

## **eComm User Newsletter | March 2024** <sup>[1]</sup>

March 25, 2024 by [lauren.galena](#) <sup>[2]</sup>



**True or False** Users are not able to make small changes to Campaigns, such as adding a contact to an existing campaign.

## **General Updates**

### **Marketing Cloud**

- **Session Recordings Available:** Recordings available from training sessions that took place in January:
  - **Marketing Cloud, Salesforce Send Emails** | [See wiki and view recording](#) <sup>[3]</sup>
  - **Marketing Cloud, Folder Structure** | [See wiki and view recording](#) <sup>[4]</sup>
  - **eComm Data Model** | [See wiki and view recording](#) <sup>[5]</sup>
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by [updating your Chatter Group\(s\) email frequency](#) <sup>[6]</sup> 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**

- **Session Recording Available:** Recording available from the training session that took place in January:
  - **Cvent, Track Participation** | [See wiki and view recording](#) <sup>[7]</sup>
- **Cvent Quarterly Updates:** Cvent rolls out updates every quarter. [Find a summary of updates](#) <sup>[8]</sup> that impact eComm along with a link to the full release notes.
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by [updating your Chatter Group\(s\) email frequency](#) <sup>[6]</sup> 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 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 <sup>[9]</sup>. eComm users will be communicated with as the sunset date approaches. There is no need to take immediate action.

## Featured Resources of the Month

Checklists and simple how-tos are an easy and effective method to ensure a quality product goes out the door every single time. eComm's most successful users embrace checklists regardless of how many successful emails or events they have already sent or hosted.

### Marketing Cloud and Salesforce

Check out the various checklists for creating and sending an email in Marketing Cloud <sup>[10]</sup>. Using a checklist helps you send a quality and accessible email every time. Available resources include:

- Marketing Cloud Email Checklist
- Testing Checklist
- Sending Emails Quick Tutorials

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

### Cvent

There are a number of helpful checklists and quick guides for creating effective and accessible events in Cvent <sup>[10]</sup> covering topics from planning and strategy to the final steps of approval and launch. Checklists include:

- Cvent Build
- Event Strategy
- Event Testing
- Event Approval
- And more!

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

## Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions. Topics to be announced.

## Celebrations & Success Stories

Have an eComm celebration/success story you'd like to share? [Submit it here](#) [11] to be featured on the [eComm website](#) [12] 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

- [?Marketing Cloud Recycling Bin](#) [13] (new)
- [?Send Marketing Cloud Emails](#) [3] (updated)
- [Marketing Cloud Folder Structure](#) [4] (updated)
- [Subscriptions](#) [14] (updated)
- [Salesforce Reporting](#) [15] (New Template: Engagement tab > Email Performance > Which Links Are Clicked How Often? [16])
- [Cvent Quarterly Updates](#) [8] (new)
- [Early Adopters of Tracking Participation in Cvent](#) [7] (new)
- [eComm Event Templates](#) [17] (note Express is sunsetting timeline)
- [New User Training | Cvent](#) [9] (note Express is sunsetting timeline)
- [Use Event Participation Data](#) [18] (significantly updated)
- [eComm Data](#) [5] (new decision tree added)

**Answer: False** Users can add and remove a handful of contacts from an audience, without involving their eComm specialist (if the Report is based on a Campaign). [Learn more about managing campaign members as a user.](#) [19]

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