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eComm User Newsletter | December 2024 [1]

December 4, 2024 by lauren.galena [2]



Quick Tips

Marketing Cloud

Use a tool like Sharethrough [3] to analyze the engagement of your subject lines, pre-headers, or headlines.

Disclaimer: Not all suggestions provided by these types of tools will be relevant to your audience or content.

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 [4] when logged in.

General Updates

Marketing Cloud

- **Stay Organized With Folders in Marketing Cloud:** We know how cluttered Marketing Cloud can get, especially if you're sharing your Business Unit with other groups. As a reminder, use the folder structure in your Business Unit [5] to stay organized and easily find your content, data extensions, and send data. *If you need to do some cleanup, year-end is a great time to organize your content and send tracking by moving them to the*

correct folders.

- **Support From Your eComm Specialist:** Keep in mind your eComm Specialist's preferred process [6] when requesting their support. See the bottom of this email for your eComm Specialist's information.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [7] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Cvent Quarterly Updates:** Check out the Fall 2024 releases and updates from Cvent [8].
- **Support From Your eComm Specialist:** Keep in mind your eComm Specialist's preferred process [6] when requesting their support. See the bottom of this email for your eComm Specialist's information.
- **Cvent Express has Sunset:** Cvent users can no longer create Express Events. That means all events going forward need to be created in the more robust Flex/Standard format [9].
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [7] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Featured Resources of the Month

We're only 28 days from 2025 (!), which means you may be starting to think about your year-end reporting. Explore these helpful resources to help you wrap up the year with ease.

Marketing Cloud and Salesforce

- Salesforce Dashboards [10] offer clear, measurable insights on the performance of your email outreach.
- Check out Marketing Cloud Tracking [11] to find real-time data on all your email sends.
- Discover key strategies to measure [12] and enhance the effectiveness of your email marketing campaigns.

Cvent

- Explore how Cvent reporting [13] can provide valuable insights to track, analyze, and enhance the success of your events.
- Unlock the true potential of Cvent data [14] by learning how to collect, organize, and leverage it for impactful, actionable insights that drive event success.
    - *Check out this **free** Cvent webinar Digging into the Event Data Goldmine [15].*

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

Submit your eComm celebration and successes here [16] to be featured on the eComm website [17] 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

- Subscriptions [18] (Updated - Added instructions and screenshots for using an existing campaign)
- Cvent | Fall 2024 Quarterly Updates [8] (Updated - Added quarterly updates for Fall 2024)

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