

Subscriptions ^[1]

May 19, 2025 by [Melanie Jones](#) ^[2]

Want to continually grow an audience you can email via Marketing Cloud? eComm can provide a simple subscription form with a tool called FormAssembly (example below), along with a Salesforce audience that will update automatically with subscribers (thanks to a behind-the-scenes integration). Users can drive subscriptions by posting the form on their website, and then send emails to that audience as desired.



University of Colorado
Colorado Springs

Subscribe | UCCS NIHR News

Subscribe Now

Enter your information below to subscribe to UCCS NIHS News.

First Name *

Last Name *

Email Address *

Subscribe

Understand FormAssembly Subscriptions

Examples at CU

- Simple

- [More Data](#)
- [New Contacts](#)
- [Unsubscribe](#)
- [Journey](#)

The following forms are the most common and simple examples, collecting the minimum requirements of first name, last name, and email.

- [CU Boulder: Benson Center for the Study of Western Civilization](#) ^[3]
- [CU Denver News](#) ^[4]
- [UCCS Communique Subscription Form](#) ^[5]
- [System: CU Connections](#) ^[6]

The following forms collect more information than the minimum of first name, last name, and email. This additional information collected remains in FormAssembly and is **not** sent to Salesforce. Users can request this data via a file as needed or on a regular frequency.

- [CU Boulder: Roaming Buffs Travels Program](#) ^[7]
- [CU Boulder: The Herd Leadership Council](#) ^[8]
- [CU Denver: Alumni News](#) ^[9]
- [CU Denver: Elevation](#) ^[10]
- [UCCS: Noticias sobre el programa preuniversitario](#) ^[11]

A FormAssembly form is used to create new Contacts within Salesforce. Users can follow these instructions to [Manage Campaign Members](#) ^[12] (expand *Add New Contacts* section).

- [Create New Contacts](#) ^[13]

CU Advancement sends numerous emails each year on Giving Day. To avoid having individuals opt out of all Giving Emails (via the Giving Opportunities preference) or all communications, recipients can opt out of the series of emails for Giving Day.

These unsubscription forms integrate with Salesforce the same as subscription forms, by populating a Campaign with Campaign Members. The difference is that the sender will use the Campaigns associated Report/Data Extension as an Exclusion (rather than an Inclusion).

- [CU Boulder: Buffs All In](#) ^[14]
- [CU Denver: Make it Real](#) ^[15]
- [UCCS takes its Alumni & Friends Association subscription](#) ^[16] to the next level with a Journey.

Integration Details

- When an email address is provided, it matches against all email fields on a Contact in Salesforce (Email, UCD Email, UCB Email, UCCS Email, or SYS Email).
 1. If the email address is found in Salesforce, that Contact is added to the Campaign as a Campaign Member.
 2. If the email address is NOT found in Salesforce, a new Standard Contact is created (with First Name, Last Name, Email) and added to the Campaign as a Campaign Member.

This FormAssembly integration mirrors how the Cvent-Salesforce integration behaves [17].

Integration Details

Additional information provided while subscribing is NOT sent to Salesforce. This data lives in FormAssembly and can be provided on a regular cadence if desired.

Compare FormAssembly Subscription to External Site Form

	FormAssembly / eComm Subscription	External Site Form
Request Form	Submit a request to be fulfilled in 3-5 days.	User may or may not be able to request a form via their unit's resources.
Access to Create / Edit	System Office Only	User may or may not have access to create/edit forms via their unit's resources.
Display Control	Promote URL <u>Publish with an iframe</u> [18] <u>example</u> [19] <u>Embed form HTML</u> [20] <u>example</u> [21]	Forms native to the site appear embedded.
Data Access (if more than FN, LN, Email collected)	System Office only, available on-demand or on a regular frequency.	The user or their team likely has access to data on-demand.
eComm Salesforce Integration: Campaign Member	Integrated to match on email provided to add Campaign Members to the Campaign.	It must be manually processed via an audience creator (by creating a Campaign and then using Apsona to add Campaign Members).

	FormAssembly / eComm Subscription	External Site Form
eComm Salesforce Integration: Update Email Address Provided	<p>Email provided is used to match an existing Salesforce Contact as a Campaign Member to a Campaign. An existing Contact would never have their email address updated.</p> <p>If the email provided is not in Salesforce, a Standard Contact will be created with the First Name, Last Name, and Email provided.</p> <p>If done manually, the user could send data to Ascend to process the updated email address.</p>	<p>If done manually, the user could send data to Ascend to process the updated email address.</p>
eComm Salesforce Integration: Add Additional Data	No. eComm's instance of Salesforce doesn't allow for additional information to be added to Salesforce.	No. eComm's instance of Salesforce doesn't allow for additional information to be added to Salesforce.
Ascend Salesforce Integration	<p>Not automatic or manually managed by eComm.</p> <p>The user could request the data from eComm, process it, and send it to Ascend to be created/updated in Salesforce. Must be familiar with their standards and processes.</p>	The user could send data to Ascend to process manually. Must be familiar with their standards and processes.
COLLECT PAYMENT	Subscription forms cannot collect money.	Other external forms may or may not be able to collect money.

