# eComm User Newsletter | October 2025 [1]

November 7, 2025 by lauren.galena [2]



# **Quick Tips**

### **Marketing Cloud**

You've scheduled your email, but something has changed, and you need to stop it from going out. Easily <u>cancel an email that is scheduled to send</u> [3]. 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**

• Are You Missing Timely eComm Updates?: <u>Update your Chatter Group(s) email</u> <u>frequency</u> [4], and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

#### **Cvent**

• Are You Missing Timely eComm Updates?: Update your Chatter Group(s) email frequency [4], and you'll receive posts via email (i.e., every post, daily digest, or weekly

### **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**

- Understand FERPA flags [5] and what to do when you encounter one.
- Learn more about complying with CAN-SPAM [6].
- Know easy ways to avoid violating CAN-SPAM [7].

#### Cvent

- If you create event registration forms in Cvent that require credit card transactions, you
  <u>must meet CU data security standards</u> [8] to ensure that we can continue to use secure
  merchant accounts in Cvent.
- In order to be in compliance with CAN-SPAM, <u>Cvent emails</u> [9] 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**

Submit your eComm celebration and successes here [10] to be featured on the eComm website [11] 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**

• <u>Send Marketing Cloud Emails</u> [12] (updated 'Salesforce Send Email' section with red reminder to 'Start' Data Extensions)

?? [13]

#### **Display Title:**

eComm User Newsletter | October 2025

### Send email when Published:

No

Source URL:https://www.cu.edu/blog/ecomm-wiki/ecomm-user-newsletter-october-2025

#### Links

- [1] https://www.cu.edu/blog/ecomm-wiki/ecomm-user-newsletter-october-2025
- [2] https://www.cu.edu/blog/ecomm-wiki/author/86290 [3] https://www.cu.edu/blog/ecomm-wiki/viewing-andor-canceling-scheduled-email-send [4] https://www.cu.edu/blog/ecomm-wiki/collaborative-communities [5] https://www.cu.edu/blog/ecomm-wiki/understanding-ferpa-flags

- [6] https://www.cu.edu/blog/ecomm-wiki/commercial-vs-transactional-whats-difference
- [7] https://www.cu.edu/blog/ecomm-wiki/easy-ways-avoid-violating-can-spam
- [8] https://www.cu.edu/ecomm/payment-card-industry-pci [9] https://www.cu.edu/blog/ecomm-wiki/cvent-event-session-emails [10] https://docs.google.com/forms/d/e/1FAIpQLSfC95latcGsLfikPgLNUgWFLgrw-uoTVdXvL89VC7Y9CIVp6g/viewform [11] https://www.cu.edu/blog/ecomm-wiki/category/success-stories [12] https://www.cu.edu/blog/ecomm-wiki/send-marketing-cloud-emails [13]

https://www.cu.edu/blog/ecomm-wiki/cvent-accounting-quick-list