

## **eComm User Newsletter | January 2025** <sup>[1]</sup>

January 13, 2025 by [lauren.galena](#) <sup>[2]</sup>



### **Quick Tips**

#### **Marketing Cloud**

Do you find yourself making two clicks every time you log in to Marketing Cloud to navigate to Email Studio? [Set your Default Login Preference](#) <sup>[3]</sup> to Email to skip that step when logging in.

#### **Cvent**

*New Cvent Feature:* [Automatically send reminder emails for event feedback](#) <sup>[4]</sup> and set the intervals at which they should be sent.

*Extra Tip:* Asking for feedback soon after the event usually leads to a higher response rate.

### **General Updates**

#### **Marketing Cloud**

- **Support From Your eComm Specialist:** Keep in mind your [eComm Specialist's preferred process](#) <sup>[5]</sup> when requesting their support. See the bottom of this email for your eComm Specialist's information.
- **Are You Missing Timely eComm Updates?:** [Update your Chatter Group\(s\) email frequency](#) <sup>[6]</sup> and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

## Cvent

- **Cvent Quarterly Updates:** Check out the [Fall 2024 releases and updates from Cvent](#) [7].
  - AI Writing Assistant Updates
  - Embeddable Agenda Widget
  - Streamlined Survey Creation
  - ????????And More!
- **Support From Your eComm Specialist:** Keep in mind your [eComm Specialist's preferred process](#) [5] when requesting their support. See the bottom of this email for your eComm Specialist's information.
- **Cvent Express has Sunset:** Cvent users can no longer create Express Events. That means all events going forward need to be created in the more robust [Flex/Standard format](#) [8].
- **Are You Missing Timely eComm Updates?:** [Update your Chatter Group\(s\) email frequency](#) [6] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

## Featured Resources of the Month

Kick off the new year with these resources to help you stay organized and boost efficiency throughout the year.

### Marketing Cloud and Salesforce

- [Use folders in your Marketing Cloud Business Unit](#) [9] to stay organized and easily locate content, data extensions, and send tracking data.
- [Marketing Cloud email templates](#) [10] streamline email creation. eComm offers branded options and you can also create your own custom templates.

## Cvent

- [Share your event with other Cvent Users](#) [11] to allow them to modify registrations, access reports, manage invitees, and clone it for future events.
- [Use pre-built, customizable sections](#) [12] as building blocks for event websites to create polished sites quickly and efficiently.

## Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

## Celebrations & Success Stories

Submit your eComm celebration and successes here <sup>[13]</sup> to be featured on the eComm website <sup>[14]</sup> and in a future newsletter. **We can help with expanding upon your story. Consider this a rough draft.** Share any impressive metrics, milestones, ways you've used data to optimize, or achievements that stand out.

## New & Updated Resources

- Subscribers and Subscriber Status <sup>[15]</sup> (Updated Subscriber Status section to add more details on the shirt color statuses in Marketing Cloud)

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