Published on *University of Colorado* (https://www.cu.edu)

eComm User Newsletter | December 2025 [1]

December 18, 2025 by lauren.galena [2]



Quick Tips

Marketing Cloud

Compare high-level metrics across multiple emails using the Compare Email Sends feature in Marketing Cloud [3].

Cvent

Need to share event reports with non-licensed individuals? They can get free Cvent Portal licenses [4] 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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