

MEC Weekly Digest | December 16, 2019 ^[1]



December 17, 2019 by [jennifer.mortensen](#) ^[2]

Cvent Integration Update and Reminder

- **Update:** The COE is continuing to work with Cvent to resolve a few remaining Cvent integration issues related to registration status. We will keep you updated as work progresses.
 - There is still an issue with primary registrants marked as no show with their guests appearing as registered. The expected results for primary registrants and guests should be:
 - Primary Registrant = Attended; Guest = Attended
 - Primary Registrant = No Show; Guest = No Show
 - Primary Registrant = Canceled; Guest = Canceled
 - There are completed events with Campaign Members with a status of Registered. We would expect these to be marked as No Show.
- **Reminder - Action Needed:** When reviewing and approving Cvent events, be sure that any integration information linking to CRM01 is deleted. **The Salesforce integration fields in Cvent should be empty based on the new, automatic integration with CRM03.**

Cross Events
Overview
Event Details
Website & Registration
Promotion & Communication
Invitee Ma

Events > In-person New User Training_20191218_All > Event Details > General > Salesforce Integration

Salesforce Integration
Edit
Copy Account Level Set

General Settings
Field Mappings
Integration Points
Campaign Management

For each integration point, you can choose which campaign to update, which status to assign to new and updated campaign r update.

Integration Point	Active	Salesforce Campaign	Member Statu
Invitation is Sent to the Invitee	No		
Invitee Opens the Invitation Email	No		
Invitation Email Bounces	No		
Invitee Registers for the Event	Yes		
Invitee Declines Registration	Yes		
Invitee Attends the Event	Yes		
Invitee Cancels Registration	Yes		
Invitee Marked as No-Show	Yes		

Marketing Cloud Discover Reporting

- Update:** As mentioned in the [November 4 Weekly Digest](#) [3], Melanie Jones determined that Discover Reporting was not enabled in MC03, which is why much of the reporting functionality was not working as expected. Mel worked with SFMC to enable Discover Reporting.
- Training and Documentation:** Jen Mortensen learned how to use Discover Reports and created several wikis to aid MECs in utilizing this data. We will be verifying next week if Discover Reporting is an option for users as well. New Marketing Cloud Reporting wikis are as follows:
 - [Discover Reports in Marketing Cloud](#) [4]
 - [Audience Engagement Over Time](#) [5]
 - [Best Performing Send Day](#) [6]
 - [Deliverability - Complaint Rate](#) [7]
 - [Device Performance by Email Sends and Email Performance by Device](#) [8]
 - [Recent Email Send Summary](#) [9]
 - [Time Between Send and Engagement](#) [10]

Ongoing TaskRay Tasks & Data Monitoring

- [TaskRay Dashboard](#) ^[11]
- [All TaskRay Tasks](#) ^[12]
- [Data Issues Dashboard](#) ^[13] for UIS

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[13]

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