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eComm User Newsletter | May 2025 [1]

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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

- Understand the fundamental best practices of accessible content design [3] applicable to all digital communications, including:
  - Ensuring a strong color contrast
  - Writing alternative text
  - Creating accessible hyperlinks
  - And more!
- Test your knowledge and learn new information related to digital communication accessibility with CU's Accessibility Fundamentals for Digital Communicators course in Percipio [13].

Cvent

- From venue selection to registration and communications, ensure every aspect of your event is accessible [14].
- Understand the accessibility best practices [3] that apply to all digital communications,

including emails and websites (i.e., Cvent event websites).

Upcoming Training Sessions

Recordings available from recent training sessions:

- Cvent Quarterly Updates | Apr. 2 - See wiki and view recording [15]
- Marketing Cloud, Intelligence Reports | Apr. 14 - See wiki and view recording [16]

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

Submit your eComm celebration and successes here [17] to be featured on the eComm website [18] 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 [19] (enhanced process details for requesting a change)
- Manually Managing Email Preferences [20] (updated to include automate processes between eComm Salesforce and CU Ascend)
- Workflow: Managing the Email Opt-Out Field in Salesforce [21] (updated to include automate processes between eComm Salesforce and CU Ascend)
- Updating Contact Information in Salesforce [22] (added information about updating 'Other Information' for Individual Contacts)
- Import File Into Data Extension [23] (added details for currency)
- Marketing Cloud Update a Broken Link [24] (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 [25] (updated Speedtype reallocation from every two weeks to monthly)

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