Salesforce is at the heart of eComm, but it would be nothing without other systems across CU.
eComm's constituents are comprised of data from multiple systems (listed below). Master Data Management (MDM) aggregates these details on one record then passes it to Salesforce for use.
Once a contact is created in Salesforce, there's a few ways to update that information:

- **Marketing Cloud** | Populate Email Sends & Individual Email Results (IERs)
  - Marketing Cloud and Salesforce have a bi-directional integration. That way a Marketing Cloud email can distribute to a targeted audience created in Salesforce.
- **Cvent** | Update Event Participation, certain Subscriptions and New Contacts
- **eComm Specialists** | Update a Constituent's Email Preferences
  - Constituent's can adjust their own Email Preferences by receiving an email and selecting 'Manage My Preferences' in the footer
- **Advance, Campus Solutions & HCM** | Update Constituent's First Name, Last Name, or Email

### Data Dictionary

The data dictionary [2] provides full descriptions and values.

**Groups audience:**
eComm

**Source URL:** https://www.cu.edu/ecomm/strategy/data-model-tools

**Links**
[2] https://docs.google.com/spreadsheets/d/1s0qta2ap5xIlM5xQOZ9e4Yc3lWBdbCOWA2z4OhFGGMg/edit#gid=1145773985