

Cvent vs. CU StoreFronts: What's the Difference? ^[1]



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With the launch of [CU StoreFronts](#) ^[3], the eComm team has received occasional questions about how StoreFronts are different from Cvent and when it's appropriate to use one tool over another. In partnership with our colleagues in the Treasurer's Office, we've documented some key differences below.

Is a CU StoreFront right for me?

The CU StoreFronts are a good option for you if:

- You are selling an item (such as a graduation cord, a journal subscription, a CU science kit, etc.)
- You are hosting an annual/semi-annual event/conference but have no other event registration needs outside of that activity
- Your annual/semi-annual event/conference is not a fundraising event and/or does not include a donation component
- You don't have a need for your event data to be integrated with Salesforce
- You are only accepting payments after issuing an invoice

If you think a CU StoreFront might be a good fit for you, learn more below or [request assistance](#) ^[4] from the CU Treasury team.

How are CU StoreFronts Different from Cvent?

While there is some overlap of functionality between CU StoreFronts and [Cvent](#) ^[5], there are a few key differences of which to be aware in determining if a StoreFront is the right fit for you.

- General
- Financial
- Promotion & Communication
- Data

Below are a few ways in which the **general functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our [Cvent vs. CU StoreFronts spreadsheet](#) ^[6]

| General Functionality | Cvent | CU |
|---|-------|----|
| Should be used by departments who host frequent events throughout the year that are differing/complex in nature | YES | NO |
| Requires a license | YES | NO |
| Allows for sessions, tracks, and registration paths | YES | NO |
| Allows for custom registration questions | YES | NO |
| Allows for seating arrangements | YES | NO |
| Allows for name badge printing | YES | NO |

Below are a few ways in which the **financial functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our [Cvent vs. CU StoreFronts spreadsheet](#) [6].

| Financial Functionality | Cvent | CU |
|---------------------------------------|-------|-----|
| Can be used for fundraising events | YES | NO |
| Can accept donations | YES | NO |
| Allows for payment plans | NO | YES |
| Allows for registration by cash/check | YES | NO |

Below are a few ways in which the **promotion and communication functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our [Cvent vs. CU StoreFronts spreadsheet](#) [6].

| Promotion & Communication Functionality | Event | CU |
|---|-------|-----|
| Allows for custom from address | YES | NO |
| Sends all event-related communications | YES | NO |
| Sends surveys | YES | NO |
| Allows for highly customized website design | YES | NO |
| Supports multiple languages | YES | NO |
| Allows for social share/follow | YES | NO |
| Allows for email scheduling | YES | N/A |

Below is the main way in which the **data functionality** of CU StoreFronts differs from Cvent. For a complete feature comparison, please view our [Cvent vs. CU StoreFronts spreadsheet](#) [6].

| Data Functionality | Cvent | CU |
|-------------------------------|-------|----|
| Is integrated with Salesforce | YES | NO |

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[4] <https://www.cu.edu/store/request-storefront> [5] <https://www.cu.edu/blog/ecomm-wiki/what-ecomm>

[6] https://docs.google.com/spreadsheets/d/1r57AzfezacwZ_cWBLnSexxZRMThGDRHPe-a0ez1rC4Q/edit?usp=sharing