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

eComm User Newsletter | June 2024 [1]

June 6, 2024 by lauren.galena [2]



True or False Know Before You Go emails must be sent from Marketing Cloud and not Cvent because they are commercial emails and must comply with CAN-SPAM.

Scroll to the bottom for the answer.

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 [3].
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [4] 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

- **Cvent Quarterly Updates:** Cvent rolls out updates every quarter. Review the summary of updates [5] that directly impact eComm.
- **Some Reports Sunsetting in Cvent:** Have you noticed a sunset icon next to a report in Cvent? Reports with this icon next to them will be sunset 6/30/24 and replaced with updated versions. If you see this icon next to one of your existing reports that you're planning to use past 6/30/24, click on the icon to create an updated report.
- **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]. 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.
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [4] 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.

Featured Resources of the Month

Gearing up for end-of-the-fiscal-year reporting? As June 30 approaches, you may be preparing to compile your year-end reports. Here are a few resources to support your efforts.

Marketing Cloud and Salesforce

Check out these resources for reporting on your email sends:

- Marketing Cloud Tracking [7] (find real-time data on all your email sends)
- Salesforce Dashboards [8] (get a more complete picture of your outreach efforts)
- Intelligence Reports [9] (generate, view, and share a detailed analysis of email data)

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

Cvent

Check out these resources for reporting in Cvent:

- Cvent Reporting [10] (eComm Wiki)
- Commonly Used Cvent Reports [11] (Cvent Help Article)
- Your Guide to Running Reports in Cvent [12] (Cvent Help Article)

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

Upcoming Training Sessions

Recordings available for topics covered during the training sessions that took place in May.

Manage Campaign Members | See wiki and view recording [13]
Understanding CAN-SPAM | See wiki and view recording [14] | Kudos to the 13 users who completed the included quiz!

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 [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

- Cvent Academy [17] (Countless sessions are available regardless of your existing knowledge. Once logged in you can: Browse the course catalog and enroll, get recommended training resources after filling out an interactive guide, and find certifications available for free.)
- Cvent | Quarterly Updates [5] (Updated for the quarter)
- Cvent | Event & Session Emails [18] (Updated)
- Marketing Cloud | Manage Campaign Members [13] (Updated)
- Marketing Cloud | Subscriptions [19] (Updated to include the option to use an existing Campaign)
- Marketing Cloud | Sender Profiles, Delivery Profiles and Send Classifications [20] (Updated to align with new SAPs)
- Marketing Cloud | Bulk Sender Compliance [3] (New)
- Commercial vs. Transactional | What's the Difference? [21] (Updated)
- Easy Ways to Avoid Violating CAN-SPAM [22] (Updated)
- Tool Overview [23] (Updated Cvent video link and PDF download)
- eComm Help Ticket [24] (Updated to include slide deck and short video)

?? [25]

Answer: False Know Before You Go emails are sent to people who have already registered for an event, making them transactional. These emails can be sent to registrants via Cvent

since they are non-commercial, and CAN-SPAM does not apply. Learn more about CAN-SPAM and transactional vs. commercial emails [14].

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