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Naming Conventions [1]



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The eComm program boasts hundred of users spread across all four CU campuses, the system office, and Advancement. While that's exciting, the large number of users and campuses present some organizational challenges. eComm tackles some of these challenge through the use of naming conventions. They don't just help your eComm Specialist stay organized, though. They also help your confidence in ensuring that the campaign or report you're viewing is the right one.

Reports & Data Extensions | Campaigns | Cvent Event Campaigns

Reports & Data Extensions*

Salesforce reports have a strict naming convention followed by eComm specialists throughout the System. Let's look at an example and break it down.

Report Name: 08 UREL OG AMC Employees SUB Connections

- 08 = The first two numbers of a report name represent the **campus** on which it was created.
    - 01 = Boulder, 02 = Anschutz, 03 = Denver, 04 = Colorado Springs, 08 = System, 09 = Advancement
- UREL = The next four letters of your report name represent the **unit** that owns the report, in this case, University Relations. You'll also come across examples like ALUM (for alumni association), HIST (for the department of history), and CHAN (for the Office of the Chancellor).
- OG/OT = The next two letters represent whether your report is **ongoing** (OG) and will update automatically as new data enters Salesforce (such as a new graduating class), or **one-time** (OT) if a report is based on a campaign or one-time occurrence.
- AMC Employees = The next portion of your report name specifies the **audience**, in this case, employees at the Anschutz Medical Campus. Other examples might be UCCS Students, Denver Alumni, etc.
- SUB Connections = The last portion of your report name is related to CAN-SPAM compliance and references the **subscription category** associated with the report. In this case, the report will be sent to members of the audience who are subscribed to CU Connections. We also use this category to designate transactional communications with the letters TXN.

So in the example above, the report belongs to the University Relations team at the CU System and is used to contact Anschutz Medical Campus Employees who are subscribed to CU Connections.

*Data Extensions have a character limit of 36. While a Report is usually named identically to the Data Extension, it may require being shortened.

Campaigns

Campaign naming conventions are very similiar to Reports, but dialed back slightly.

Campaign Name: 08 UREL 20211010 Invitees

- 08 = The first two numbers of a report name represent the **campus** on which it was created.
    - 01 = Boulder, 02 = Anschutz, 03 = Denver, 04 = Colorado Springs, 08 = System, 09 = Advancement
- UREL = The next four letters of your report name represent the **unit** that owns the report, in this case, University Relations. You'll also come across examples like ALUM (for alumni association), HIST (for the department of history), and CHAN (for the Office of the Chancellor).
- OT/DATE = The next component represents whether your campaign **one-time (OT) or the date you uploaded the information (YYYYMMDD)**.
- Invitees = The next portion of your report name specifies the **audience**, in this case, invitees to an event.

Cvent Event Campaigns

Due to the integration between Salesforce and Cvent, an automatic event campaign name is generated each time a new event is launched. Here's an example:

Campaign Name: 08_20190907_Ralphie's Corral: Colorado Buffaloes vs. Nebraska Cornhuskers

- 08 = The first two numbers of an event campaign name represent the **campus** to which the event belongs.
    - 01 = Boulder, 02 = Anschutz, 03 = Denver, 04 = Colorado Springs, 08 = System, 09 = Advancement
- 20190907 = The **date of the event** in YYYYMMDD format.
- Ralphie's Corral: Colorado Buffaloes vs. Nebraska Cornhuskers = **Name of the event** in Cvent.

What's the easiest way to find my event campaign in Salesforce?

Using the information above, the easiest way to locate your event campaign is often to search by part of the event name itself. In this case, we could search using the word Nebraska and then select the correct campaign based on the results that appear.

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