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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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