

# SALESFORCE

ACCESS CONTACTS, REPORTS, CAMPAIGNS AND EMAIL SENDS

## SEARCH & CHATTER



### GLOBAL SEARCH

When you search, you'll get relevant results quickly which makes finding the information you are looking for easy.



### CHATTER

Features such as feeds, profiles and groups are a great way to share information, collaborate, and keep up with the latest data updates at CU.

## CONTACTS & RELATED LISTS



### CONTACTS

A contact reflects a unique individual. There are about 1.5 million contacts with email addresses in CU's Salesforce instance.



### RELATED LISTS or OBJECTS

Objects - or related lists in Salesforce - allow you to view a contact's data including email sends, education, interests, employment, affiliations and more.

## REPORTS & CAMPAIGNS



### REPORTS

Reports offer an efficient way to continually engage a dynamic audience based on data housed in Salesforce. That's because they update automatically based on source system data.



### CAMPAIGNS

Campaigns act as a container to hold a group of contacts who can't be captured with a report. These often include uploaded lists (with system ID) or event invitations.

## INDIVIDUAL EMAIL RESULTS & EMAIL SENDS



### INDIVIDUAL EMAIL RESULTS

Individual email results (IERS) provide information about a single email sent to an individual and how that person responded to it.



### EMAIL SENDS

You can view Email Send Reports in Salesforce that reflect statistics and tracking information from your Marketing Cloud email.