Submit a help ticket [1]

You might be able to find what you are looking for by starting with our wiki index [2], with a tab devoted to each application within our suite of tools. Submit a ticket (below), and someone will contact you soon.

'My' Tickets [3] | Login with SSO to track progress or withdraw your request.

I am (PLEASE NOTE THE RECENT CHANGE IN ORDER) *

- ○ a Licensed user or Super User
- ○ not Licensed with eComm
- ○ an eComm Specialist

eComm Specialist *

- Select - ▼

Campus *

- Select - ▼

Email or Event Requests

New Email or Event Request

If you are requesting to have an email sent or event launched that's new, submit the request via the build for me form(s) below. These request forms outline all the details we need to get started.

- Build an Email for me [4]
- Build an Event for me [5]

Repeat Email or Event Request

If you have worked with eComm before on an email or an event and have now have a similiar request, it can save time to clone and update. Rather than submitting one of the forms above intended for brand new requests, provide details below and someone will reach out to you soon.

Broad Application Outage or Degradation ○ Yes ◉ No

Only select 'Yes' if numerous users are experiencing eComm application outages or severely degraded services.

Deadline *

Month | Day | Year

Please only select a deadline within 24-48 hours for urgent requests. We ask for two weeks to deliver new audiences for Marketing Cloud communications and three days to approve a Cvent event.

Tell us what you need help with: *

- Select -

What do you need help with in regard to Cvent? *

- Select -

What do you need help with in regard to Marketing Cloud? *

- Select -

What do you need help with in regard to Salesforce? *

- Select -

Wiki Resources

- Cancel Scheduled Email [6]
- Fix Broken Link in Email Already Sent [7]
- Content Detective in Marketing Cloud [8]
- Creating Sender Profiles, Delivery Profiles, and Send Classifications [9]
- Sender Profile to Match SAP for Compliance [10]

Having issues with sending? Instead, select *"Sending Issue/Login Issue/Contact Builder Error"* above to see relevant resources.

SENDING ISSUE | Unable to Send Email or Failed Send, Data Extension Error or Equal to 0

- Why can't a user send an email from Marketing Cloud (or start a Data Extension or equal to 0)? [11]

RECEIVING ISSUE | Low Deliverability Rate

- Sometimes, emails can be created with bad practices that get caught in SPAM filters. If an email has low deliverability, check if Marekting Cloud identifies any errors/concerns.
  - Content Detective in Marketing Cloud [8]
- If an email has a low deliverability, confirm the sender used the correct Send Classification (including Sender Profile and Delivery Profile). If they did, confirm that the

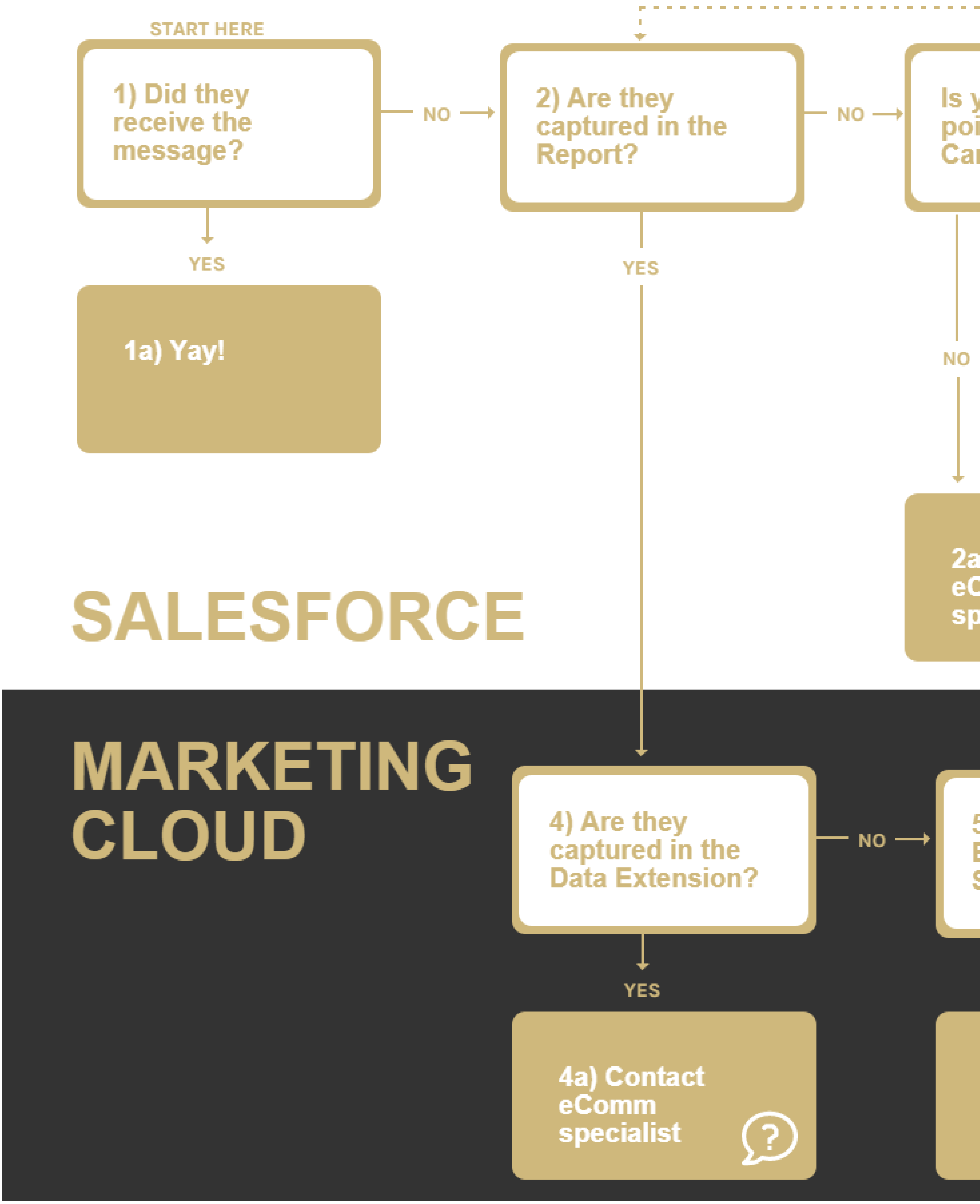
eComm specialist set up these details correctly.
    - Creating Sender Profiles, Delivery Profiles, and Send Classifications [9]
    - Sender Profile to Match SAP for Compliance [10]

