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eComm User Newsletter | November 2024 [1]

November 7, 2024 by lauren.galena [2]



Quick Tips

Marketing Cloud

As the holiday season approaches, it's a popular time for people to upgrade to new phones. If you use your phone for multi-factor authentication (MFA) to access Marketing Cloud [3] and get a new device, remember to contact your eComm Specialist to revoke your current MFA. This will allow you to set up MFA on your new device.

Cvent

The new Registration Overview page allows you to manage many key components of your event from one central place. The page has two tabs: Setup [4] and Insights [5]. The Setup tab is the default before the event is launched and shows event setup details. The Insights tab opens automatically after registration is launched and provides insights into registration metrics.

Access the page by selecting your event, then navigating to Registration > Registration Overview.

General Updates

Marketing Cloud

- **Sender Profile From Names:** As a reminder, in order to comply with bulk sender guidelines [6], all from email addresses in Marketing Cloud must use the domains that

were implemented in May 2024:
    - Advancement, System, & Boulder: @com.cu.edu
    - Anschutz: @com.cuanschutz.edu
    - Denver: @com.ucdenver.edu
    - UCCS: @com.uccs.edu
- **Stay Organized With Folders in Marketing Cloud:** We know how cluttered Marketing Cloud can get, especially if you're sharing your Business Unit with other groups. As a reminder, use the folder structure in your Business Unit [7] to stay organized and easily find your content, data extensions, and send data.
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [8] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Cvent

- **Speedtypes in Cvent: Keep the following details in mind when requesting new Speedtypes to be added in Cvent:**
    - SpeedType = 12345678 - Short Description/Title
    - Fund 10, 30, 31, 32, 33, 34, 35, and 36 speedtypes should not used for Cvent events.
    - Funds 20 and 29 are most typically used in Cvent.
    - Work with your eComm Specialist to reach out to the campus controller accounting teams [9] for guidance on Fund 80s as each campus has a different experience with this fund.
- **Cvent Express has Sunset:** Cvent users can no longer create Express Events. That means all events going forward need to be created in the more robust Flex/Standard format [10].
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency [8] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Featured Resources of the Month

It's hard to believe, but the holiday season is almost here. Check out these resources that might be helpful to you as you plan your annual holiday emails or holiday events.

Marketing Cloud and Salesforce

- Increase engagement by including personalization [11] in your email.
- Update a broken link [12] after your email has been sent.
- Deliver more targeted messaging efficiently with dynamic content [13].

Cvent

- Ensure you're taking the necessary steps to make your event accessible [14] to all.
- Leverage Cvent Support and resources [15], including the new chatbot feature.
- Easily add a calendar attachment [16] to your registration confirmation emails.

Upcoming Training Sessions

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

- Sharing Email in Marketing Cloud [19] (updated to encompass user and eComm Specialist process including screenshots)
- Data Model & Tools [20](updated diagram with CU People or CUP - formerly Master Data Management or MDM - and added Form Assembly for subscriptions [21])
- Entity Relationship Diagram [22] (updated references to CU People or CUP - formerly Master Data Management or MDM and Ascend - formerly Advance)
- Standard Contacts vs. Individual Contacts [23] (updated references to CU People or CUP - formerly Master Data Management or MDM and Ascend - formerly Advance)
- eComm Strategy [24] (top navigation on eComm site, was outdated compared to sub-navigation pages)
    - Optimization 2023 [25] (new in menu under 'Strategy', points to existing wiki resources)
- eComm Guidelines [26] (top navigation on eComm site, was outdated compared to sub-navigation pages)
- Cvent | Making Data Impactful and Actionable [27] (new)
- Creating Fundraising Events [28] (referenced to Allocation Code sunset, changed to Designation Code)
- Cvent Paid Event [29] (referenced to Allocation Code sunset, changed to Designation Code)
- Cvent | Support and Resources [15] (updated to include details on accessing the knowledge base and chatbot feature)

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