STEP 1 | Create Salesforce Subscription Campaign and Report/Data Extension (eComm specialist)

Campaign

A Campaign must exist before submitting a request. This will require creating a Campaign at this time or using an existing Campaign.

- Create New Campaign
- Use Existing Campaign

The eComm specialist should create a Campaign in Salesforce with a Subscription Form type to start the process. That URL will need to be provided when a subscription form request is submitted (step 2) to the system office.

- Salesforce >> Select **Campaign** tab >> Create **New** Campaign in the top-right >> Check the **Subscription Form** radio button

The screenshot shows the Salesforce interface for the Campaigns tab. The top navigation bar includes the Salesforce logo, a search bar, and tabs for eComm, Home, Chatter, Reports, and Campaigns. The Campaigns tab is selected and highlighted with a blue box. Below the navigation bar, the 'Campaigns Recently Viewed' section is visible, showing a list of 34 items. The list includes columns for Campaign Name and a numeric index. The list items are:

	Campaign Name
1	04_20240202_Su
2	04_20200201_Un
3	04_20180401_Ge
4	04_20190120_OT
5	Jen Mortensen CA
6	08_20180430_eC
7	03 ALUM Donor Ta
8	08_ONGOING_Me
9	02 CSPH 091420 Students
10	01 SDC CD Spring 2020 Campaigns

A modal dialog is open in the foreground, displaying the text 'Select a record type'.

- **Name Campaign** per convention below

Naming Convention

- Subscribe Campaigns | ***0X_Subscribe_Name/Title***
 - ?with **X** indicating your campus number
- Unsubscribe Campaigns | ***0X_Unsubscribe_Name/Title***
 - ??with **X** indicating your campus number
- **Check the Active checkbox >> Select Save button** in the bottom-right

The screenshot shows a CRM interface with a 'Campaigns' section. A modal form is open for editing a campaign. The background shows a list of campaigns with columns for Campaign Name and an 'Active' checkbox.

Campaigns Recently Viewed
34 items • Updated 23 minutes

	Campaign Name
1	04_20240202_Su
2	04_20200201_Un
3	04_20180401_Ge
4	04_20190120_OI
5	Jen Mortensen CA
6	08_20180430_eC
7	03 ALUM Donor Ta
8	08_ONGOING_Me
9	02 CSPH 091420 S
10	01 SRC CP Spring2
11	04_20201019_Unsubscribe: CCS Office of Research
12	01_20970403_Subscribe: Employee Development Monthly

Campaign Information

- * Campaign Name: 08_Subscribe_eCo
- Parent Campaign: Search Campaigns.
- * Type: Subscriber List
- Description:
- Active: ☒

- Share with Users/Public Groups as needed ^[22] & create an audience with CAN-SPAM compliance (Report/Data Extension).
 - *Run a Report to see if anyone who subscribed to a certain communication has opted out of the broader email preference category. The user can reach out personally to encourage them to opt back in - otherwise, they will not get the*

commercial emails.

- You will need to provide the Subscription Campaign URL to request a subscription form (Step 2).

Report/Data Extension

The integrated Campaign will need to be converted to a Report/Data Extension for the user to include in their communications. While the Campaign type is different, the approach for a Subscription Campaign aligns with creating a Report based on an Email Campaign (Campaign Report template ^[23]).

TIP! Once the subscription form link is provided (step 3), add it to the description of the Subscription Campaign so you don't forget which subscription form is integrated with the Campaign.

You may have already been adding Campaign Members to a Campaign (individually or via Apsona) and now want to make the process more automated. This is a great use case for a subscription.

Update Campaign Settings

1. Update the Campaign Record Type.

- Under the **System Information section** of the campaign, update the Campaign Record Type to Subscription Form by clicking on the **arrows** on the right of the Campaign Record Type field.

?

System Information

Created By



[Lauren Galena](#), 11/22/2024 3:23 PM

Campaign Record Type

Generic Campaign

- Select **Subscription Form** and click **Next**.

Change Campaign Record Type

Existing picklists aren't updated when record types change. You'll need to change picklist values manually.

Select a record type for 08_Subscribe_eComm Example.

Available record types

- ☐ Generic Campaign
This is the starting template for Campaigns
- ☐ Cvent Event
Used for cvent events
- ☒ Subscription Form
Subscription lists from FormAssembly subscription forms.

Cancel

Next

3. Update the campaign details.

- Update the **Campaign Name** to something like: *00_Subscribe_Whatever You Want*.
 - ?00 = Your Campus | 01=Boulder, 02=Anschutz, 03=Denver, 04=UCCS, 08=System, 09=Advancement
- Make sure the **Campaign Member Type** is set to **General**.
- Update the **Type** to **Subscriber List**.
- Click **Save**.

Edit 08_Subscribe_eComm Example

* = Required

* Campaign Name

08_Subscribe_eComm Example

Campaign Owner

Lauren Galena

Parent Campaign

Search Campaigns...



