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eComm User Newsletter | July 2024 [1]

July 2, 2024 by lauren.galena [2]



Quick Tips

Marketing Cloud

Replace a link in a Marketing Cloud email [3] you've already sent, and it will automatically update in recipients' inboxes.

Cvent

Use Event Quick Search [4] to search from any page within an event for items like Sessions, Speakers, Attendees, pages within navigation, and more.

General Updates

Marketing Cloud

- **Updated Sender Profiles & SAP Compliance:** In order to comply with Gmail/Yahoo bulk sender guidelines that went into effect in early 2024 with a deadline to comply by June 1, new SAPs were implemented in Marketing Cloud in May.
    - All from email address domains in existing Sender Profiles have been updated to match the new SAPs:
        - **Advancement, System, & Boulder SAP:** com.cu.edu
        - **Anschutz SAP:** com.cuanschutz.edu
        - **Denver SAP:** com.ucdenver.edu
        - **UCCS SAP:** com.uccs.edu
    - See answers to FAQs related to this change [5].

- **Auto-Replies Not Coming Through:** We are aware that auto-reply messages such as OOO emails are not coming through post-SAP implementation. We are working on finding a solution. We will provide updates as we have them.
- **Are You Missing Timely eComm Updates?:** Start by updating your Chatter Group(s) email frequency [6] 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.

Cvent

- **Some Reports Sunset in Cvent:** Some reports were sunset in Cvent 6/30/24 and replaced with updated versions. If you see a sunset icon next to one of your existing reports that you need to use past 6/30/24, click on the icon to create an updated report.
- **Cvent Express is Sunsetting:** Express events will be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [7]. Cvent users can no longer create Express Events.
    - **September 30 |** All created/launched Express events must be complete.
    - **September 30 - December 31 |** Completed Express events will remain available for post-event wrap-up.
    - **December 31 & Beyond |** All Express events will be archived.
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Featured Resources of the Month

Summer is here, possibly giving you some time to enhance your skills with eComm's tools or plan how you can utilize these resources in the coming year.

Marketing Cloud and Salesforce

Explore these opportunities to use advanced features and tools in Marketing Cloud:

- Use Marketing Cloud Content Builder to create dynamic content [8] for targeted, efficient messaging. This connects audience attributes to content, making communications more relevant.
- Email journeys [9] in Marketing Cloud's Journey Builder provide personalized, automated communications. They can range from a single annual email to a complex series with decision splits.
- Einstein for Marketing Cloud [10] uses AI to analyze, automate, and optimize your marketing. It provides insights on audiences, send times, engagement, and copy to enhance your marketing communications.

Check out the How to Get Started sections in each of these wikis if you have a use case.

Cvent

Explore these resources to advance your skills in Cvent:

- All licensed Cvent users have access to the Cvent Academy [11]. Countless sessions are available regardless of your existing knowledge.
- Interested in getting Cvent certified? Certifications are free and valid for two years.
    - Event Management [12] | Event planners and marketers who want to prove their skills using Cvent to create, manage, and promote their events.
    - Event Management Advanced [13] | Event planners and marketers who want to prove their skills using Cvent to create, manage, and promote their events.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

Have an eComm celebration/success story you'd like to share? Submit it here [14] to be featured on the eComm website [15] 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

- Cvent | Event Testing [16] (Updated)
- Marketing Cloud | Unable to Send Email or Start Data Extension [17] (Updated)
- Marketing Cloud | Import File to Data Extension [18] (Updated to include common examples in the summary)
- Marketing Cloud | Multi-Factor Authentication [19] (Updated to make troubleshooting MFA for a new device more prominent)
- Tool Overview [20] (Updated Cvent video link and PDF download)
- eComm Help Ticket [21] (Updated to include slide deck and short video)

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