

eComm User Newsletter | May 2025 ^[1]

May 2, 2025 by melanie.jones@cu.edu ^[2]



Quick Tips

Marketing Cloud

Use a [free color contrast tool](#) ^[3] to verify that your content meets sufficient contrast levels for accessibility.

Cvent

Add a question to your Cvent registration form to [capture accommodation requests](#) ^[4] as soon as possible.

General Updates

Marketing Cloud

- **Marketing Cloud Engagement Data Retention:** Salesforce has updated its data retention policy for Marketing Cloud Engagement. Beginning on June 16, 2025, subscriber engagement data will be retained and accessible for 730 days (or 2 years). This information was revised on April 28, 2025 previously with retention for 180 days starting on May 15, 2025. [Learn more about this change and watch the recording](#) ^[5] from the April 14 information session.
- **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](#) ^[6]. 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](#)

[7], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Free/Simple Events Solution:** If you use CVENT and are interested in helping us develop a solution for simple (and free) events, [please fill out this form](#) [8] by May 8. We are aiming to include 1-3 folks from each campus with the main time commitment this summer, after commencement.
- **Free Cvent Certifications:** Cvent offers [free event professional certifications through Cvent Academy](#) [9]. Take advantage of this opportunity to level up your resume and knowledge.
- **Cvent CONNECT June 9-12:** [Registration is open for Cvent CONNECT 2025](#) [10], which will be in San Antonio, TX and limited virtual sessions.
- **Regional Training Workshop July 23-24:** [Registration coming soon for Cvent's regional training workshop in Denver](#) [11]. Discount code UPSKILL100 for 100% off registration.
- **Are You Missing Timely eComm Updates?** [Update your Chatter Group\(s\) email frequency](#) [7], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Featured Resources of the Month

May is Accessibility Awareness Month. According to the [CDC](#) [12], more than one in four adults in the U.S. has some type of disability. Yet accessibility in the digital space is often overlooked or seen as a nice-to-do, not a must-do. Are you doing everything you can to make your digital communications and events accessible to all?

Marketing Cloud and Salesforce

- Discover [how Marketing Cloud Einstein uses AI](#) [13] to optimize your marketing efforts with predictive insights and data-driven recommendations.
 - [View recordings from recent UCCS and Anschutz sessions](#) [13] to hear how others are using Einstein.
- Should AI tools such as ChatGPT be used for writing emails? Check out this blog to explore [the pros, cons, and tips for leveraging AI](#) [14].

Cvent

- Cvent's AI chatbot, Valerie, offers quick, personalized solutions to your questions. With access to over 3,000 Knowledge Base articles, Valerie helps streamline event planning by guiding you to the right resources. Find Valerie in the lower right corner of Cvent Community pages when logged in ^[15].
- Cvent's AI Writing Assistant ^[16] can help with generating content for various areas throughout your event.

Upcoming Training Sessions

Recording available from the training session that took place on April 2.

- Cvent Quarterly Updates | Apr. 2 - See wiki and view recording ^[17]

Be on the lookout for invites to upcoming training sessions.

- Marketing Cloud, Intelligence Reports | Apr. 14, 3 - See wiki and view recording ^[18]

Celebrations & Success Stories

Submit your eComm celebration and successes here ^[19] to be featured on the eComm website ^[20] 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

- Marketing Cloud Data Retention Policy ^[5] (updated with April 28 revisions. Policy changes begin on June 16, 2025 and will retain data for 730 days)
- Subscribers and Subscriber Statuses ^[21] (enhanced process details for requesting a change)
- Manually Managing Email Preferences ^[22] (updated to include automate processes between eComm Salesforce and CU Ascend)
- Workflow: Managing the Email Opt-Out Field in Salesforce ^[23] (updated to include automate processes between eComm Salesforce and CU Ascend)
- Updating Contact Information in Salesforce ^[24] (added information about updating 'Other Information' for Individual Contacts)
- Import File Into Data Extension ^[25] (added details for currency)

- [Marketing Cloud Update a Broken Link](#) ^[26] (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](#) ^[18] (updated to include recent session recording)
- [Cvent Paid Events](#) ^[27] (updated Speedtype reallocation from every two weeks to monthly)

?? ^[28]

Display Title:

eComm User Newsletter | May 2025

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommm-wiki/ecommm-user-newsletter-may-2025>

Links

[1] <https://www.cu.edu/blog/ecommm-wiki/ecommm-user-newsletter-may-2025>
 [2] <https://www.cu.edu/blog/ecommm-wiki/author/145641> [3] <https://www.cu.edu/blog/ecommm-wiki/accessibility-best-practices> [4] <https://www.cu.edu/blog/ecommm-wiki/plan-accessible-events>
 [5] <https://www.cu.edu/blog/ecommm-wiki/marketing-cloud-engagement-data-retention>
 [6] <https://ping.prod.cu.edu/idp/startSSO.ping?PartnerSpId=https%3A%2F%2Fsp.exacttarget.com%2Fshibboleth-sp> [7] <https://www.cu.edu/blog/ecommm-wiki/collaborative-communities>
 [8] <https://forms.microsoft.com/r/npycggkfv3> [9] <https://www.cu.edu/blog/ecommm-wiki/cvent-academy>
 [10] <https://www.cvent.com/en/cvent-connect> [11] <https://hello.cvent.com/training-workshops.html>
 [12] <https://www.cdc.gov/disability-and-health/articles-documents/disability-impacts-all-of-us-infographic.html> [13] <https://www.cu.edu/blog/ecommm-wiki/marketing-cloud-einstein-overview>
 [14] <https://www.cu.edu/blog/ecommm-wiki/ai-writing-tools-should-you-use-them-write-content>
 [15] <https://www.cu.edu/blog/ecommm-wiki/cvent-support-and-resources>
 [16] <https://support.cvent.com/s/communityarticle/Using-the-AI-Writing-Assistant>
 [17] <https://www.cu.edu/blog/ecommm-wiki/cvent-quarterly-updates> [18] <https://www.cu.edu/blog/ecommm-wiki/marketing-cloud-intelligence-reports>
 [19] <https://docs.google.com/forms/d/e/1FAIpQLSfC95latcGsLfikPgLNUGWFLgrw-uoTVdXvL89VC7Y9CIVp6g/viewform> [20] <https://www.cu.edu/blog/ecommm-wiki/category/success-stories>
 [21] <https://www.cu.edu/blog/ecommm-wiki/subscribers-and-subscriber-status>
 [22] <https://www.cu.edu/blog/ecommm-wiki/manually-managing-email-preferences>
 [23] <https://www.cu.edu/blog/ecommm-wiki/workflow-managing-email-opt-out-field-salesforce>
 [24] <https://www.cu.edu/blog/ecommm-wiki/updating-contact-information-salesforce>
 [25] <https://www.cu.edu/blog/ecommm-wiki/import-file-data-extension> [26] <https://www.cu.edu/blog/ecommm-wiki/marketing-cloud-update-broken-link-after-send> [27] <https://www.cu.edu/blog/ecommm-wiki/cvent-paid-event> [28] <https://www.cu.edu/blog/ecommm-wiki/cvent-accounting-quick-list>