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Need eComm Help? Start Here. [1]

February 5, 2026 by jennifer.mortensen [2]

Click on the name of the tab below that matches the eComm category with which you require assistance:

- Salesforce & Event Management
- Marketing Cloud
- Cvent
- eComm Specialists / Super Users

Now, click the + symbol next to the category that best describes your question to view available resources.

Note that items followed by a * can only be completed with the help of your eComm Specialist [3].

Training

Salesforce New User Training [4]

- Salesforce Overview [5]
- Quarterly Release Notes [6]

eComm Event Management Training [7]

Campaigns

- What is the difference between a campaign and a report? [8]
- What is the relationship between campaigns, reports, and data extensions? [9]
- How are campaigns connected to reports? [8]
- Why do campaigns have such complicated names? [10]
- How do I create a Salesforce campaign? [11]
- How do I modify or delete a campaign? [12]
- How do I add an individual contact to a Salesforce campaign? [11]

- How do I add contacts to a Salesforce campaign in bulk? [13]*
- Why can't I see a certain campaign? [14]
- How do I share a campaign with another user? [14]*
- How do I share a campaign with a public group? [14]*

Chatter

- How do I post in Chatter? [15]
- How do I set my Chatter notifications? [15]
- Why am I not seeing all of my Chatter posts? [15]

Contacts

- How do I view a contact? [16]
- What is the difference between a Standard Contact and an Individual Contact? [17]
- How do I modify information on a contact (such as the email address)? [18]
- Why are there duplicate contact records? [19]
- How to I merge two or more contacts? [19]*
- How do I add a contact to a Salesforce campaign? [11]
- What are individual email results (IERs) and how can I use them? [20]
- How do I add contacts to Salesforce? [21]*
- How can I match new contacts against existing contacts to avoid creating duplicates? [13]*
- How will I know if a contact received my email? [20]
- How does a Salesforce contact relate to a Marketing Cloud Subscriber? [22]
- Is Salesforce GDPR compliant? [23]
- Understanding FERPA Flags [24]

Data

- What is eComm's data model? [25]
- What contacts exist in Salesforce? [25]
- Does Salesforce integrate with other CU data sources? [25]
- Is there an Entity Relationship Diagram(ERD)? [26]
- Is there a data dictionary? [27]
- Understanding FERPA Flags [24]
- Understanding Preferred Name [28]
- GeoCode Sunetting in 2023 [29]

Dashboards

- How would I view my Business Unit's email send data via a dashboard? [30]
- I want a dashboard for my email sends like the one on the Salesforce homepage. How do I create one? [31]*
- How do I view a Salesforce dashboard? [30]
- How do I filter a Salesforce dashboard? [30]
- How do I refresh a dashboard to be sure the data is current? [30]
- How do I subscribe to a Salesforce dashboard? [30]

- Why can’t I see a Salesforce dashboard? [14]

eComm Event Management

- eComm Event Management Training [7]

Email Preferences

- How do constituents manage their own email preferences? [32]
- How do I opt a contact out of all emails or specific email preferences? [33]*
- How do I opt a contact back in to all emails or specific email preferences? [33]*
- How do I change the name of an existing email preference? [34]*
- How do I create a new email preference? [34]*
- How do I respect a constituent's email preferences? [35]
- How do eComm specialists respect a constituent's email preferences? [36]*

Email Sends

- How do I view email send data in Salesforce? [37]

Events

- How do I locate my Cvent event in Salesforce? [10]
- How do I view event participation in Salesforce? [38]
- Why is my event campaign name so long in Salesforce? [10]

Folders

- How do I share folders and subfolders? [39]*

Integrations

- How are Marketing Cloud, Cvent and Salesforce integrated with one another? [25]
- How are CU's data sources integrated with Salesforce? [25]
- How does the Cvent-Salesforce integration work? [40]
- How can I find my Cvent event in Salesforce? [40]
- How can I get event guests added to Salesforce? [41]
- How can I track event attendees to get the most out of the Cvent-Salesforce integration? [42]
- GeoCode Sunetting in 2023 [29]

