)
- Subscriptions [10] (Additional screenshots for clarity)
- CAN-SPAM: The difference between commercial and transactional [20] (added recording from session)
- Artificial Email Engagement Rates [21] (Added information about email bot clicks, formerly named ' Artificial Open Rates')
- Measuring Email Effectiveness [22] (Added information about email bot clicks)
- Updating Contact Information in Salesforce [23] (Updated Email section to include what to do if the contact doesn't have an Adv ID)
- Need Help? Start Here. [24] (New - Added under Cvent tab > Testing > Can I send a test scenario to someone who isn't a Test User?)
- Cvent Accounting Quick List [25] (Updated to add Fund 10 STs to the restricted ST list)
- Cvent Event Testing [26] (Updated wiki instructions and screenshots. Broke into two sections: Testing myself and sending test scenarios to others.)

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