RECEIVING ISSUE | Someone Not Getting Message

- Why isn't someone getting my Marketing Cloud email? [12]
- My message ended up in a spam folder. How can I prevent this? [8]

HOW TO TROU

CONTACT NOT RECEIVING



Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

- How to Login [13]
- Cancel Scheduled Email [6]
- Fix Broken Link in Email Already Sent [7]
- With what browsers is Marketing Cloud compatible? [14]
- I can’t see the audience list I’m sending to. What should I do? [15]

Having issues with delivery? Instead, select *"Delivery Issue (Constituent Not Receiving Email, Low Deliverability Rate, Failed/Error Send)"* above to see relevant resources.

LOGIN ISSUE

- New users know they can log in to Marketing Cloud because they will receive login credentials and instructions (around the 5th of the month). The Marketing Cloud login migrated to single sign-on (SSO) on Jan. 29, 2025, so please ensure you are using the correct, new link [16].

SENDING ISSUE

No 'Send' Button

- Users may not have access to send (seen within Email Studio >> grayed out 'Send' button) if they haven't completed Marketing Cloud training and the associated quiz.
- Users may have access to send, but do not see a 'Send' button because they are in the wrong area. Confirm the user is within 'Email Studio', not 'Content Builder' (where there will never be a 'Send' button).

Unable to Send Email or Failed Send, Data Extension Error or Equal to 0

- Why can't a user send an email from Marketing Cloud (or start a Data Extension or equal to 0)? [11]

RECEIVING ISSUE | Someone Not Getting Message

- Why isn't someone getting my Marketing Cloud email? [12]
- My message ended up in a spam folder. How can I prevent this? [8]

HOW TO TROU

CONTACT NOT RECEIVING

START HERE

1) Did they receive the message?

NO → 2) Are they captured in the Report?

NO → Is y poi Car

NO

2a eC sp

YES

1a) Yay!

YES

SALESFORCE

MARKETING CLOUD

4) Are they captured in the Data Extension?