List Views

- What is a list view and how can it help me? [43]
- How do I create new list view or clone an existing one? [43]
- How do I switch between different list views? [43]

- How do I pin a list view? [43]

Logging In

- What is the login URL for Salesforce? [44]
- How do I reset my Salesforce password? [44]
- I am not receiving Marketing Cloud's identity validation email. What should I do? [45]

Notifications (Chatter)

- How do I post in Chatter? [15]
- How do I set my Chatter notifications? [15]
- Why am I not seeing all of my Chatter posts? [15]

Quarterly Release Notes

- Quarterly Release Notes [6]

Reports

- How do I build Salesforce reports? [46]*
- What is the difference between a campaign and a report? [8]
- What is the relationship between reports, campaigns, and data extensions? [9]
- Why do reports have such complicated names? [10]
- How do I request a new report? [47]
- How do I modify an existing report? [46]*
- What data can I use to build audience reports? [48]
- How do I view a report? [49]
- Reporting on Preferred Name.* [50]
- How do I share a report with another user? [14]*
- How do eComm specialist create Reports with CAN-SPAM compliance? [36]*
- GeoCode Sunsetting in 2023 [29]

Subscriptions

- Is there a way for me to grow my audience? [51]
- Can folks subscribe to receive my communications? [51]

Troubleshooting

- How do I add a photo to my Salesforce profile? [52]
- Why did a specific person not receive my email? [53]
- Why can’t I see a specific campaign, report, or dashboard? [14]
- I think I found a bug in Salesforce. What should I do? [54]
- I requested a change to a contact’s email address and was told the change was complete, but the old value is still showing. What should I do? [18]

- Why is a particular contact missing from my audience report? [55]
- Why can't I send a Marketing Cloud message? [56]

Unsubscribe

- How do unsubscribes work? [57]
- How can a constituent unsubscribe or subscribe to communications? [57]
- How can a user view a constituents' email preferences? [57]
- How can users avoid violating CAN-SPAM? [35]
- How do eComm specialists avoid violating CAN-SPAM? [36]*

Users

- How do I request to become an eComm user? [58]

Something Else...

If our documentation couldn't answer your question, please let us know. Submit a help ticket [59] so we can assist you.

Watch a short video [60] if you're curious about how tickets get you the best and quickest response.

Now, click the + symbol next to the category that best describes your question to view available resources.

Note that items followed by a * can only be completed with the help of your eComm Specialist [3].

Training

- What is Marketing Cloud? Where can I get an overview? [5]
- What Marketing Cloud new user training is offered? [61]
- Are there additional training opportunities for more advanced Marketing Cloud users? [62]
- What is CAN-SPAM and how does it pertain to me? [63]
- How can users avoid violating CAN-SPAM? [35]
- **2023 Preference and Business Unit Optimization [64]**

Accessibility

- What should I think about in terms of accessibility? [65]
- How can I ensure my email is accessible? [66]

Audience

- How can I email donors? [67]
- How do I select my audience? [68]
- How do I exclude an audience? [69]
- How can I email my audience using their campus email addresses? [70]
- Why are my audience report names so complicated? [10]
- Can I use the recipient's preferred name when communicating with my audience? [28]
- How do I add a new audience for my communications? [47]*

Automation

- How can I organize my work between Email Studio and Automation Studio? [71]
- How do I schedule a Salesforce Send Email in Automation Studio? [72]
- How do I schedule Data Extension imports in Automation Studio? [73]

Canceling an Email

- How do I cancel a scheduled send? [74]

CAN-SPAM

- What is CAN-SPAM? [75]
- What is the difference between a commercial and transactional email? [76]
- What are easy ways for users to avoid violating CAN-SPAM? [35]
- How can I check if my email will likely be caught in SPAM filters? [77]

Checklists & Quick Guides

All checklists & quick guides [78].

