FACT SHEET

eComm Constituent Relationship Management (CRM)

What is eComm?
The CU eComm program offers all four campuses in the University of Colorado system a set of web-based tools for email marketing and event registration. The program offers a streamlined approach to communicating with University of Colorado alumni, donors, parents, friends, current students and employees. These tools are Salesforce/Marketing Cloud and Cvent.

What is Salesforce/MarketingCloud?
Salesforce/MarketingCloud enables users to create and send personalized promotional and transactional email messages using contact data of our stakeholders. The MarketingCloud tool accesses the contact data through Salesforce exclusively using CU’s source data systems: the student information system (Campus Solutions), employee database (HRMS), and the alumni and donor database (Advance).

What are the benefits of using MarketingCloud?

- Access to up-to-date and accurate contact data for individuals
- CU-branded email templates and easy content and photo editor
- Emails optimized for viewing on any device, mobile to desktop
- Reporting tools to track open rates, click-through rates, metrics and overall communication performance
- Compliant with CAN-SPAM, the federal legislation standards for the sending of commercial emails

What is Cvent?
Cvent is an event registration and management tool for both paid and free events.

What are the benefits of using Cvent?

- Customizable, mobile optimized event websites and apps with built-in registration tools
- Advanced logic to create multiday event with multiple sessions and selections
- Post-event email marketing and web surveys
- Robust event reporting
- Advanced event budget management
- PCI compliant, the security standard for credit card payments

Usage & Licenses
CU Denver | Anschutz will centrally fund one eComm license for each school and college and university-approved administrative units.

Additional licenses
Additional licenses may be requested by units for an annual license fee. The table below lists the FY17 costs.

<table>
<thead>
<tr>
<th>eComm License Type:</th>
<th>Annual Cost:</th>
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<tbody>
<tr>
<td>Salesforce/MarketingCloud &amp; Cvent</td>
<td>$3,960 per license</td>
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Contact eComm@ucdenver.edu for more information.