

eComm User Newsletter | September 2025 ^[1]

November 7, 2025 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

- **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).

Cvent

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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

- eComm offers its users brand-approved [email templates](#) ^[6].
- Apply [three best practices](#) ^[7] when using text blocks.
- [Best practices for formatting images](#) ^[3] to ensure they will display properly.
- Understand the [fundamental principles of accessible content design](#) ^[8] applicable to any content.

Cvent

- There are a number of [eComm event templates](#) ^[9] available to all Cvent users.
- Not sure which dimensions to use for your event? [Cvent's Graphics Cheat Sheet](#) ^[10] contains the recommended dimensions for the images that appear on your event website.
- Understand the [fundamental principles of accessible content design](#) ^[8] 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](#) ^[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

- [Send Marketing Cloud Emails](#) ^[13] (under the Guided Send section, [2-page Quick How-To](#) ^[14] is updated)
- [Marketing Cloud 'Forward to a Friend' Not Available](#) ^[15]
- [Marketing Cloud 'View in Browser' Link](#) ^[16]
- [Cvent | Waitlists](#) ^[17]
- [Creating Fundraising Events](#) ^[18]
 - [Need Help? Start Here.](#) ^[19] (New 'Forward to a Friend' section added under the

Marketing Cloud tab)

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[2] <https://www.cu.edu/blog/ecommerce-wiki/author/86290> [3] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-image-best-practices>

[4] <https://support.cvent.com/s/communityarticle/How-do-I-add-a-calendar-invitation-to-my-emails#:~:text=When%20setting%20up%20your%20email,calendar%20invitation%20to%20my%20emails?>

[5] <https://www.cu.edu/blog/ecommerce-wiki/collaborative-communities>

[6] <https://www.cu.edu/ecommerce/guidelines/ecommerce-email-templates> [7] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-text-block-tips> [8] <https://www.cu.edu/blog/ecommerce-wiki/accessibility-best-practices>

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[13] <https://www.cu.edu/blog/ecommerce-wiki/send-marketing-cloud-emails>

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[20] <https://www.cu.edu/blog/ecommerce-wiki/cvent-accounting-quick-list>