CU eComm Update - August 2016 Edition [1]

August 25, 2016 by Kim Egan [2]

eComm Checklists [3]

[3] As we gear up for one of the heaviest communication times of the year, your eComm team has developed a series of checklists to help you stay on track. Our eComm Checklists will guide you through the steps required to launch a succesful email campaign.

eComm wiki [4]

[4] Looking for something specific? Maybe you just need to know how to process a refund in Cvent or you forget what the ideal image size should be for emails. The eComm wiki is your answer. It's designed to provide quick how-tos and best practices.

Content Builder [5]

[5] On Aug., 9, we released an exciting upgrade that will change how users create email content in Marketing Cloud. It's available in all Business Units now and offers users the ability to toggle between Classic Content and the new Content Builder. We recommend users start using Content Builder as soon as possible.

PCI Compliance [7]

[6] If you use Cvent and host paid events, you need to understand Payment Card Industry (PCI) standards and university policy. If you haven't done so already, please complete this short form [6] to confirm your compliant use of the Cvent "CU Events" merchant account. Failure to complete this form may result in Cvent access discontinuation.

Nonie Wainwright accepts new position [8]

[8] Nonie Wainwright, the CU Denver/Anschutz campus eComm specialist, will be leaving CU Denver University Communications on Aug. 26. The position is open and accepting applications.

Send questions or comments to contact@cu.edu [9].

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