- Plan
  - Marketing Cloud Email Checklist [79]
- Test
  - Email Checklist (download) [80]
  - Email Checklist (electronic) [81]
- Audience & Sending
  - Update Audience Quick Tutorial (re-start Data Extension) [82]
  - Send Emails [83]
    - Salesforce Send Email Quick Tutorial [84]
    - Guided Send Quick Tutorial [85]
- For eComm Specialists
  - Creating Data Extensions [86]*

Data Extensions

- What is a data extension? [70]
- What is the relationship between data extensions, reports, and campaigns? [9]

- How do I build a data extension? [70]*
- Data Extension Creation 1-Pager [87]*
- How do I import/refresh a data extension? [70]
- Can I import CSV data into a data extension? [88]*
- How do I delete a data extension? [89]
- How do I recover a deleted data extension? [89]
- Can the preferred name be included in a Data Extension for personalization?* [50]

Dynamic Content

- Can Marketing Cloud emails have dynamic content that is custom to recipients based on pre-determined attributes? [90]
- Can I avoid sending multiple versions of similar emails by using Dynamic Content? [90]

Einstein

- What is Einstein in Marketing Cloud? [91]
- Is artificial intelligence (AI) available to increase engagement with my emails? [91]
    - As of Oct. 2022, eComm users can request Einstein to be enabled. Provide the name of the Business Unit(s) you wish to have Einstein in the spreadsheet [92] (along with some other details) and it will be enabled by the following Monday.

Email Content

- How can I create an “add to calendar” link in an email? [93]
- Where can I access CU-branded templates? [94]
- How do I save an email as a template? [95]
- How do I share an email? [96]*
- How do I create compelling content? [97]
- How do I use templates I've created to build an email? [98]
- How do I paste an HTML email? [99]
- How do I use an HTML button? [99]
- How can I check if my email will likely be caught in SPAM filters? [77]

Email From Information

- What are send classifications, sender profiles, and delivery profiles? [100]
- How do I change my email from name? [47]*
- How do I change my email from address? [47]*
- What is the CU Footer for All emails? [32]

Folders

- How can I stay organized in Marketing Cloud? [101]
- How can I organize Salesforce Send Emails? [101]
- How can I organize Data Extensions? [101]

- How can I organize Tracking? [101]

Forward to a Friend

- 'Forward to a Friend' Not Available [102]

HTML

- How do I paste an HTML email? [99]
- How do I use an HTML button? [99]

Images

- How should I size my images? [103]
- Where can I locate great CU photography? [104]

Journey Builder

- Can I pre-set a series of emails to deliver to an audience to be more efficient? [105]
- Can I create a pre-set series of emails to deliver to an audience, where the next email is based on how the recipient engaged with the previous email? [105]

Login and Password Help

- How do I change my password? [44]
- What is my username? [106]

Mobile

- How do I design for mobile? [107]
- How do I correct my top image display on mobile? [108]

Personalization

- How can I add personalization (from Salesforce) to my Marketing Cloud email? [28]
- How can I test or preview personalization in my email to ensure I did it correctly? [109]
- How can I add other personalized information (from outside of Salesforce) to my Marketing Cloud email? [110]*
- Preferred Name Rollout for eComm Specialists. [50]*

Reporting

- How do I use Discover Reports in Marketing Cloud? [111]
- How do I use the Audience Engagement Over Time report? [112]
- How do I use the Best Performing Send Day report? [113]

- How do I use the Deliverability - Complaint Rate report? [114]
- How do I use the Device Performance by Email Sends and Email Performance by Device reports? [115]
- How do I use the Recent Email Send Summary report? [116]
- How do I use the Time Between Send and Engagement report? [117]
- How do I Report on a preferred name? [50]

Send/Schedule an Email

- How do I send an email? [83] (Guided Send or Salesforce Send Email options)
- Where can I view/cancel my scheduled email? [118]
- What is the relationship between campaigns, reports, and data extensions? [9]
- Why do I need an email footer and what should be in it? [119]
- What is throttling and how do I do it? [120]
- What should I consider when scheduling an email? [121]
- How can I check if my email will likely be caught in SPAM filters? [77]