NO → 5 E S

YES

4a) Contact eComm specialist

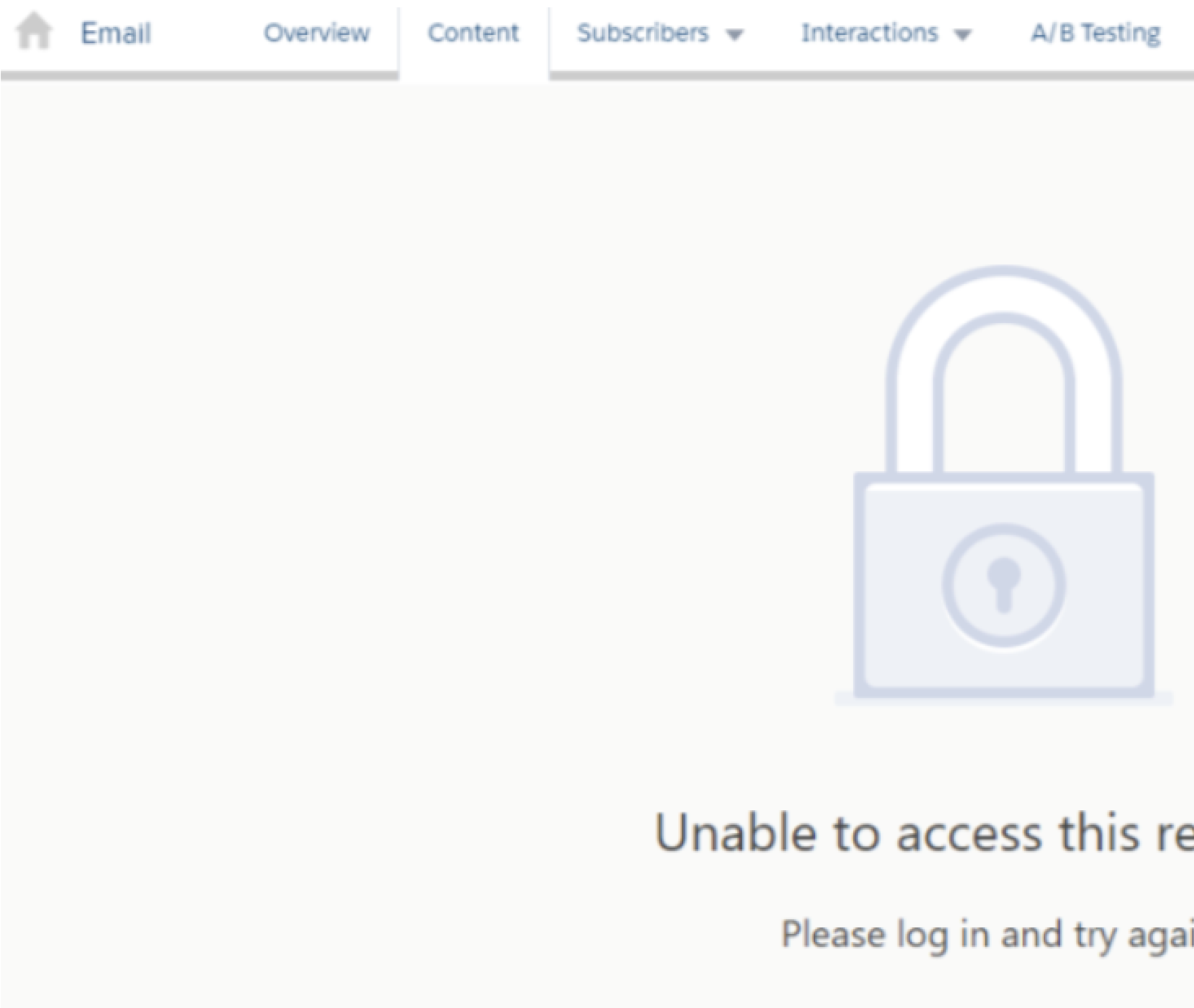
?

Unlock Account, Reset Password & Troubleshoot Multi-Factor Authentication

- eComm specialists have access to help manage a user's account [17] if they are struggling to login (by unlocking their account or resetting their password) or lost their multi-factor authentication method (by revoking their method or providing a temporary code).

Unable to Access this Resource

- The message below is due to Cookies not being enabled in Chrome, a requirement for Marketing Cloud to operate. Learn how-to enable your cookies in Chrome [18].