Status

In Progress

* Type

Subscriber List

Start Date

11/22/2024

Description

End Date

Active

☒

Campaign Member Type

General

Subscription List Information

Event Title

Planner First Name

Cancel

Save & New

4. Update the Status for existing Campaign Members.

- Click on **Related** and **View All** Campaign Members.



Campaign

08_Subscribe_eComm Example

Start Date

11/22/2024

Contacts in Campaign

1

Responses in Campaign

0

Details

Related



Campaign Members (1)

Type

First Name

[Contact](#)

[Lauren](#)

- Select the **contacts**, click on **Update Status**, select **Subscribed** for the Member Status, and click **Save**.
 - *There is a limit to the number of contacts you can select to update at one time.*

Campaign Members

1 item selected

	<input checked="" type="checkbox"/> Type	First Name	Last Name
1	<input checked="" type="checkbox"/> Contact	Lauren	Galena

1 campaign member

* Member Status

Subscribed

Other Tasks to Complete After Updating the Campaign Details:

- Share with Users/Public Groups as needed ^[22] & create an audience with CAN-SPAM compliance (Report/Data Extension).
- Run a Report to see if anyone who subscribed to a certain communication has opted out of the broader email preference category. The user can reach out personally to encourage them to opt back in - otherwise, they will not get the commercial emails.
- You must provide the Subscription Campaign URL to request a subscription form (Step 2).
 - Select 'Campaign Existed Previously & Already contains Campaign Members' in Column H.
 - Then add the Campaign Name and URL in columns I and J.

STEP 2 | Submit Request (eComm specialist)

Spell Check Be sure to run your text through spell check before pasting it into the sheet. The exact text provided will be copied and pasted.

- Populate columns A-O ^[24]
 - Provide the Campaign Name and URL from Step 1 (column I & J)
- **Submit a help ticket** ^[25] **and anticipate a 5-day turnaround for simple forms.**
 - ?Requests with lots of customization or back-and-forth with embedding will require

an extension.

Populate Request Details | Columns A-Q ^[24]



University of Colorado
Colorado Springs

Subscribe | **UCCS NIHR News** | T

Subscribe Now

Enter your information below to subscribe to UCCS NIHS News.

Description, Column

First Name *

Last Name *

Email Address *

Subscribe

STEP 3 | Launch & Test (System Office & eComm specialist)

Once the subscription form is created, you will be able to test and review it. Once satisfied,

you or your user can post the URL publicly and start collecting subscribers.

- Someone from the System office will contact you within 5 days of submitting the request with a live URL to the subscription form (column R).
 - TIP! Once the subscription form link is provided, add it to the description of the Subscription Campaign (from step 1) so you don't forget which subscription form is integrated with the Campaign.
- **The requester will need to complete a test** (column P) by subscribing and confirming the Salesforce Contact populates in the Campaign as a Campaign Member (created in step 1).

Make it Public Once the subscription is created, it can be made public in many ways by posting the URL on a webpage or including it in a Marketing Cloud email, usually using a call-to-action button. Alternatively, the subscription form can be embedded via HTML [20] or added as an iframe [18] to a webpage for a more seamless experience for subscribers.

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This FormAssembly integration mirrors how the Cvent-Salesforce integration behaves [17].

Integration Details

Additional information provided while subscribing is NOT sent to Salesforce. This data lives in FormAssembly and can be provided on a regular cadence if desired.

Display Title:

Subscriptions

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/ecommerce/wiki/subscriptions>

Links

[1] <https://www.cu.edu/blog/ecommerce/wiki/subscriptions> [2] <https://www.cu.edu/blog/ecommerce/wiki/author/39>
[3] <https://cu.tfaforms.net/94> [4] <https://cu.tfaforms.net/196> [5] <https://cu.tfaforms.net/204>
[6] <https://cu.tfaforms.net/199> [7] <https://cu.tfaforms.net/296> [8] <https://cu.tfaforms.net/295>
[9] <https://cu.tfaforms.net/287> [10] <https://cu.tfaforms.net/286> [11] <https://cu.tfaforms.net/275>
[12] <https://www.cu.edu/blog/ecommerce/wiki/manage-campaign-members> [13] <https://cu.tfaforms.net/244>
[14] <https://cu.tfaforms.net/199> [15] <https://cu.tfaforms.net/300> [16] <https://cu.tfaforms.net/185>
[17] <https://info.venngage.com/pl/QJlStQZCbY> [18] <https://help.formassembly.com/help/340359-publish-with-an-iframe>

[19] <https://www.cu.edu/ecommerce/formassembly-publish-iframe-testing>
[20] <https://help.formassembly.com/help/340358-embed-your-forms-html>
[21] <https://www.cu.edu/ecommerce/formassembly-html-pasted-testing> [22] <https://www.cu.edu/blog/ecommerce-wiki/salesforce-visibility-and-sharing>
[23] <https://cuelcomm.lightning.force.com/lightning/r/Report/00Of4000007gpRIEAY/edit>
[24] https://docs.google.com/spreadsheets/u/1/d/1p59tdgTzK_IO-ZlOcuzUaIP5DVpISllePw9_ahEfRpE/edit#gid=6745728 [25] <https://www.cu.edu/ecommerce/submit-help-ticket>