Share Email or Assets

- How do I share an email with another Business Unit? [122]*

Subject Lines and Preheaders

- How do I choose a subject line? [123]
- What is a preheader? [124]
- Can I add personalized data to the subject line and preheader? [125]
- How do I add an emoji to my subject line or preheader? [126]

Subscriptions

- Is there a way for me to grow my audience? [51]
- Can folks subscribe to receive my communications? [51]

Subscribers in Marketing Cloud

- What is a subscriber? [22]
- How can I view a subscriber? [127]
- How can I view subscriber status, and what do the statuses mean? [127]
- How do I reactivate a subscriber? [127]*
- How do I convert a subscriber key to a contact ID? [128]

Testing

- How do I send a test email? [129]
- What should I look for in a successful test? [130]
- What is an A/B test, and how do I perform one? [131]

- How can I test personalization? [109]
- Does the data appear in Salesforce? [132]
- How can I check if my email will likely be caught in SPAM filters? [77]

Templates

- Can I view CU and UCCS branded templates? [133]
- How can I access CU and UCCS branded templates? [134]
- How do I save an email as a template? [135]
- How do I use the templates I've created to build an email? [98]

Tracking and Reporting

- Why is tracking important? [136]
- Where can I view tracking information for my email? [137]
- How can I export tracking information for my email? [138]*
- How can I compare the data of different email sends? [138]
- What is Datorama? [139]
- What is Einstein? [91]

Troubleshooting

- My message ended up in a spam folder. How can I prevent this? [77]
- How do I fix a broken link in an email I've already sent? [140]
- Are there checklists that can help me do my job better? [141]
- With what browsers is Marketing Cloud compatible? [142]
- Why didn’t a contact receive my email? [53]
- Why can't I send emails from Marketing Cloud? [56]
- I can’t see the audience list I’m sending to. What should I do? [14]

Unsubscribe

- How do unsubscribes work? [57]
- How can a constituent unsubscribe or subscribe to communications? [57]
- How can a user view a constituent's email preferences? [57]

Users

- How do I add a new user or update a license? [143]*

'View in Browser'

- When does the 'View in Browser' link expire? [144]

Something Else...

If our documentation doesn't answer your question, please let us know. Submit a help ticket [59] so we can assist you.

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Now, click the + symbol next to the category that best describes your question to view available resources.

Note that items followed by a * can only be completed with the help of your eComm Specialist [3]. Additionally, some of the links below require that you are logged into Cvent to access their help and resources.

Training

- What is Cvent? Where can I get an overview? [5]
- What Cvent training is available? [145]
    - Cvent Academy (including certifications) [146]
- How can I contact Cvent Help & Support? [147]
- Does Cvent offer training and support resources? [147]
- Quarterly Cvent Release Notes [148]

Abstract Management

- What is Abstract Management? [149]
- How do I get Abstract Management and other Cvent add-ons? [150]

Accessibility

- How can I plan an accessible event? [151]

Add-Ons (Abstract Mgmt., Attendee Hub, etc)

- What additional Cvent products are available for purchase? [150]

App

- Does Cvent have an app for event attendees? [152]
    - What is CrowdCompass? [152]
    - How far ahead should I plan if I'm going to use CrowdCompass? [152]
    - How much does CrowdCompass cost? [153]
    - Is there a way I can offset CrowdCompass costs? [153]
- Does Cvent have an app for event planners to check attendees in? [42]

    - What is OnArrival? [42]

Approval and Launch

- How do I submit my event for approval? [154]
- Why do I have to submit my event for approval? [154]
- How do I launch my event? [154]

Attendee Hub

- Does Cvent have a product to help support virtual or hybrid events? [155]
- What is Virtual Attendee Hub? [155]
- How do I get Attendee Hub and other Cvent add-ons? [150]

Capacity

- How do I give my event or agenda items a capacity? [156]

Checklists & Quick Guides

All checklists & quick guides. [78]

- Plan
    - Cvent Build Checklist [157]
    - Event Strategy Checklist [158]
- Test
    - Event Checklist (download) [159]
    - Event Checklist (electronic) [160]
- Event Approval & Launch
    - How-To Request Approval & Launch Event [161]
    - Event Approval Checklist (used by event approvers) [162]
    - What to check before opening registration (from Cvent) [163]
- Fundraising Events
    - Create a fundraising event [164]

