Published on *University of Colorado* (https://www.cu.edu)

How to Login [1]

July 9, 2026 by Melanie Jones [2]

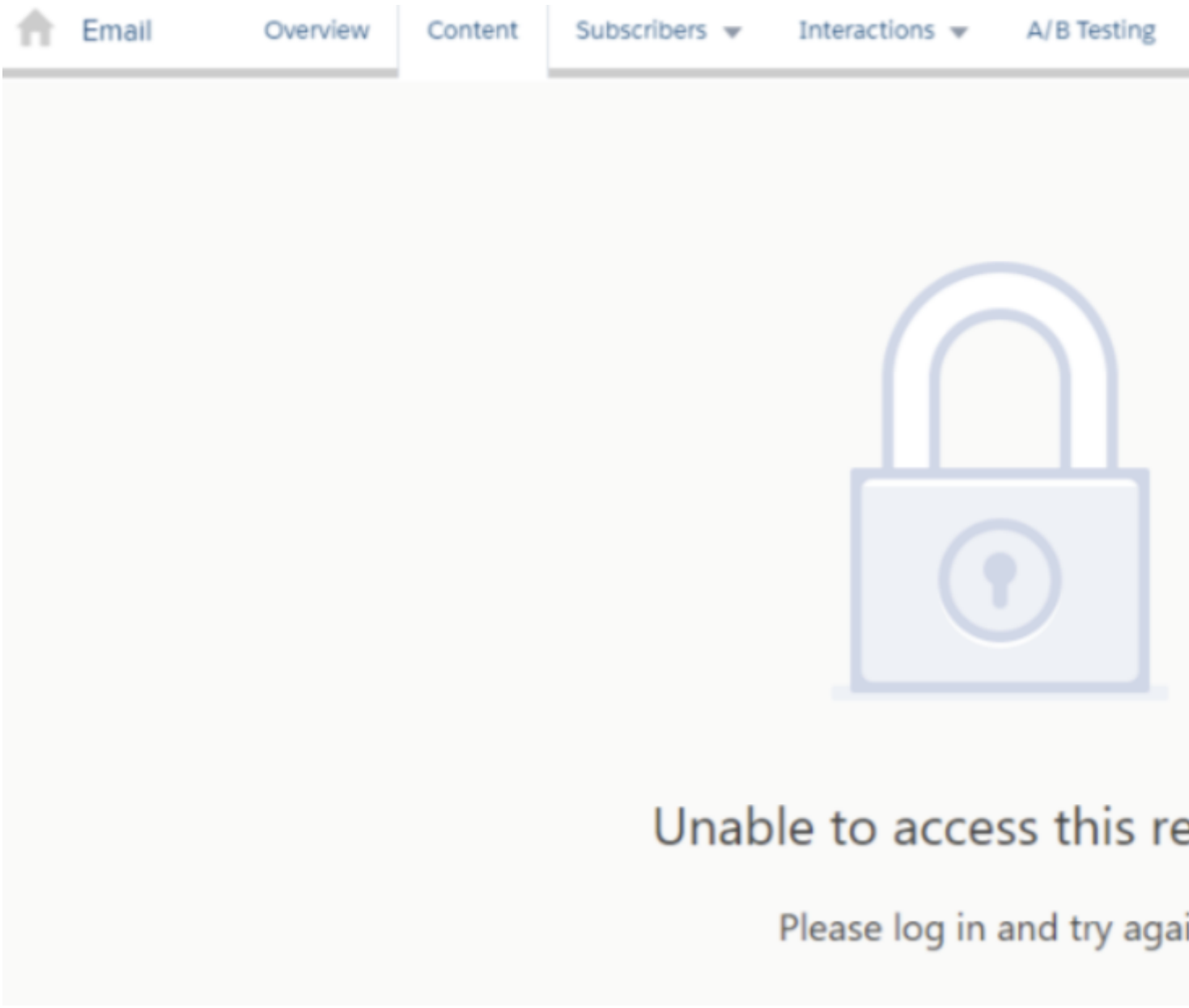
eComm is comprised of three different applications with three separate login pages and passwords. Use the details below while accessing the tools for the first time and down the road.

Marketing Cloud

1. Navigate to the eComm login page [3] (bookmark this page)
2. Select **Marketing Cloud** (the middle option)
3. How-To Enable Multi-Factor Authentication [4]

TIP! Set your Default Login Preference [5] to *Email* to avoid taking two clicks every time you log in to Marketing Cloud to navigate to Email Studio.

