

eComm FY19 FACT SHEET

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. In addition, each user will have a dedicated support specialist to provide strategy, best practices, training and tier-1 support. 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/Marketing Cloud?

Salesforce/Marketing Cloud enables users to create and send personalized promotional and transactional email messages using contact data of our constituents. The Marketing Cloud 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 Marketing Cloud?

- ✓ Access to real-time, 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, tablet and 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
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What is Cvent?

Cvent is an event registration and management tool for paid, fundraising 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 events with multiple sessions and customizable selections
 - ✓ Post-event email marketing and web surveys
 - ✓ Robust event reporting
 - ✓ Advanced event budget management
 - ✓ PCI compliant, the security standard for credit card payments
 - ✓ Secure payment portal for easy online credit card payments
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Usage & Licenses

The university will centrally fund one eComm license for each school, college and university-approved administrative units.

User Support

Licensed eComm users will receive dedicated support from a campus specialist.

Additional licenses

Additional licenses may be requested by units for an annual license fee. The table below lists the FY19 costs.

eComm License Type:	FY19 Annual Cost:
Salesforce, Marketing Cloud & Cvent	\$4,980
Salesforce & Marketing Cloud ONLY	\$3,768

Contact eComm@ucdenver.edu for more information.