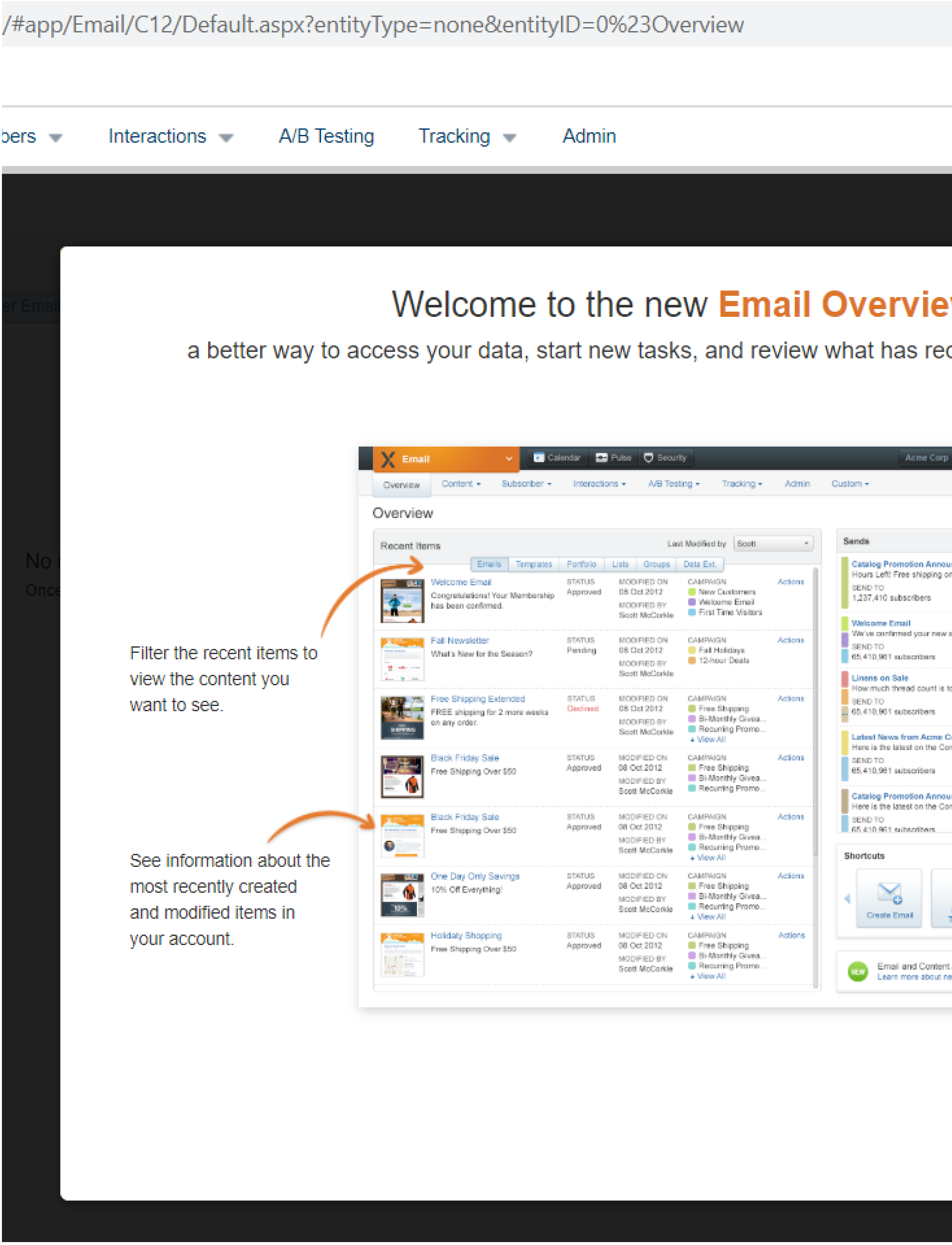


Internal Server Error

- There are two different ways to get around the 'Internal Server Error':
  - **Refresh |** Sometimes the page just doesn't load correctly the first time. Refresh the page to give Marketing Cloud a second chance to getit right.
  - **Switch Browsers |** Safari & Marketing Cloud do not work together. Instead try a Chrome or FireFox browser.

Unable to Close Pop-Up

- If your screen is too small for this pop-up, selecting Close might not seem to work. Try:
  - **zooming out |** zoom out of the page by selecting into the magnifying glass in the URL bar >> negative (*CTRL*+- also works)
  - **close |** close the pop-up window



/#app/Email/C12/Default.aspx?entityType=none&entityID=0%23Overview
bers
Interactions
A/B Testing
Tracking
Admin
Welcome to the new Email Overvie
a better way to access your data, start new tasks, and review what has rec
Filter the recent items to view the content you want to see.
See information about the most recently created and modified items in your account.
Email
Calendar
Pulse
Security
Acme Corp
Overview
Content
Subscriber
Interactions
A/B Testing
Tracking
Admin
Custom
Overview
Recent Items
Last Modified by
Scott
Emails
Templates
Portfolio
Lists
Groups
Data Ext.
Welcome Email
Congratulations! Your Membership has been confirmed.
Fall Newsletter
What's New for the Season?
Free Shipping Extended
FREE shipping for 2 more weeks on any order.
Black Friday Sale
Free Shipping Over $50
Black Friday Sale
Free Shipping Over $50
One Day Only Savings
10% Off Everything!
Holiday Shopping
Free Shipping Over $50
Sends
Shortcuts
Create Email

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

Einstein Overview [19]

- Einstein has been enabled in all eComm Business Units in Marketing Cloud. Einstein is also a Salesforce add-on, but it is not currently available for eComm.

Wiki Resources

- How should I size my images? [20]
  - If you must scroll to the right to view an email in an inbox, the images were not sized-down correctly before being uploaded to Marketing Cloud.
- How can I access CU and UCCS branded templates? [21]
- How do I send a test? [22]
- What should I look for in a successful test? [23]
- How do I design for mobile? [24]
- How can I ensure my email is accessible? [25]
- How do I use templates I've created to build an email? [26]

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

Request New/Updated Audience

- Request to have an audience added to your account by submitting a ticket with the following details:
  - **Report or Data Extension?**
  - **Your Business Unit Name |** Found in the top-right corner when logged into Marketing Cloud
  - **Audience Description**
  - **Commercial or Transactional?**
    - **If Commercial, what Email Preference should be used?**

Create Audiences (eComm Specialists)

- Audience Creation [27]
  - Salesforce Campaigns [28]
  - Salesforce Report Templates [29]

- Marketing Cloud Data Extensions [30]

