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eComm User Newsletter | January 2025 [1]

January 13, 2025 by lauren.galena [2]



Quick Tips

Marketing Cloud

Do you find yourself making two clicks every time you log in to Marketing Cloud to navigate to Email Studio? Set your Default Login Preference t [3]o Email to skip that step when logging in.

Cvent

New Cvent Feature: Automatically send reminder emails for event feedback [4] and set the intervals at which they should be sent.

Extra Tip: Asking for feedback soon after the event usually leads to a higher response rate.

General Updates

Marketing Cloud

- **Support From Your eComm Specialist:** Keep in mind your eComm Specialist's preferred process [5] 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 [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 2024 releases and updates from Cvent [7].
  - AI Writing Assistant Updates
  - Embeddable Agenda Widget
  - Streamlined Survey Creation
  - ???????And More!
- **Support From Your eComm Specialist:** Keep in mind your eComm Specialist's preferred process [5] 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 [8].
- **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

Kick off the new year with these resources to help you stay organized and boost efficiency throughout the year.

Marketing Cloud and Salesforce

- Use folders in your Marketing Cloud Business Unit [9]to stay organized and easily locate content, data extensions, and send tracking data.
- Marketing Cloud email templates [10] streamline email creation. eComm offers branded options and you can also create your own custom templates.

Cvent

- Share your event with other Cvent Users [11] to allow them to modify registrations, access reports, manage invitees, and clone it for future events.
- Use pre-built, customizable sections [12] as building blocks for event websites to create polished sites quickly and efficiently.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

Submit your eComm celebration and successes here [13] to be featured on the eComm website [14] 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

- Subscribers and Subscriber Status [15] (Updated Subscriber Status section to add more details on the shirt color statuses in Marketing Cloud)

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