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eComm User Newsletter | February 2024 [1]

February 7, 2024 by lauren.galena [2]



True or False Subscription forms are supported by eComm, primarily to curate an audience - with a tool called FormAssembly. Cvent can also be used to create subscription forms.

General Updates

Marketing Cloud

- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [3] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.
- **CAN-SPAM Compliant HTML Emails:** Have an email in full HTML but want to send it from Marketing Cloud? It's doable (not to mention a great approach), but it must be created a certain way to ensure CAN-SPAM compliance. Learn how to create a CAN-SPAM compliant HTML email [4].
- **Restarting Data Extensions:** Ensure successful Data Extension import [5] before scheduling/sending your email. Sending during the import can lead to the email reaching an outdated — and smaller than expected — audience, likely to result in a CAN-SPAM violation.

Cvent

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- **Special Characters in Event Title:** As of December 2023, special characters can now be used in event titles. Previously, event titles containing special characters would cause issues with credit card payments, leading to reconciliation problems with Authorize.net and Wells Fargo. This resulted in failed payments, delays, and difficulties in issuing refunds. Fortunately, this is no longer the case.
- **Cvent Express is Sunsetting:** We have been informed that Express events are to be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [6]. eComm users will be communicated with as the sunset date approaches. There is no need to take immediate action.

Featured Resources of the Month

Sometimes things happen! Check out these resources for troubleshooting some of the most common issues.

Marketing Cloud and Salesforce

How do I figure out why someone isn't receiving my emails sent from Marketing Cloud? [7] Often when a Contact is not receiving emails, there are several logical reasons why.

Why did my send fail? [8] When faced with a failed send, a send to 0, or failed Data Extension. Often, the root cause is something over which you have control rather than a systemic failure in Salesforce or Marketing Cloud.

Cvent

How do I fix the "Registration for this event is not available" error message? Try these solutions [9] to make sure registration is available to the right people.

I'm receiving an error message when I try to register for or access an event. How do I fix this? This error message, known as an Instance ID, can appear for a variety of reasons. The good news is you can often fix this yourself by following these recommendations [10].

Upcoming Training Sessions

Recordings available from training sessions that took place in January.

Marketing Cloud, Salesforce Send Emails | See wiki and view recording [11]
Marketing Cloud, Folder Structure | See wiki and view recording [12]
Cvent, Track Participation | See wiki and view recording [13]
eComm Data Model | See wiki and view recording [14]

Be on the lookout for invites to upcoming training sessions. Topics to be announced.

Celebrations & Success Stories

Learn how CU Denver, UCCS, and CU Boulder are leveraging Cvent participation tracking data [13] for more relevant engagement with constituents.

Have an eComm celebration/success story you'd like to share? Submit it 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. Your story is a powerful testimony to the incredible results that can be achieved as a user of the eComm suite of tools.

New & Updated Resources

- ?Marketing Cloud Recycling Bin [17] (new)
- ?Send Marketing Cloud Emails [11] (updated)
- Marketing Cloud Folder Structure [12] (updated)
- Subscriptions [18] (updated)
- Litmus | Ultimate Guide to Dark Mode [19] (new)
- Early Adopters of Tracking Participation in Cvent [13] (new)
- eComm Event Templates [20] (note Express is sunsetting)
- New User Training | Cvent [6] (note Express is sunsetting)
- Use Event Participation Data [21] (new)
- Cvent | Meet the Cvent Check-In App [22] (updated)
- eComm Data [14] (new with diagram)

Answer: False Cvent should not be used for subscriptions because each individual registration/subscription is paid for which becomes expensive. Alternatively, FormAssembly is a tool that supports subscriptions at a much lower cost. You can provide a few details and request a subscription to be made [18].

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