Wiki Resources

Request New From Information

- What are Send Classifications, Sender Profiles and Delivery Profiles [31]?
- Request to have this information added to your account by submitting a ticket with the following details:
  - **Your Business Unit Name |** Found in the top-right corner when logged into Marketing Cloud
  - **From Name |** CU Connections
  - ***From Email |** connections@com.cu.edu [32]
  - **Reply Name |** CU Connections
  - **Reply Email |** connections@cu.edu [33] *(can be the same as or different than the 'from email')*

**From Emails will contain a 'com' after the @ symbol (see below depending on the Business Unit that is sending). When recipients reply, they will see the typical email address without 'com' after the @ symbol.*

- *Advancement, System & Boulder SAP: com.cu.edu*
- *Anschutz SAP: com.cuanschutz.edu*
- *Denver SAP: com.ucdenver.edu*
- *UCCS SAP: com.uccs.edu*

If you're sending from an Anschutz Business Unit but sending from an @ucdenver email, use the Anschutz SAP.

Add New From Information (eComm Specialists)

- eComm specialists have access to add from information to Marketing Cloud [9] for users to select when sending.

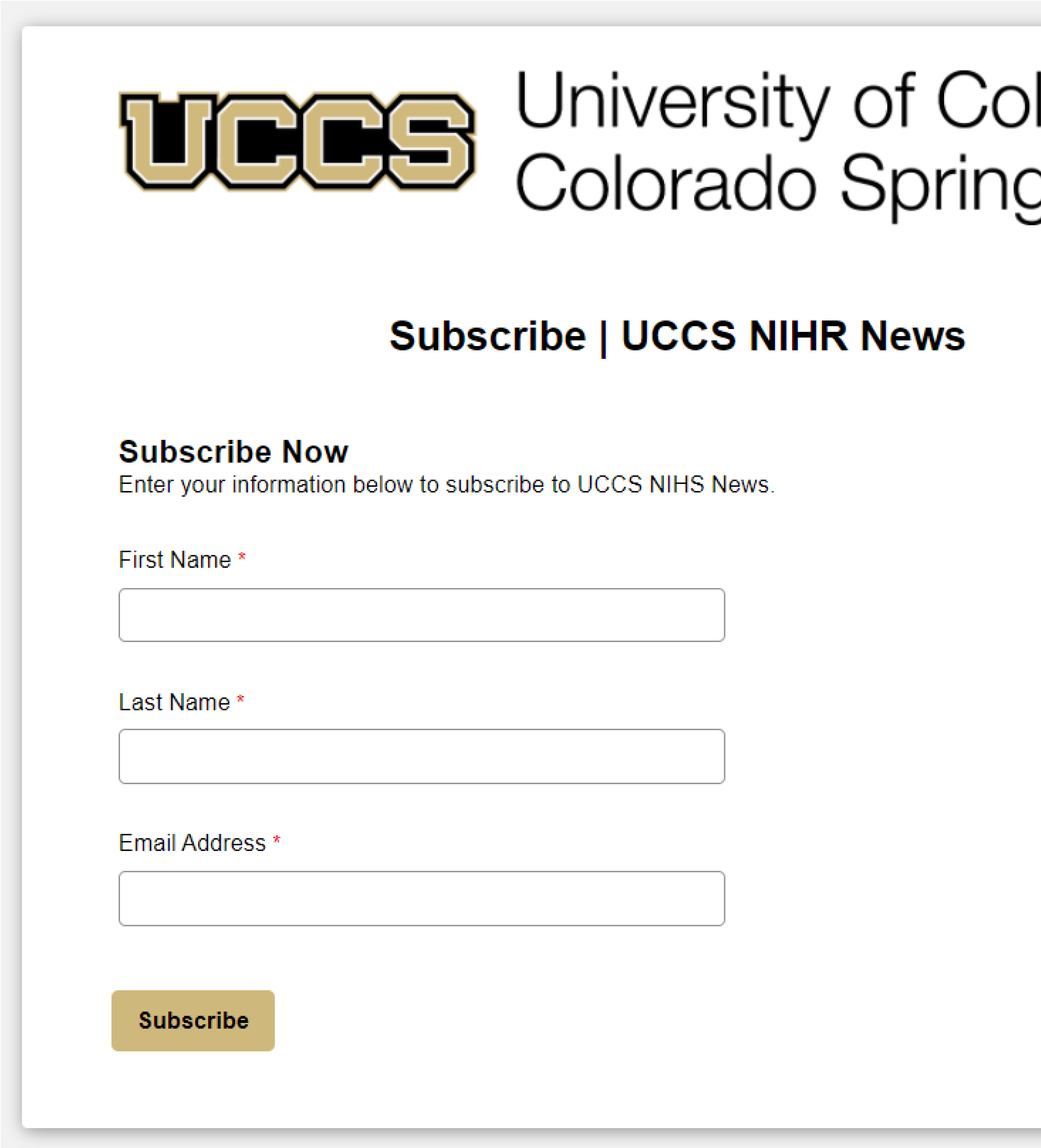
Wiki Resources

Expand your Reach

eComm can provide a simple subscription form [34] to promote in other communications or on a site to continually grow your audience.