Contacts

- How do I add a new contact type for my event? [47]*

CrowdCompass

- What is CrowdCompass? [152]
- Does Cvent have a mobile app to support events? [152]
- How do I get CrowdCompass and other Cvent add-ons? [150]

Email

Email Communication

- How can I communicate with past attendees? [165]
- How do I send event and session emails? [166]
- How can I ensure an email was sent and delivered? [167]
- Why wasn't an email delivered? [167]
- If I send an event reminder in Marketing Cloud, how do I exclude those who are already registered? [69]
- How can I use event participation data? [168]

Email Policies

- How do I send an event invitation through Cvent? [169]
- What event emails are sent through Cvent? [169]
- What is the difference between commercial and transactional communication? [170]
- Does my Cvent email need to have an unsubscribe option? [170]
- Do my Cvent emails need to contain the Cvent footer and privacy policy? [171]
- If a contact is opted out in Cvent, can I opt them back in? [167]

Email Setup

- How do I add a new event planner email address? [172]*
- What should my Cvent emails include? [171]
- Does my Cvent email need to have an unsubscribe option? [170]
- Do my Cvent emails need to contain the Cvent footer and privacy policy? [171]

Event Participants

- What are the different ways to record event participation? [173]
- Why should I bother recording event participation? [174]
- How can I use event participation data? [174]
- How do I access event participation data? [175]
- How do I record event participation data? [176]
- How do I view event participation in Salesforce? [177]
- How can I communicate with past attendees? [165]

Event Preparation

- What are planner alerts? [178]
- How do I print name badges and invoices in Cvent? [179]
- Can I track who didn't complete registration (abandoned registrants)? [180]

Financial Information

- What account code should I use? [181]
- What speedtype should I use? [181]

- What designation code should I use? [182]
- How do I get an account code, speedtype, or designation code added to Cvent? [47]*
- How do I issue a refund? [183]
- What is PCI compliance? [184]
- How can I accept credit card information outside Cvent? [184]
- What are Cvent's credit card fees? [185]
- How do I create a fundraising event? [182]
- What test credit card numbers can I use? [186]

Fundraising

- How do I create a fundraising event? [182]

Guests

- How do I configure my event to collect guest information (in addition to the primary registrant)? [187]
- How can I get event guests added to Salesforce? [188]

Images

- What image sizes should I use? [189]
- Where can I locate great CU photography? [104]
- Where can I learn more about CU branding? [190]

Integrations

- How does the Cvent-Salesforce integration work? [40]
- How can I find my Cvent event in Salesforce? [40]
- How can I get event guests added to Salesforce? [41]
- How can I track event attendees to get the most out of the Cvent-Salesforce integration? [42]
- Can I integrate Cvent with other platforms not supported by eComm? [191]

Invitation Forwarding

- How do I use invitation forwarding? [192]

Logging in and Password Help

- What is our Cvent account name? [106]
- What is my username? [106]
- How do I reset my password? [106]

On-Site Tools and Support

- How can I run a check-in at my event? [42]
- What is OnArrival? [42]
- Can I collect credit card payments on-site? [184]
- What devices support OnArrival? [42]
- Does OnArrival offer session check-in? [193]
- How can I get OnArrival Premium? [42]
- What is Event in a Box, and how much does it cost? [194]

Paid Event

- What account code should I use? [181]
- What speedtype should I use? [181]
- What designation code should I use? [164]
- How do I get an account code, speedtype, or designation code added to Cvent? [47]*
- How do I issue a refund? [183]
- What is PCI compliance? [184]
- How can I accept credit card information outside Cvent? [184]
- What are Cvent's credit card fees? [181]
- How do I create a fundraising event? [164]
- What test credit card numbers can I use? [186]

Portal (for Reports)

- How can I give someone else at CU access to event Reports (for free)? [195]
- How are Reports managed in the Portal?* [196]