Enable Cookies The message below is due to Cookies not being enabled in Chrome, a requirement for Marketing Cloud to operate. Learn how-to enable your cookies in Chrome. [6]



Cvent

1. Navigate to the eComm login page [3] (bookmark this page)
2. Select **Cvent** (the option on the right)
3. Login with your university credentials.
    - If you call Cvent for help, they will ask for your Account Code which is **UCCO003**.

Taking over for someone who previously hosted events? Contact your eComm specialist to have previous events shared with you to access and clone.

Salesforce

1. Navigate to the eComm login page [3] (bookmark this page)

2. Select **Salesforce** (the left option)
3. Select your **campus**
    - You will be directed to your campus-branded login page
4. **Use your campus credentials** to log in.
    - This is the same username and password you use to login to your CU email, computer, or the employee portal.?

Locked out? Contact your campus IT help desk [7].

Multi-Factor Authentication (MFA)

Salesforce multi-factor authentication (MFA) may become necessary for users in August 2026. If you already use an app for MFA for a different reason, you can simply add the Salesforce account. If not, you will need to download the app first by searching for it on your mobile device's app store.

Lost or new Device? Your previous method of MFA must be revoked.

- If you have a new device, you won't be able to set up MFA again unless your previous one has been revoked. Ask your eComm specialist to revoke your current MFA.
- If the method you use for authentication was lost or stolen, please let your eComm specialist know ASAP so the authentication method can be revoked, keeping your account secure. Plus, you'll be able to set up MFA on your new device once you have it.

The first time you are prompted to set up Multi-Factor Authentication, it may first show you a screen about setting up a passkey. For most users, it is *not* required to set up a passkey and you can select "Choose Another Verification Method" where you can then set up MFA using various apps such as those below. If you prefer to set up a passkey, follow the prompts on the screen to do so. Otherwise, if you would like to use an authentication app, see the tabs below for various options.

- Generic App
- Salesforce Authenticator

There are many generic apps for MFA, but common ones include Microsoft, Google Authenticator, Duo, and 2FAS.

- Select ***Choose Another Verification Method*** near the bottom



Connect Salesforce Authenticator

For security reasons, you have to connect Salesforce Authenticator to your account. The app sends a notification when we need to verify your identity, and you verify with just a tap. You can also enable location services to have the app verify you automatically from trusted locations. The app provides codes to use as an alternate verification method.

1. Install Salesforce Authenticator on your mobile device from the App Store or Google Play.
2. Open Salesforce Authenticator and add your account.
3. The app shows a two-word phrase. Enter the phrase here.

