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

eComm User Newsletter | February 2025 [1]

February 12, 2025 by lauren.galena [2]



Quick Tips

Marketing Cloud

Use folders in your Marketing Cloud Business Unit [3] to easily manage and find content, data extensions, and send tracking data.

Cvent

New Feature: Use pre-built, customizable sections [4] as building blocks for event websites, adding content and media by category to create polished sites quickly and efficiently.

In the Website Site Designer, navigate to Sections on the right-hand side of the page, and use the dropdown menu to view the pre-built sections.

General Updates

Marketing Cloud

- **Single Sign-On:** As of Jan. 29, users need to log in to Marketing Cloud with single sign-on (SSO) using the new SSO link [5]. Login pages on the eComm site have been updated to reflect this new link.
- **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

- **Single Sign-On:** As of Jan. 29, users need to log in to Cvent with single sign-on (SSO) using the new SSO link [7]. Login pages on the eComm site have been updated to reflect this new link. Portal users who access report [8]s that have been published to them will log in the same way they have previously - without SSO.
- **Cvent CONNECT June 9-12:** Registration is open for Cvent CONNECT 2025 [9] which will be in San Antonio, TX, and virtual. Have a great Cvent use case or experience you'd like to share at CONNECT 2025? Submit your idea by Feb. 14 [10].
- **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 [11].
- **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

February is National Time Management Month! We know your time is valuable, so here are some quick tips and helpful resources to boost productivity, streamline your workflow, and optimize your time.

Marketing Cloud and Salesforce

- Have contacts who want to receive your communications, such as a department newsletter, but aren't included in the existing report/Data Extension you use to send? Avoid a manual process such as adding the contacts to a campaign one by one. Use a subscription form [12] to easily reach an audience that is outside of your existing report/Data Extension.
- Save time by determining the appropriate image size before uploading it to Marketing Cloud [13]. Ensure images are no wider than 600 pixels, and consider using a smaller width based on padding and layout requirements.

Cvent

- Easily cross-promote your event by embedding the Agenda on your website [14], outside of Cvent's platform, to attract visitors and boost registration conversion rates.
- Use Cvent AI Writing Assistant [15], a new tool in Cvent, to rapidly create and update text during the event creation process.

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

- Creating Fundraising Events [18], Choosing an Account Code in Cvent [19], Cvent Accounting Quick List [20] (Updated - Replaced references to Karen Ichiba with FSS@cu.edu [21])
- Cvent Paid Events [22] and Cvent | How to Setup Payment [23] (Updated - Added information about Paying Online After Registration)
- Cvent New User Training [11] (Updated video and login link)
- Plan Accessible Events [24] (Updated for event questions to point to ADA email, as most campuses have a generic office email rather than an individual)
- eComm Login [25] (Updated Marketing Cloud and Cvent links)
- How to Login [26] (Updated Marketing Cloud and Cvent links and login details)
- Marketing Cloud New User Training [27] (Updated login link)
- Submit a Help Ticket [28] > Marketing Cloud > Troubleshooting/Login Issue (Updated for SSO troubleshooting and priority selection removed)
- Salesforce Audience Reports Based on Address [29] (New wiki)
- Salesforce Reporting [30] (Updated - Added Salesforce Audience Reports Based on Address [29] wiki to 'Related Content' section)
- Subscriber & Subscriber Status [31] (Updated - Added more details about red shirts and the need to submit a request to get them reactivated if they are opted back in through Salesforce)

?? [20]

Display Title:
eComm User Newsletter | February 2025
Send email when Published:
No

Source URL:https://www.cu.edu/blog/ecomm-wiki/ecomm-user-newsletter-february-2025

Links
[1] https://www.cu.edu/blog/ecomm-wiki/ecomm-user-newsletter-february-2025
[2] https://www.cu.edu/blog/ecomm-wiki/author/86290 [3] https://www.cu.edu/blog/ecomm-wiki/folders-marketing-cloud [4] https://release.cvent.com/eventmanagement/board/layouts-for-event-website
[5] https://ping.prod.cu.edu/idp/startSSO.ping?PartnerSpId=https%3A%2F%2Fsp.exacttarget.com%2Fshibboleth-sp [6] https://www.cu.edu/blog/ecomm-wiki/collaborative-communities
[7] https://ping.prod.cu.edu/idp/startSSO.ping?PartnerSpId=cvent-planner [8] https://www.cu.edu/blog/ecomm-wiki/cvent-portal [9] https://www.cvent.com/en/cvent-connect
[10] https://www.cventconnect.com/event/us2025/speak-at-cvent-connect-2025?i_cid=connect_connectlp_general [11] https://www.cu.edu/blog/ecomm-wiki/new-user-training-cvent
[12] https://www.cu.edu/blog/ecomm-wiki/subscriptions [13] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-image-best-practices

[14] https://release.cvent.com/eventmanagement/board/embeddable-agenda-widget
[15] https://release.cvent.com/eventmanagement/board/ai-writing-assistant
[16] https://docs.google.com/forms/d/e/1FAIpQLSfC95IatcGsLfikPgLNUgWFLgrw-uoTVdXvL89VC7Y9CIVp6g/viewform [17] https://www.cu.edu/blog/ecomm-wiki/category/success-stories [18] https://www.cu.edu/blog/ecomm-wiki/creating-fundraising-events-old [19] https://www.cu.edu/blog/ecomm-wiki/choosing-account-code-cvent [20] https://www.cu.edu/blog/ecomm-wiki/cvent-accounting-quick-list [21] mailto:FSS@cu.edu [22] https://www.cu.edu/blog/ecomm-wiki/cvent-paid-event [23] https://www.cu.edu/blog/ecomm-wiki/cvent-how-setup-payment-information [24] https://www.cu.edu/blog/ecomm-wiki/plan-accessible-events [25] https://www.cu.edu/ecomm/login [26] https://www.cu.edu/blog/ecomm-wiki/how-login [27] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-new-user-training [28] https://www.cu.edu/ecomm/submit-help-ticket [29] https://www.cu.edu/blog/ecomm-wiki/salesforce-audience-reports-based-address [30] https://www.cu.edu/blog/ecomm-wiki/salesforce-reporting [31] https://www.cu.edu/blog/ecomm-wiki/subscribers-and-subscriber-status