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eComm User Newsletter | March 2025 [1]

March 10, 2025 by lauren.galena [2]



Quick Tips

Marketing Cloud

Are you adding personalization to Marketing Cloud emails, such as preferred name? Easily preview and test [3] the recipient's version.

Cvent

You can send a testing scenario to someone who isn't a Test User [4] in Cvent.

General Updates

Marketing Cloud

- **Single Sign-On:** As of Jan. 29, users need to log in to Marketing Cloud with single sign-on (SSO) using the new SSO link [5]. Login pages on the eComm site have been updated to reflect this new link.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [6] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Sharing Events:** Some users recently reported that the 'search' feature for sharing events with other users [7] wasn't working, requiring scrolling through the user list. Cvent has fixed this bug.
- **Cvent CONNECT June 9-12:** Registration is open for Cvent CONNECT 2025 [8] which will be in San Antonio, TX, and limited virtual sessions.
- **Single Sign-On:** As of Jan. 29, users need to log in to Cvent with single sign-on (SSO) using the new SSO link [9]. Login pages on the eComm site have been updated to reflect this new link. Portal users who access reports [10] that have been published to them will log in the same way they have previously - without SSO.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [6] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Featured Resources of the Month

March may be known for its lucky holiday, but when it comes to your emails and events, don't leave it to chance! Use these checklists and testing features to ensure everything is set up and appearing as you intend.

Marketing Cloud and Salesforce

- Explore the different checklists for creating and sending emails in Marketing Cloud [11] — using a checklist ensures you send a high-quality and accessible email every time.
- Prevent errors by sending a test of your email [12] before your final send.

Cvent

- There are a number of helpful checklists and quick guides for creating effective and accessible events [11], covering everything from planning and strategy to approval and launch.
- Testing your event registration [13] and website is essential before requesting approval from your eComm Specialist and launching your event — you have the option to test the event yourself and share test scenarios with others.

Upcoming Training Sessions

- Cvent Quarterly Updates [14] | Mar. 25, 10:30-11 AM

Be on the lookout for the invite to this upcoming training session.

Celebrations & Success Stories

Submit your eComm celebration and successes here [15] to be featured on the eComm website [16] and in a future newsletter. **We can help with expanding upon your story. Consider this a rough draft.** Share any impressive metrics, milestones, ways you've used data to optimize, or achievements that stand out.

New & Updated Resources

- How to Login [17] (Updated with SSO details)
- Accessibility Best Practices [18] (Updated intro paragraph to include statistics at a glance and added section about buttons)
- Salesforce Quarterly Updates [19] (Added Spring '25 release notes)
- Cvent Custom URL or Private Domain [20] (Updated to include relevant details for Custom URL and Private Domain)
- Cvent Add-Ons For Purchase [21] (Added Custom URL and Private Domain link)
- Cvent Reporting [22] (added details about report visibility and scheduling while saving)

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