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# eComm User Newsletter | September 2024 [1]

September 6, 2024 by lauren.galena [2]




## Quick Tips

### Marketing Cloud

Determine what size your image should be [3] before uploading it to Marketing Cloud. Images should never be more than 600 pixels wide and even less depending on padding and layout.

### Cvent

Easily add a calendar attachment [4] to the registration confirmation email. This feature is available for events only, not individual sessions.

## General Updates

### Marketing Cloud

- **Fall 2024 Student Data Issue:** On the morning of Aug. 23, we discovered that Fall 2024 student enrollment data in eComm's Salesforce was significantly lower than expected across all campuses. Many students with recent enrollment changes were missing records or data. Due to the urgency, we escalated the issue to the University Information Services (UIS) Integrations Team as a priority 1 (P1). By 4 p.m. Aug. 23, the data was correctly synced, and reports of current students are now accurate. Refer to the email that went out to users on Aug. 23 [5] for impacts and next steps.
- **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.). The

only 'solution' would be reverting to the previous From Email Addresses used without the SAP domains. This would result in low deliverability rates, making it non-viable.
- **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

- **New Cvent Chatbot:** Cvent's new AI chatbot, Valerie, quickly provides personalized answers to your questions. Located in the lower right corner of Cvent Community pages [7] (when logged in), Valerie directs you to the right resources from over 3,000 Knowledge Base articles.
- **Cvent Quarterly Updates:** Check out Summer 2024 releases and updates [8] from Cvent.
- **Cvent Express is Sunsetting:** Express events will be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [9]. Cvent users can no longer create Express Events.
- **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

Check out these resources for streamlining your design process and making sure your emails and/or events align with best practices.

### Marketing Cloud and Salesforce

Explore these design tips and best practices for Marketing Cloud:

- eComm offers its users brand-approved email templates [10].
- Apply three best practices [11] when using text blocks.
- Best practices for formatting images [3] to ensure they will display properly.
- Understand the fundamental principles of accessible content design [12] applicable to any content.

### Cvent

Explore these Cvent design tips and best practices:

- There are a number of eComm event templates [13] available to all Cvent users.
- Not sure which dimensions to use for your Flex event? Cvent's Graphics Cheat Sheet [14] contains the recommended dimensions for the images that appear on your event website.
- Understand the fundamental principles of accessible content design [12] applicable to any content.

## Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

## Celebrations & Success Stories

Submit your eComm celebration and successes here [15] to be featured on the eComm website [16] and in a future newsletter. **We can help with expanding upon your story. No need to submit a final version. 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

- eComm Help Ticket [17] (Updated - Emilia Covault primary support for CU Denver, System Advancement's ticket support link, CU Boulder Advancement's ticket support link)
- Understanding Email Journeys [18] (Updated - How to Get Started section)
- Creating Compelling Content [19] (Rewrote - Added more resources and recommendations)
- Need Help? Start Here. [20] (New - Added under Cvent Email tab Why wasn't an email delivered? [21] and If a contact is opted out in Cvent, can I opt them back in? [21])
- Cvent | Confirming Emails Were Delivered [21] (Updated - Revised 'How can I confirm my emails were sent?' and added section on troubleshooting why an email wasn't delivered)
- Cvent | Summer 2024 Quarterly Updates [8] (Updated - Added quarterly updates for Summer 2024)

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