1. Create Subscription Campaign (eComm specialist)

2. Submit Request
    1. Populate columns A-M [35], including the Campaign URL from Step 2
    2. Submit a help ticket once complete and anticipate a 3-day turnaround.
3. Launch & Test



Wiki Resources

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    2. Submit a help ticket once complete and anticipate a 3-day turnaround.
3. Launch & Test

University of Col
Colorado Spring

Subscribe | UCCS NIHR News

Subscribe Now

Enter your information below to subscribe to UCCS NIHS News.

First Name *

Last Name *

Email Address *

Subscribe

Wiki Resources

Request New/Updated Audience

- Request to have an audience added to your account by submitting a ticket with the following details:
  - **Report or Data Extension?**
  - **Your Business Unit Name |** Found in the top-right corner when logged into Marketing Cloud
  - **Audience Description**
  - **Commercial or Transactional?**
    - **If Commercial, what Email Preference should be used?**

Create Audiences (eComm Specialists)

- Audience Creation [27]
  - Salesforce Campaigns [28]
  - Salesforce Report Templates [29]
  - Marketing Cloud Data Extensions [30]

Wiki Resources

HIPAA/Med-Only Contacts

Need HIPAA/Med-Only Contacts deleted from Salesforce [36]? Submit a ticket [1] including details - Campaign ID(s) should be populated with the relevant campaign in this Salesforce Report [37] - which will contain those Contacts to be deleted.

Request Contacts to Delete

- **Create a Campaign with Campaign Members** of the Contacts you wish to have deleted
- **Provide the Campaign URL** when submitting the ticket below.
  - *Note, only Contacts in your Campaign who also meet the criteria below will be deleted:*
    - They are Standard contacts (not Individual Contacts where data was not populated from a CU source system)
    - They have not unsubscribed from any communications. We keep records of contacts who have unsubscribed to avoid adding them to a future email campaign that would violate CAN-SPAM.

Wiki Resources

Individual Email Results (IERs)

Individual Email Results (IERs) can be a powerful tool to better understand your audience and how they best engage with your communications.

- Learn more about what IERs are and how they can be leveraged. [38]
- Individual Email Results (IERs) live in Salesforce for 90 days before being exported and uploaded to the Snowflake database. **If you need IERs that have already been archived, provide the Contact ID and/or Email ID when submitting a ticket below.**

Wiki Resources

Request Subscriber Re-Activation (weekly process)

- Provide the Subscriber ID for the individual you wish to have reactivated or deleted to this spreadsheet [39] (along with some other details), and it will be completed by the following Monday.
    - **There is no need to submit the ticket below unless the request is urgent.**

Learn About Subscribers

- Salesforce Contacts & Marketing Cloud Subscribers [40]
- Subscribers & Subscriber Status [41]

Wiki Resources

- Where can I view tracking information for my email? [42]
- What is Intelligence Reports (formerly Datorama)? [43]
- How do I use Intelligence Reports (formerly Datorama) to analyze emails? [44]
- What is Einstein? [19]

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

- All events must be approved by an eComm specialist [45] by using the Approval Work Flow in Cvent [46].

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

USERS

- If your department's finance information is already added to Cvent, users and eComm specialists can select the correct finance information [47] when creating paid or fundraising events [48]. This ensures the money collected for your event can be transferred from a single CU account back to your department.

ECOMM SPECIALISTS

- Only the System Admin Team can add new Finance Information to Cvent. Submit the ticket below, including the correct number and provide a description, formatted like the following:
  - **SpeedType** = 1**23**45678 - Short Description/Title
    - Fund 10, 30, 31, 32, 33, 34, 35, and 36 speedtypes should not be used for Cvent events system-wide.
    - Fund 80 speedtypes should not be used for Cvent events at CU Anschutz.
    - Funds 20 and 29 are most typically used in Cvent. Reach out to the campus controller accounting teams [49] for guidance if you have any questions.
- **Account Code** = 123456 Short Description/Title
- **Designation Code** (replaced Allocation Fund # in Summer 2023) = D-1234567, Short Description/Title

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

Users

- There is an automatic integration that occurs between Cvent and Salesforce [50]. By tracking registrants' event participation to Salesforce, we can better understand our constituents and how they engage with CU. Users can leverage this data to exlude registrants from reminders or target future messages [50].

eComm Specialists

- While the Cvent-Salesforce integration [51] is automatic, the eComm specialist may need to get involved. This might include sharing the Campaign (if the person who created the event isn't the same person sending the Marketing Cloud messages) and/or converting a Campaign to a Data Extension (only necessary if the included audience is a Data

Extension).

