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eComm User Newsletter | November 2025 [1]

November 19, 2025 by lauren.galena [2]



Quick Tips

Marketing Cloud

Update an incorrect or broken link [3] in an email you've already sent, and it will automatically update in recipients' inboxes.

Cvent

Event Planners have the ability to schedule reminder emails for event feedback [4] and set the intervals at which they should be sent.

General Updates

Marketing Cloud

- **Nov. 2 Marketing Cloud Maintenance Update:** Please verify that your Data Extensions and automations are running as expected before sending emails. Note that personalization can no longer be used when sending to Reports — emails with personalization [5] must be sent to a Data Extension. If you experience any unusual behavior in Marketing Cloud, contact your eComm Specialist for support.
- **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

- **Cvent CONNECT July 13 - 16, 2025:** Registration is open for Cvent CONNECT 2026 [7] in Nashville, TN (limited virtual sessions available).
    - Watch Cvent CONNECT 2025 [8] on demand.
- **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

It’s hard to believe, but the holiday season is just around the corner! Here are some helpful resources to support you as you plan your annual holiday emails and events.

Marketing Cloud and Salesforce

- Replace a link [3] in a Marketing Cloud email that you have already sent, and it will automatically update in recipients' inboxes.
- Let your constituents know they are important and recognized by personalizing your email [5].

Cvent

- Guest registration [9] makes it easy to track who your invitees plan to bring along. Each guest remains linked to their main registrant, ensuring accurate records and smooth coordination. If plans change, registrants can easily modify or cancel their guests’ registration themselves.
- Account themes [10]allow you to customize a design and quickly pull it into future events. Once created, you'll be able to save any updates to the overall template or individually within a specific event.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

Submit your eComm celebration and successes here [11] to be featured on the eComm website [12] 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

- Upload Files to Marketing Cloud - Including 'Add to Calendar' [13] (updated to add details for making an appointment on a Mac)

- Personalizing your Email [5] (updated to reflect only using Data Extensions - not Reports - for personalization)
- Send Marketing Cloud Emails [14](updated to call out the need to 'Start' Data Extensions when using 'Salesforce Send Emails')
- Update a Broken Link After Send [3] (updated to add that links older than 90 days cannot be updated)

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