Promote Event

- How do I promote my event? [197]

Questions

- Adding Event Questions [198]

Registration Types

- Adding Registration Types [199]

Reporting

- How do I run Reports for my event? [200]
- What is the portal and how do I get Reports published to it? [195]*
- How can a stakeholder get access to view Cvent reports in real time? [195]*
- How do I create a report of events created by one user? [201]*

- How can I leverage the data available in Cvent to show my event was successful? [202]

Sharing

- How do I share my event with another user? [203]

Support

- What kinds of support and resources can I get through Cvent? [147]

Survey

- Configure Event or Session Survey [204]
- How do I send a survey to my event participants? [204]

Templates

- Where can I view CU-branded event templates? [205]
- How do I access CU-branded event templates? [206]
- Where can I learn more about CU branding? [190]

Testing

- How should I test my event? [207]
- Is there a testing checklist that can help me be successful? [141]
- What test credit card numbers can I use? [186]
- Can I send a testing scenario to someone who isn't a Test User? [208]

Troubleshooting

- What are Cvent’s recommended browsers? [209]
- Special Characters in Cvent Event Titles & Payment Processing Issues [210]

Use

- Should I be a Cvent user? I host one event a year. [211]

Waitlists

- How do I set up event waitlists? [212]

Website

- Where do I find my event weblink? [197]

- How do I create a custom URL? [213]
- How do I hide my event from search engines? [214]

Something Else...

If our documentation couldn't answer your question, please let us know. Submit a help ticket [59] so we can assist you.

Watch a short video [60] if you're curious about how tickets get you the best and quickest response.

Now, click the + symbol next to the category that best describes your question to view available resources.

Apsona

- How do I add contacts using Apsona? [13]
- How do I match against existing contacts using Apsona? [13]
- How do I add campaign members in bulk using Apsona? [13]

Billing

- How is my campus billed for eComm licenses? [215]

Business Units and Marketing Cloud Permissions

- How do I grant access to a business unit or unit? [216]
- How do I view a user’s permissions? [216]
- How do I change a user's permissions? [216]
- What roles and permissions should a user have? [217]
- What roles and permissions should an eComm Specialist have? [217]
- How do I integrate a user with Salesforce? [218]
- How do I request a new business unit? [219]

Campaigns

- How do I add contacts to a Salesforce campaign in bulk? [13]
- How do I share a campaign with another user? [14]
- How do I share a campaign with a public group? [14]
- Why do campaigns have such complicated names? [10]
- How do I add contacts to a Salesforce campaign in bulk? [13]

Chatter

- How do I post in Chatter? [15]
- How do I set my Chatter notifications? [15]
- Why am I not seeing all of my Chatter posts? [15]

Checklists & Quick Guides

All checklists & quick guides [78].

- Creating Data Extensions [86]
- Event Approval Checklist (used by eComm specialists) [162]

Cvent

- How do I approve an event? [220]
- Is there a checklist I should use when approving an event? [141]
- How do I add a new contact type? [47]
- How do I add a new event planner's email address? [172]
- How do I get an account code, speedtype, or designation code added to Cvent? [221]
- How do I reset a user's password? [222]
- What is the Cvent Portal for Reports? [195]
- How do I manage Reports in the Cvent Portal? [196]
- How do I create a test user? [47]
- Can Cvent be integrated with other platforms not supported by eComm? [191]

Dashboards

- How do I create a dashboard? [31]

Data Extensions

- How do I build a data extension? [70]
- Data Extension 1-pager [87]
- Can I import CSV data into a data extension? [88]
- How do I unarchive data extensions? [64] (see blue box under eComm Specialist Impacts & Training)

Duplicates

- Why are there duplicate contact records? [19]
- How do I merge two or more contacts? [19]

Email Preferences

- How do I modify a contact's email preferences? [33]
- How do I change the name of an existing email preference? [223]

- How do I create a new email preference? [223]