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

Users

- Reporting [52] | Cvent's event reporting allows you to view every detail of your registration data, emails , financials and more. Create summary views and track trends over time to gauge improvement.
- Cvent Portal [53] | Work with your eComm specialist to make Cvent Reports available to stakeholders via a secure login. These free licenses grant individuals access to specific Reports that can be viewed in real-time, filtered and exported as needed.

eComm Specialists

- One of the eComm specialist's roles in Cvent includes managing how stakeholders can access Cvent data in real-time, without a steep cost. Follow these steps to create Portal Users and Publish Reports to the Portal [54] for easy access.

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

How to Login [13]

1. Navigate to the eComm login page [55] (bookmark this page)
2. Select Cvent (the option on the right)
3. Log in with your university credentials.

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

Cvent Add-Ons for Purchase

More robust components of Cvent [56] exist that are not included with a typical license. Since Cvent is already an approved vendor, you can contract directly with them to procure additional products, such as:

- OnArrival Premium [57] if you need day-of-event support
- CrowdCompass [58] for an event app
- Abstract Management to support an involved, multi-step submission form with built-in workflows
- Attendee Hub [59], a virtual event solution
- Premium Surveys [60] for more robust surveying

Interested in chatting to Cvent about purchasing one of the above add-on products? Submit the ticket below (include the names of everyone to be included in the conversation) and we will get you in touch with them.

After signing a contract, you'll need to submit the ticket below for increased access (a task Cvent Help & Support cannot do). Provide a copy of the signed contract and outline which add-ons should be available to which users.

Finance Information to Add (select all) * ☐ SpeedType ☐ Account Code ☐ Designation Code

Wiki Resources

Opt a Constituent In or Out

- If a consituent can get an email from eComm, it's should be straightforward for them to manage their own email preferences via the footer. If they can't for some reason, users are often notified but they will have to pass the request (with documentation) along to their eComm specialist to make the edit. Learn more about who can take what actions to manage an individuals email preferences [61].

Update a Users Business Unit Access

- eComm specialists can request to have a user moved into different Business Units [62] as needed by commenting on the user's license record in Salesforce.

Changes/New Email Preferences (Quarterly)

- ?Email Preferences [63]can be added or updated on a quarterly basis. Submit your requests to the system office [64] to be addressed during the following quarter.

Changes to Business Units (One-Off Requests)

- As a reminder, starting July 1, 2023, eComm will no longer accept requests for adding/renaming/deleting business units through the quarterly process. If you have an exceptional circumstance that requires adding/renaming/deleting a business unit, please review the Changes to Business Units wiki [65]and submit your requests to the system office [66].

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

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Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

Journey Builder

- Complete the Journey Planning Worksheet [68] to the best of your ability. This document will help you in the brainstorming process but don’t worry about completing it in its entirety before submitting a ticket. Include your Journey Planning Worksheet in your ticket submission. After submitting your ticket (including the Journey Planning Worksheet), we'll be in contact with you to schedule some time to talk about your email journey idea and outline the next steps.

Dynamic Content

- Learn more about how dynamic content works in Marketing Cloud, examples at CU and steps to get started [69]. If you have a good case for dynamic content, populate all of the details in the next row of this spreadsheet [70]. Once complete, include it with a ticket submission below and someone will follow up to arrange a meeting.

Automation Studio

- Many communicators send recurring communications to the same audience. While that's a good thing, it can lead to a lot of repetitive manual work that can be streamlined with Automation Studio. Learn more about setting up your own automations to optimize scheduling recurring email sends [71].
- Marketing Cloud senders are required to re-Start Data Extensions before each send to ensure the audience is up-to-date (and CAN-SPAM compliant). If an automation is configured to run all the Data Extensions in a Business Unit nightly, manually re-starting the Data Extensions before each send becomes obsolete. To make this move, eComm specialists can work with the System office to initially configure an automation in each Business Unit and learn to maintain. Learn how to get started with Automation Studio [72].

Wiki Resources

- **Duplicate Contacts in Salesforce**
  - **?**eComm specialists can submit a Data Change Request (DCR) [73] directly in Salesforce to have them merged.
- **Inaccurate name, email, or address for a Contact in Salesforce**
  - If a contact has an Advance ID, do not submit a Data Change Request (DCR). Please refer to the Updating Contact Information in Salesforce [74] wiki for more details.
  - If a contact does NOT have an Advance ID, eComm specialists can submit a Data Change Request (DCR) [73] in Salesforce to be addressed.
- **Incorrect or blank preferred name**
  - Learn more about why a preferred name might be blank, the process for updating it, and guardrails that exist to ensure personalizing Marketing Cloud emails with preferred name doesn't flop. [75]

Can't find what you're looking for? Continue submitting your ticket below.

Wiki Resources

- New users know they can login to Salesforce [76] because they will receive login credentials and instructions.
- Your username and password will be the same username and password you use to login to your employee portal.

Can't find what you're looking for? Continue submitting your ticket below.

Attach a file(optional)

Choose a file Upload

Files must be less than **2 MB**.
Allowed file types: **gif jpg png txt html pdf doc docx ppt pptx xls xlsx xml zip**.