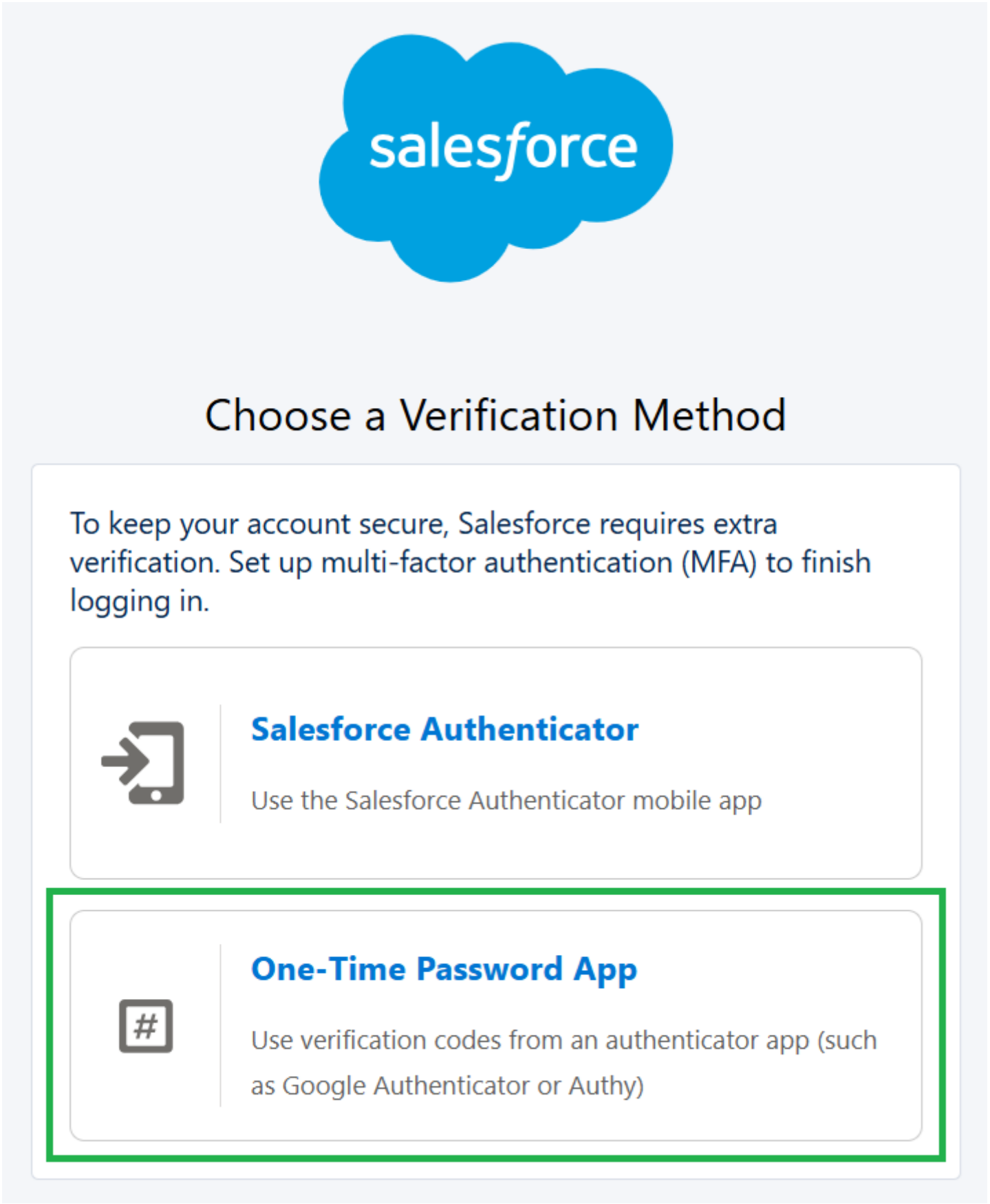
Two-Word Phrase

Cancel

Connect

Choose Another Verification Method

- Select ***One-Time Password App***



- Open an authenticator app.

- Scan the QR code with the authenticator app.
    - After opening your app, find an option to ***Add Account*** > ***by QR Code*** > this will start your camera in the app for you to scan the QR code presented on your desktop.
- Enter the code generated by the app.
    - The code will show once this account has been added.

Connect an Authenticator App

Connect a third-party authenticator app to your Salesforce account so you can use it to verify your identity.

1. Open an authenticator app.
2. Scan this QR code with the authenticator app.
3. Enter the code generated by the app.



Verification Code

Back

Connect

I Can't Scan the QR Code

Choose Another Verification Method

- Next time you log in: navigate to the MFA app > select this account >> input the code presented

Watch Instructions [8]



Connect Salesforce Authenticator

For security reasons, you have to connect Salesforce Authenticator to your account. The app sends a notification when we need to verify your identity, and you verify with just a tap. You can also enable location services to have the app verify you automatically from trusted locations. The app provides codes to use as an alternate verification method.

1. Install Salesforce Authenticator on your mobile device from the App Store or Google Play.
2. Open Salesforce Authenticator and add your account.
3. The app shows a two-word phrase. Enter the phrase here.

Two-Word Phrase

Cancel

Connect

Choose Another Verification Method

Related Wiki Posts

- New User Training [9]

Display Title:
How to Login
Send email when Published:
No

Source URL:https://www.cu.edu/blog/ecomm-wiki/how-login

Links
[1] https://www.cu.edu/blog/ecomm-wiki/how-login [2] https://www.cu.edu/blog/ecomm-wiki/author/39 [3] https://www.cu.edu/ecomm/ecomm-login [4] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-multi-factor-authentication-mfa [5] https://www.cu.edu/blog/ecomm-wiki/set-default-login-preference [6] http://www.businessinsider.com/guides/tech/how-to-enable-cookies-in-google-chrome [7] https://www.cu.edu/sites/default/files/2015_CampusITHelpDesks.pdf [8] https://salesforce.vidyard.com/watch/JyZ_mibupf6sOzMwvhtA3g [9] https://www.cu.edu/blog/ecomm-wiki/new-user-training