Onboarding

- What steps are involved in the onboarding process? [224]
- How do I know if a user is a good candidate for an eComm license? [225]
- How do I know what requests are in the queue to be addressed next month? [226]
- How can I check who passed the required post-training quiz? [226]
- What tasks need to be completed if a new user is joining an existing group? [227]

Password Resets & Permissions

- Marketing Cloud
  - What access should a Marketing Cloud User have? [217]
  - How do I reset a user's password or help them with multi-factor authentication (MFA)? [216]
  - How do I grant access to a business unit or unit? [216]
  - How do I view a user’s permissions? [216]
  - How do I change a user's permissions? [216]
  - How do I integrate a user with Salesforce? [218]
- Cvent
  - What access should a Cvent user have? [228]
- General
  - What tasks must a user request from an eComm specialist? [47]
  - Is there a detailed breakdown of roles and responsibilities? [229]
  - What roles and permissions should a user have? [217]
  - What roles and permissions should an eComm Specialist have? [217]

Personalization

- How can I add personalized information (that is in Salesforce) to my Marketing Cloud email? [28]
- How can I add personalized information (that is not in Salesforce) to my Marketing Cloud email? [110]
- How do you preview/test personalization? [109]

Public Groups

- What is a public group? [230]
- How do I add users to an existing public group? [230]
- How do I create a new public group? [230]

Release Notes

- Quarterly Release Notes [148]

Reports

- How do I build Salesforce reports? [46]
- Check Report Unique Count [231]

Sender Profiles, Delivery Profiles, and Send Classifications

- How do I create a send classification? [232]
- How do I create a delivery profile? [232]
- What are send classifications, sender profiles, and delivery profiles? [100]
- How do I create a sender profile? [232]
- How do I verify a sender profile? [233]

Sharing

- How do I share an email? [96]
- How do I share in Salesforce (Campaigns, Reports, and Dashboards)? [14]
- How do I share a Cvent event with another user? [203]

Subscribers

- What is a subscriber? [22]
- How can I view a subscriber? [127]
- How can I view subscriber status and what do the statuses mean? [127]
- How do I reactivate a subscriber? [127]
- How do I convert a subscriber key to a contact ID? [128]

Training

- What new user training is offered? [234]
- How are new users notified of training? [226]
- What tasks are users responsible for vs. an eComm specialist? (access levels and how-tos) [229]
- CAN-SPAM Quiz | Easy ways to avoid violating CAN-SPAM [36]

Users

- All Users
    - Where can I view all of the license holders on my campus? [235]
- New Users
    - How do new users get access? [226]
    - What are my roles and responsibilities when onboarding a new eComm user? [236]
- Marketing Cloud
    - How do I reset a Marketing Cloud password? [216]
    - How do I unlock a user in Marketing Cloud [216]?
    - How do I change a user's password in Marketing Cloud? [216]
    - How do I integrate a Marketing Cloud user with Salesforce? [218]
    - Why can't my user send an email in Marketing Cloud? [237]

- Cvent
    - How do I reset a Cvent password? [238]
- Salesforce
    - How do I reset a Salesforce password? [44]

