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Using Data to Build your Audience [1]



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Each individual contact in Salesforce contains 500+ data points that you can use to segment your audience for email sends. While it can be tempting to send to everyone because it's easy, segmenting your audience is a better strategy that can lead to big results (increases in open and click rates, for example).

Here's a quick overview of the data available in Salesforce (not all fields are included). Your eComm Specialist [3] can assist you with segmenting your audience based on these data points.

Contact Object

- Birthdate
- Age
- Geographic Area
- Address, City, Zip Code
- Employee ID
- Advance ID
- Student ID

Affiliations Object

- Details affiliations with CU, such as donor, alumni, employee, friend, parent, etc.

Campaign History

- Details a full campaign history for the contact, including email and event engagement.

Contact History

- Details changes made to the contact, such as in the email address field.

Education Object

- Campus
- Official Degree
- Degree Awarded (Y/N)
- Degree Awarded Date, Semester, and Year
- Major, Minor, Honors
- Degree Level
- Active Enrolled (Y/N)
- First and Last Term Enrolled

Employment Object

- Job Group Description
- Working Title
- Hire Date
- Supervisor
- Employee School/College
- Job Location
- Job Group Code
- Job Department Campus Number
- Employee ID

Enrollment Object

- Institution
- First and Last Term Enrolled
- Academic Level
- Active Enrolled (Y/N)
- Scholarship Information
- Academic Load Code (Full or Part Time)
- Individual Email Results
- Details the specific actions a contact has taken in response to emails received (no open, open, click)

Interest Object

- Details interests (limited in scope) within CU such as Advocates, advisory boards, giving societies, etc.

Scholarship Object

- Details CU scholarships a contact has received (limited in scope), if any.

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