Certify Correct Speedtype * Yes
Please confirm that the requested speedtype is not a fund 10, 30, 31, 32, 33, 34, 35, or 36 as these should not used for Cvent events.

Tell us more here *

Name *

Email *

CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

Submit

Source URL:https://www.cu.edu/ecomm/submit-help-ticket

Links
[1] https://www.cu.edu/ecomm/submit-help-ticket [2] https://www.cu.edu/blog/ecomm-wiki/need-help-start-here [3] https://support.cu.edu/TDClient/3366/Portal/Requests/TicketRequests/
[4] https://www.cu.edu/ecomm/forms/build-me-communication [5] https://www.cu.edu/ecomm/forms/build-me-event-invitation [6] https://www.cu.edu/blog/ecomm-wiki/viewing-andor-canceling-scheduled-email-send [7] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-update-broken-link-after-send
[8] https://www.cu.edu/blog/ecomm-wiki/keep-your-message-out-spam-folders-content-detective
[9] https://www.cu.edu/blog/ecomm-wiki/creating-sender-profiles-delivery-profiles-and-send-classifications
[10] https://www.cu.edu/blog/ecomm-wiki/updating-sender-profiles-match-sap-compliance
[11] https://www.cu.edu/blog/ecomm-wiki/unable-send-email-or-start-data-extension
[12] https://www.cu.edu/blog/ecomm-wiki/someone-not-receiving-marketing-cloud-messages
[13] https://www.cu.edu/blog/ecomm-wiki/how-login [14] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-graded-browser-support [15] https://www.cu.edu/blog/ecomm-wiki/salesforce-visibility-and-sharing
[16]
http://ping.prod.cu.edu/idp/startSSO.ping?PartnerSpId=https%3A%2F%2Fsp.exacttarget.com%2Fshibboleth-sp [17] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-administrative-tasks
[18] https://www.businessinsider.com/guides/tech/how-to-enable-cookies-in-google-chrome
[19] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-einstein-overview
[20] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-image-best-practices
[21] https://www.cu.edu/blog/ecomm-wiki/branded-email-templates [22] https://www.cu.edu/blog/ecomm-wiki/sending-test-email [23] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-edit-review-and-approve-test-email [24] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-designing-mobile
[25] https://www.cu.edu/blog/ecomm-wiki/4-strategies-creating-accessible-content
[26] https://www.cu.edu/blog/ecomm-wiki/using-custom-email-templates [27]
https://www.cu.edu/blog/ecomm-wiki/audience-creation [28] https://www.cu.edu/blog/ecomm-wiki/create-salesforce-campaign-and-add-campaign-members [29] https://www.cu.edu/blog/ecomm-wiki/salesforce-reporting [30] https://www.cu.edu/blog/ecomm-wiki/create-marketing-cloud-data-extensions
[31] https://www.cu.edu/blog/ecomm-wiki/sender-profiles-delivery-profiles-and-send-classifications
[32] mailto:connections@com.cu.edu [33] mailto:connections@cu.edu [34]
https://www.cu.edu/blog/ecomm-wiki/subscriptions
[35] https://docs.google.com/spreadsheets/u/1/d/1p59tdgTzK_lO-ZlOcuzUaIP5DVpISlIePw9_ahEfRpE/edit#gid=6745728 [36] https://www.cu.edu/blog/ecomm-wiki/hipaamed-only-contacts
[37]
https://cuecomm.lightning.force.com/lightning/r/Report/00O5G000009F4wdUAC/view?queryScope=userFolders
[38] https://www.cu.edu/blog/ecomm-wiki/salesforce-individual-email-results-iers-individual-link-level-details
[39]
https://cu0.sharepoint.com/:x:/r/sites/eComm/Shared%20Documents/Subscribers%20in%20Marketing%20Cloud/Re-Activate%20or%20Delete%20Subscribers.xlsx?d=wae298af03fbf4527b418c3edb7dbfb29&csf=1&web=1&
[40] https://www.cu.edu/blog/ecomm-wiki/salesforce-contacts-marketing-cloud-subscribers
[41] https://www.cu.edu/blog/ecomm-wiki/subscribers-and-subscriber-status
[42] https://www.cu.edu/blog/ecomm-wiki/tracking [43] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-intelligence-reports-overview [44] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-intelligence-reports [45] https://www.cu.edu/ecomm/strategy/leadership [46] https://www.cu.edu/blog/ecomm-wiki/cvent-event-approval-launch [47] https://www.cu.edu/blog/ecomm-wiki/cvent-how-setup-payment-information [48] https://www.cu.edu/blog/ecomm-wiki/cvent-paid-event
[49] https://www.cu.edu/controller/campus-controllers

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[52] https://www.cu.edu/blog/ecomm-wiki/cvent-reporting [53] https://www.cu.edu/blog/ecomm-wiki/cvent-portal [54] https://www.cu.edu/blog/ecomm-wiki/how-manage-reports-portals
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