Display Title:
Need eComm Help? Start Here.
Send email when Published:
Yes

Source URL:https://www.cu.edu/blog/ecomm-wiki/need-help-start-here

Links
[1] https://www.cu.edu/blog/ecomm-wiki/need-help-start-here [2] https://www.cu.edu/blog/ecomm-wiki/author/13789 [3] https://www.cu.edu/ecomm/strategy/leadership [4] https://www.cu.edu/blog/ecomm-wiki/new-user-training-salesforce [5] https://www.cu.edu/blog/ecomm-wiki/tool-overview [6] https://www.cu.edu/blog/ecomm-wiki/salesforce-quarterly-updates [7] https://www.cu.edu/blog/ecomm-wiki/ecomm-event-management [8] https://www.cu.edu/blog/ecomm-wiki/salesforce-campaign-vs-salesforce-report [9] https://www.cu.edu/blog/ecomm-wiki/sending-reports-vs-data-extensions-vs-campaigns [10] https://www.cu.edu/blog/ecomm-wiki/naming-conventions [11] https://www.cu.edu/blog/ecomm-wiki/create-salesforce-campaign-and-add-campaign-members [12] https://www.cu.edu/blog/ecomm-wiki/modify-or-delete-salesforce-campaign [13] https://www.cu.edu/blog/ecomm-wiki/using-salesforce-apsona [14] https://www.cu.edu/blog/ecomm-wiki/salesforce-visibility-and-sharing [15] https://www.cu.edu/blog/ecomm-wiki/ecomm-notifications [16] https://www.youtube.com/watch?v=06N1nEM_KOk&feature=youtu.be [17] https://www.cu.edu/blog/ecomm-wiki/standard-contacts-vs-individual-contacts [18] https://www.cu.edu/blog/ecomm-wiki/updating-contact-information-salesforce [19] https://www.cu.edu/blog/ecomm-wiki/duplicate-contact-records-and-merges [20] https://www.cu.edu/blog/ecomm-wiki/salesforce-individual-email-results-iers [21] https://www.cu.edu/blog/ecomm-wiki/adding-and-matching-contacts-apsona [22] https://www.cu.edu/blog/ecomm-wiki/salesforce-contacts-marketing-cloud-subscribers [23] https://www.cu.edu/blog/ecomm-wiki/understanding-gdpr [24] https://www.cu.edu/blog/ecomm-wiki/understanding-ferpa-flags [25] https://www.cu.edu/ecomm/strategy/data-model-tools [26] https://www.cu.edu/blog/ecomm-wiki/salesforce-entity-relationship-diagram [27] https://docs.google.com/spreadsheets/d/1s0qta2ap5xIlM5xQOZ9e4Yc3lWBdbCOWA2z4OhFGGMg/edit#gid=11457 [28] https://www.cu.edu/blog/ecomm-wiki/personalizing-your-email-preferred-name-or-other-attribute [29] https://www.cu.edu/blog/ecomm-wiki/geocode-salesforce-sunsetting-2023 [30] https://www.cu.edu/blog/ecomm-wiki/salesforce-dashboards [31] https://www.cu.edu/blog/ecomm-wiki/creating-dashboard [32] https://www.cu.edu/blog/ecomm-wiki/constituent-management-email-preferences [33] https://www.cu.edu/blog/ecomm-wiki/manually-managing-email-preferences [34] https://www.cu.edu/blog/ecomm-wiki/creating-new-email-preference-category-or-modifying-existing-email-preference [35] https://www.cu.edu/blog/ecomm-wiki/easy-ways-avoid-violating-can-spam [36] https://www.cu.edu/blog/ecomm-wiki/easy-ways-ecomm-specialists-avoid-can-spam-violations [37] https://www.cu.edu/blog/ecomm-wiki/salesforce-email-send-data [38] https://www.cu.edu/blog/ecomm-wiki/view-cvent-event-participation-salesforce [39] https://www.cu.edu/blog/ecomm-wiki/sharing-salesforce-folders-and-subfolders [40] https://www.cu.edu/blog/ecomm-wiki/automatic-cvent-salesforce-integration [41] https://www.cu.edu/blog/ecomm-wiki/send-cvent-guests-salesforce [42] https://www.cu.edu/blog/ecomm-wiki/cvent-meet-cvent-check-app [43] https://www.cu.edu/blog/ecomm-wiki/salesforce-list-views [44] https://www.cu.edu/blog/ecomm-wiki/how-login-0 [45] https://www.cu.edu/blog/ecomm-wiki/i-am-not-receiving-marketing-clouds-identity-validation-email-what-should-i-do [46] https://www.cu.edu/blog/ecomm-wiki/salesforce-reporting [47] https://www.cu.edu/blog/ecomm-wiki/add-account [48] https://www.cu.edu/blog/ecomm-wiki/using-data-build-your-audience [49] https://www.youtube.com/watch?v=OdYhw7qa3oM&feature=youtu.be [50] https://www.cu.edu/blog/ecomm-wiki/preferred-name-rollout-ecomm-specialists [51] https://www.cu.edu/blog/ecomm-wiki/subscriptions

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