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eComm User Newsletter | June 2025 [1]

June 11, 2025 by melanie.jones@cu.edu [2]



True or False While eComm's Salesforce instance has 2.5 million contacts, sometimes new contacts need to be created. This might include friends of CU with external domains (e.g. @gmail.com, @hotmail.com, etc.) or CU students and employees with internal domains (e.g. @colorado.edu, @cuanschutz.edu, @ucdenver.edu, @uccs.edu, @cu.edu).

Scroll to the bottom for the answer.

General Updates

Marketing Cloud

- **Data Retention Policy | June 16:** Salesforce has updated its data retention policy for Marketing Cloud Engagement [3]. Beginning on June 16, 2025, subscriber engagement data will be retained and accessible for 730 days (or 2 years). This policy applies to data you retrieve using the Email Studio Reports in Analytics Builder and Tracking in Email Studio. When this policy takes effect, subscriber engagement data over 730 days old will no longer be accessible via reports or by navigating to 'Tracking'.
- **Collaborative Communities:** Update your Chatter Group(s) email frequency [4], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Speedtypes that have not been used in the last two years have been removed from Cvent:** 86 speedtypes have been removed, and 161 remain. We hope users appreciate the cleaned-up list of values.
- **Collaborative Communities:** Update your Chatter Group(s) email frequency [4], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

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 [5] (find real-time data on all your email sends)
- Salesforce Dashboards [6] (get a more complete picture of your outreach efforts)
- Intelligence Reports [7] (generate, view, and share a detailed analysis of email data)
- Einstein [8] (get actionable data and recommendations to better engage your audience)

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 [9] (eComm Wiki)
- Cvent Portal [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 are available for topics covered during the training sessions that took place in May.

Cvent Reports & Portal, hosted June 3:

- See Report wiki [9] and view the recording
- See Portal wiki [10] and view the recording

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 [13] to be featured on the eComm website [14] 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

- Manage Campaign Members [15] (in 'Create New Contacts' section added 'Submitter Name', highlighted note about not adding internal domains in red, and added FAQ for not adding internal domains)
- Marketing Cloud Intelligence Reports [16] (added session recording)
- Marketing Cloud Data Retention Policy [3] (updated with April 28 revisions. Policy changes begin on June 16, 2025, and will retain data for 730 days)
- Updating Contact Information in Salesforce [17] (added information about updating 'Other Information' for Individual Contacts)
- Marketing Cloud Update a Broken Link [18] (added written instructions with screenshot and limitations to links. No ', or ? or &' allowed with the workaround being a shorter link or URL redirect)
- Intelligence Reports [16] (updated to include recent session recording)
- Cvent Paid Events [19] (updated Speedtype reallocation from every two weeks to monthly)
- Cvent Reporting [9] (added June 3 session recording, updated screenshot for locating Cross-Event Reports, and added Commonly Used Cvent Report article from Cvent)
- Cvent Portal [10] (added session recording and re-ordered for existing portal user instructions to be at the top)
- Meet the Cvent Check-in App [20] (updated details, including removing Kiosk mode with Basic)
- Subscriptions [21] (added details for making subscriptions public, including embedding HTML or iFrame)

? [22]

Answer: False Creating a new contact that has an internal domain will make a duplicate, since students and employees with internal domains already exist. If you are unable to find their email in eComm Salesforce, it's likely incorrect. Instead, search for the contact based on other information (like First Name and Last name) to find them, and use the email address on file (which is better, more accurate information).

Duplicate contacts are problematic because they create additional work to clean up, make it difficult to find the right contact, and potentially lead to CAN-SPAM violations.

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