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What is eComm? [1]

April 12, 2021 by Melanie Jones [2]

eComm is a suite of tools built to support communicators across all four CU campuses, System and Advancement. Before trying to get access to Salesforce, Marketing Cloud and/or Cvent, get a better sense of what the eComm technology entails and how it might be able to support your electronic communication and event needs.

eComm Introduction & ROI | 6 min

Watch the short video below to better understand what eComm can do. If it seems like the right fit, you can learn more with the overview and application demos below before requesting access [3].

eComm ROI [4]

eComm Overview | 5 min

eComm is comprised of three integrated applications, each with unique strengths:

- **Salesforce** is our Constituent Relationship Management (CRM) application. It contains 1.5 million contacts from CU source systems: Advance, Campus Solutions (CS), Human Capital Management (HCM), and Identity Management (IDM). Other contacts can be created as needed.
- **Marketing Cloud** is our email marketing tool where our 150+ users login to access email templates, customize the email as needed, and hit send. Behind the scenes, Marketing Cloud will pull in your audience from Salesforce to deliver your message.
- **Cvent** is our event management application to support the entire event lifecycle. From creating an engaging event website and registration process for invitees to enhancing the registrant experience trhoughout the event; like sending a 'Know Before You Go' to registrants, checking them in at the event, or sending a survey to attendees.

Learn more about how eComm is built to meet email and event needs in the short video below:

eComm Data & Tools, Data Dictionary and Entity Relationship Diagram (ERD) [5]

Tool Demonstrations | 10 min

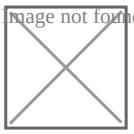
Marketing Cloud, Email Studio

Checkout our email marketing tool where our 150+ users login to access email templates, customize the email as needed, and hit send. Behind the scenes, Marketing Cloud will pull in your audience from Salesforce to deliver your message.

Cvent, Flex

View how our event management application can support the entire event lifecycle. From creating an engaging event website and registration process for invitees to enhancing the registrant experience trhoughout the event; like sending a 'Know Before You Go' to registrants, checking them in at the event, or sending a survey to attendees.

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[6]

Cvent Flex Demo [7]

Think eComm is the right fit? Request access [3] and an eComm specialist will be in contact with you soon (step 1 of 6 to get started with eComm [8]).

Related Resources

- Event Approval & Launch [9]
- Testing Checklists [10]
- Understanding Event Statuses? [11]
- 6 Steps to get Started with eComm [8]

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