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.
eComm Specialists | Contacts that do not exist in one of the above data systems can be created directly in Salesforce by an eComm specialist

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

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**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/1s0qta2ap5xIIM5xQOZ9e4Yc3iWBdbCOWA2z4OhFGGMg/edit#gid=1145773985