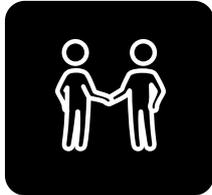# ADD TO MY ACCOUNT

Work with your eComm specialist to get items added to your account.

Essentials are indicated in gold with a black border.

MARKETING CLOUD

From Information
Use a friendly from name and email address with which recipients identify for higher engagement.

Data Extensions
Messages to students or employees should be delivered to university email addresses; this requires Data Extensions.

Share an Email
Share an email and other assets across different business units to avoid re-inventing the wheel.

SALESFORCE

Reports
You can't send a Marketing Cloud email without an audience. Reports are key to getting your message to the right people.

Update Data
eComm specialists know the intricacies of navigating data, like updating a contact's information or adding new contacts.

Dashboards
Dashboards take Reports to the next level with graphs and charts, making it possible to analyze large amounts of data.

Subscriptions
Embed a subscription form on your website so constituents can add themselves to a distribution list.

CVENT

Event Approval
All events must be approved before being launched. Plan for a one to three day turn-around.

Finance Information
Collecting money during registration? We'll need your speedtype and account code to get your money to you.

Event Planner Email Address
Planner email addresses reflect who registrants should contact if questions arise and are required for each event.

Portal Users & Reports
Portals make reports accessible to fellow colleagues at no cost so they can view, filter and export up-to-date event data.