

## **eComm User Newsletter | October 2024** <sup>[1]</sup>

October 3, 2024 by [lauren.galena](#) <sup>[2]</sup>



### **Quick Tips**

#### **Marketing Cloud**

You've scheduled your email but something has changed and you need to stop it from going out. Easily cancel an email that is scheduled to send <sup>[3]</sup>. Emails sent immediately can't be canceled since they start sending right away. You might stop it mid-send, but some recipients will still get it. It's best to always schedule emails, even if just 15 minutes ahead.

#### **Cvent**

The character limit has increased from 100 to 500 characters for session titles.

### **General Updates**

#### **Marketing Cloud**

- **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 <sup>[4]</sup> to stay organized and easily find your content, data extensions, and send data.
- **Auto-Replies Not Coming Through:** We've investigated the issue of auto-replies not reaching senders in Marketing Cloud. There is no setting within Marketing Cloud to change this as the root issue sits with email clients (Outlook, Gmail, Yahoo, etc.).
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency <sup>[5]</sup> 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 be 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](#) [6] for guidance on Fund 80s as each campus has a different experience with this fund.
- **Cvent Quarterly Updates:** Check out [Summer 2024 releases and updates](#) [7] from Cvent.
- **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](#) [8].
- **Are You Missing Timely eComm Updates?:** [Update your Chatter Group\(s\) email frequency](#) [5] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

## Featured Resources of the Month

October is Cybersecurity Awareness Month. Here are some helpful resources for making sure you're doing everything you can to protect constituent data and privacy.

### Marketing Cloud and Salesforce

Explore these wikis and guidelines that relate to Marketing Cloud and Salesforce data security:

- [Understand FERPA flags](#) [9] and what to do when you encounter one.
- Learn more about [complying with CAN-SPAM](#) [10].
- Know easy ways to [avoid violating CAN-SPAM](#) [11].

## Cvent

Check out these wikis and guidelines that relate to Cvent data security:

- If you create event registration forms in Cvent that require credit card transactions, you must [meet CU data security standards](#) [12] to ensure that we can continue to use secure merchant accounts in Cvent.
- In order to be in compliance with CAN-SPAM, [Cvent emails](#) [13] can only be used when sending post-registration, transactional messages.

## Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

## Celebrations & Success Stories

CU Boulder Alumni Association team members attended the free Cvent Customer Success Group in Boulder on Aug. 21.



Submit your eComm celebration and successes here <sup>[14]</sup> to be featured on the eComm website <sup>[15]</sup> 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

- Understanding Email Journeys <sup>[16]</sup> (Updated - How to Get Started section)
- Salesforce Reporting <sup>[17]</sup> (Engagement tab >> Email Engagement section >> Who clicked link? Report template <sup>[18]</sup> available.)
- Accessibility Best Practices <sup>[19]</sup> (Added new Percipio course CU: Accessibility Fundamentals for Digital Communicators to the Related Resources section)
- Cvent | Summer 2024 Quarterly Updates <sup>[7]</sup> (Updated - Added quarterly updates for Summer 2024)
- Cvent | Unsupported Browsers <sup>[20]</sup> (Updated outdated information and links)
- Cvent | Creating Fundraising Events <sup>[21]</sup> (Updated to add reminder that fundraising events must adhere to paid event standards, including not 'accepting payment at a later time')
- Cvent | Report of Events Created by User <sup>[22]</sup> (Updated to ensure all MECs have access to this cross-event report)

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