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eComm User Newsletter | July 2025 [1]

July 14, 2025 by melanie.jones@cu.edu [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 'Update Your Contact Information' in Footer:** We have updated the footer in commercial Marketing Cloud emails, linking to a new form that is mostly automated. Depending on the type of contact requesting updated information, it will be addressed in different ways.
    - Updates for Individual Contacts (from a source system) with an Advance/CU Ascend ID will be sent to CU Ascend to process.
    - Updates for Individual Contacts (from a source system) without an Advance/CU Ascend ID is sent to the respective eComm specialist to address.
    - Updates for Standard Contacts (created in eComm Salesforce), will be made automatically.

- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [5], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Cvent Beginners Office Hours:** This is an opportunity for you to learn more about Cvent support resources, hear about the monthly topic from a Cvent Onboarding Specialist, and network with other Cvent Beginners.
- **S [6]ite Designer Deep Dive | July 29, 10 - 11 AM MST [6]**: Learn how to effectively use the site designer theme, builder, and path settings to easily build out your seamless registration process.
- **Reporting Best Practices | August 26, 10 - 11 AM MST [7]**: Learn how to create the exact report you need by modifying our report templates or by creating your very own custom report. We will deep dive into adding report data, filtering, grouping, and saving your report to access anytime.
- **Register for Cvent's regional training workshop in Denver, July 23-24 [8]**. Discount code UPSKILL100 for 100% off registration.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [5], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

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 [9] for targeted, efficient messaging. This connects audience attributes to content, making communications more relevant.
- Email journeys [10] 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 [11] 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

All Cvent users have access to Premium Support. Explore these resources to advance your skills in Cvent:

- Get 24/7 chat support [12] with your personal virtual assistant (Valerie). Login required.

- Explore the Knowledge Base [13]. Browse an extensive library of how-to-articles, FAQs, videos, and more.
- Access training courses [14] to improve your understanding of key product features. Login required.
- Get certified - it's free and valid for two years.
    - Event Management [15] | Event planners and marketers who want to prove their skills using Cvent to create, manage, and promote their events.
    - Event Management Advanced [16] | 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 [17] to be featured on the eComm website [18] 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 Virtual Attendee Hub [19] (updated Cvent resources)
- Cvent Accounting Quick List [20] (Fund 80 should not be used at CU Anschutz)
- Plan Accessible Events [21] (updated details for CU Anschutz accessibility expert, including a guide)
- Updating Contact Information in Salesforce [22] (for eComm users: updated process)
- Update Your Contact Information [23] (for constituents: updated to reflect new process)

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