

eComm User Newsletter | October 2024 ^[1]

October 3, 2024 by [lauren.galena](#) ^[2]



Quick Tips

Marketing Cloud

You've scheduled your email but something has changed and you need to stop it from going out. Easily cancel an email that is scheduled to send ^[3]. Emails sent immediately can't be canceled since they start sending right away. You might stop it mid-send, but some recipients will still get it. It's best to always schedule emails, even if just 15 minutes ahead.

Cvent

The character limit has increased from 100 to 500 characters for session titles.

General Updates

Marketing Cloud

- **Stay Organized With Folders in Marketing Cloud:** We know how cluttered Marketing Cloud can get, especially if you're sharing your Business Unit with other groups. As a reminder, use the folder structure in your Business Unit ^[4] to stay organized and easily find your content, data extensions, and send data.
- **Auto-Replies Not Coming Through:** We've investigated the issue of auto-replies not reaching senders in Marketing Cloud. There is no setting within Marketing Cloud to change this as the root issue sits with email clients (Outlook, Gmail, Yahoo, etc.).
- **Are You Missing Timely eComm Updates?:** Update your Chatter Group(s) email frequency ^[5] and you'll receive posts via email (i.e., every post, daily digest, or weekly

digest).

Cvent

- **Speedtypes in Cvent: Keep the following details in mind when requesting new Speedtypes to be added in Cvent:**
 - SpeedType = 12345678 - Short Description/Title
 - Fund 10, 30, 31, 32, 33, 34, 35, and 36 speedtypes should not be used for Cvent events.
 - Funds 20 and 29 are most typically used in Cvent.
 - Work with your eComm Specialist to reach out to the [campus controller accounting teams](#) [6] for guidance on Fund 80s as each campus has a different experience with this fund.
- **Cvent Quarterly Updates:** Check out [Summer 2024 releases and updates](#) [7] from Cvent.
- **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](#) [5] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest).

Featured Resources of the Month

October is Cybersecurity Awareness Month. Here are some helpful resources for making sure you're doing everything you can to protect constituent data and privacy.

Marketing Cloud and Salesforce

Explore these wikis and guidelines that relate to Marketing Cloud and Salesforce data security:

- [Understand FERPA flags](#) [9] and what to do when you encounter one.
- Learn more about [complying with CAN-SPAM](#) [10].
- Know easy ways to [avoid violating CAN-SPAM](#) [11].

Cvent

Check out these wikis and guidelines that relate to Cvent data security:

- If you create event registration forms in Cvent that require credit card transactions, you must [meet CU data security standards](#) [12] to ensure that we can continue to use secure merchant accounts in Cvent.
- In order to be in compliance with CAN-SPAM, [Cvent emails](#) [13] can only be used when sending post-registration, transactional messages.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions.

Celebrations & Success Stories

CU Boulder Alumni Association team members attended the free Cvent Customer Success Group in Boulder on Aug. 21.



Submit your eComm celebration and successes here ^[14] to be featured on the eComm website ^[15] 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

- Understanding Email Journeys ^[16] (Updated - How to Get Started section)
- Salesforce Reporting ^[17] (Engagement tab >> Email Engagement section >> Who clicked link? Report template ^[18] available.)
- Accessibility Best Practices ^[19] (Added new Percipio course CU: Accessibility Fundamentals for Digital Communicators to the Related Resources section)
- Cvent | Summer 2024 Quarterly Updates ^[7] (Updated - Added quarterly updates for Summer 2024)
- Cvent | Unsupported Browsers ^[20] (Updated outdated information and links)
- Cvent | Creating Fundraising Events ^[21] (Updated to add reminder that fundraising events must adhere to paid event standards, including not 'accepting payment at a later time')
- Cvent | Report of Events Created by User ^[22] (Updated to ensure all MECs have access to this cross-event report)

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