

eComm User Newsletter | August 2025 ^[1]

November 7, 2025 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

- **Are You Missing Timely eComm Updates?:** [Update your Chatter Group\(s\) email frequency](#) ^[4], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Cvent's regional training workshop in Denver, July 23-24:** Cvent hosts numerous training and networking opportunities, which users are encouraged to attend. CU Anschutz eComm specialists and some of their users attended the recent regional multi-day workshop. Check out the summary below from Kelly Miller (CU Anschutz eComm Specialist).

"A group of us from the CU Anschutz eComm team attended the recent Cvent regional training workshop in Denver. The first day included sessions focused on new users in Cvent. We covered general navigation of the platform and learned where to access resources such as recent events, libraries, and the Cvent community. We walked through updating an event website and registration process using the Site Designer, utilizing the email feature to communicate with registrants, managing attendee records, and running customized reports.

The second day was focused on Attendee Hub and OnArrival. These products are add-ons that users can purchase [5]. At Anschutz we have users who take advantage of these, so it was great for us to learn more about these products to help users navigate the tools better. Attendee Hub allows for a fully branded experience, from your attendee website to an event app. OnArrival can be utilized for designing/printing badges and onsite check-in/registration.

I want to thank Evanne Seelig, Rachel Haubrich, Hannah Schlueter, Cristine Schmidt, and Maureen Gaeke (not pictured) for take the time to attend the workshop. It was a great opportunity to spend time together and become more knowledgeable in Cvent."



- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [4], 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

- Use [Einstein](#) [6] 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](#) [7].
- [Use email templates](#) [8] to streamline and optimize the process of creating and sending emails.

Cvent

- [Copying an old event](#) [9] 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](#) [10] to help create or edit content.
- [Create and use Account Themes](#) [11] 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](#) [12] to be featured on the [eComm website](#) [13] 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 'View in Browser' Link](#) [14] (new wiki)
- [How-To Manage Reports in the Portals](#) [15] (multiple paths to publish reports to the portal)
- [Cvent | Paid Event](#) [16] (updated links for providing refund and setting refund policy)
- [Cvent Quarterly Updates](#) [17] (summer 2025 added)
- [Creating Fundraising Events](#) [18] (new process)
- [Need Help? Start Here.](#) [19] (under Marketing Cloud, two new sections: Delivery Issue & Sending Issue)

[??](#) [20]

Display Title:

eComm User Newsletter | August 2025

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/ecommerce-wiki/ecommerce-user-newsletter-august-2025>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/ecommerce-user-newsletter-august-2025>
[2] <https://www.cu.edu/blog/ecommerce-wiki/author/86290> [3] <https://www.cu.edu/blog/ecommerce-wiki/tracking>
[4] <https://www.cu.edu/blog/ecommerce-wiki/collaborative-communities> [5] <https://www.cu.edu/blog/ecommerce-wiki/cvent-add-ons-purchase> [6] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-einstein-overview>
[7] <https://www.cu.edu/blog/ecommerce-wiki/subscriptions> [8] <https://www.cu.edu/blog/ecommerce-wiki/using-custom-email-templates> [9] <https://support.cvent.com/s/communityarticle/Copying-an-Event>
[10] <https://support.cvent.com/s/communityarticle/Using-the-AI-Writing-Assistant>
[11] <https://support.cvent.com/s/communityarticle/Creating-an-Account-Theme-in-Flex>
[12] <https://docs.google.com/forms/d/e/1FAIpQLSfC95latcGsLfikPgLNUGWFLgrw-uoTVdXvL89VC7Y9CIVp6g/viewform> [13] <https://www.cu.edu/blog/ecommerce-wiki/category/success-stories>
[14] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-view-browser-link>
[15] <https://www.cu.edu/blog/ecommerce-wiki/how-manage-reports-portals> [16] <https://www.cu.edu/blog/ecommerce-wiki/cvent-paid-event> [17] <https://www.cu.edu/blog/ecommerce-wiki/cvent-quarterly-updates> [18] <https://www.cu.edu/blog/ecommerce-wiki/creating-fundraising-events>
[19] <https://www.cu.edu/blog/ecommerce-wiki/need-help-start-here> [20] <https://www.cu.edu/blog/ecommerce-wiki/cvent-accounting-quick-list>