

## **eComm User Newsletter | December 2025** <sup>[1]</sup>

December 18, 2025 by [lauren.galena](#) <sup>[2]</sup>



### **Quick Tips**

#### **Marketing Cloud**

Compare high-level metrics across multiple emails using the [Compare Email Sends feature](#) in Marketing Cloud <sup>[3]</sup>.

#### **Cvent**

Need to share event reports with non-licensed individuals? They can get [free Cvent Portal licenses](#) <sup>[4]</sup> to access reports shared with them.

### **General Updates**

#### **Coming Soon: eComm Event Management in Salesforce!**

Launching mid-December 2025, this new tool makes hosting simple, free events easier than ever.

#### **Highlights**

- Create a branded event registration site in minutes.
- Track attendees, manage registrations, and view event data right in Salesforce.
- Ideal for events that don't need heavy customization.

## Training & Access

- Available automatically to all Salesforce/Marketing Cloud users in mid-December 2025.
- Training sessions will be available Spring 2026.
- Explore more on the [Event Management wiki](#) [5].

## Cost & Eligibility

- For users who are already licensed in Salesforce/Marketing Cloud it is included in your license cost — no added fees.
- Not a Salesforce user yet? Current Cvent only users can contact their eComm Specialist to learn about licensing options.

## Marketing Cloud

- **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 [Fall 2025 releases and updates from Cvent](#) [7].
  - Subfolders in media library
  - Sticky navigation on event website
  - And more!
- **Cvent CONNECT July 13 - 16, 2025:** [Registration is open for Cvent CONNECT 2026](#) [8] in Nashville, TN (limited virtual sessions available).
  - [Watch Cvent CONNECT 2025](#) [9] on demand.
- **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

We're just weeks away from 2026 (!)—the perfect time to start thinking about your year-end reporting. Check out these helpful resources to make wrapping up the year easy.

## Marketing Cloud and Salesforce

- [Salesforce Dashboards](#) [10] offer clear, actionable data on Marketing Cloud email sends. Paired with your own success metrics, they help give a fuller picture of your outreach impact.
- Check out [Marketing Cloud Tracking](#) [3] for real-time email engagement data, including opens and clicks. You can view activity directly in Marketing Cloud or export it to PDF or Excel for easy sharing.
- Read our wiki on [best practices for measuring email marketing effectiveness](#) [11].

## Cvent

- [Cvent reports](#) [12] provide key event data — from registrant details to emails and survey

responses. They're organized by category to help you quickly find the right report and access the information you need.

- Check out our wiki for [best practices on making your event data impactful and actionable](#) [13].
- The [CU Cvent Portal](#) [4] provides stakeholders secure, free access to real-time Cvent Reports that can be viewed, filtered, and exported.

## Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

## Celebrations & Success Stories

Submit your eComm celebration and successes [here](#) [14] to be featured on the [eComm website](#) [15] 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

- [Cvent Quarterly Updates](#) [7] (updated to add Fall 2025 updates)
- [Cvent Add-Ons for Purchase](#) [16] (updated Contract with Cvent section to add more detail on never signing a new contract)
- [Payment Card Industry](#) [17] (updated Treasury contact on Contact Us tab)
- [Creating Fundraising Events](#) [18] (updated 1C on the Event Planner tab to indicate Event Planners are responsible for this task)

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