Flagship 360 Marketing Cloud

5 THINGS TO KNOW

UMass Amherst

1 Flagship 360 Marketing Cloud is UMass Amherst's primary digital communications platform.

Campus communicators use Marketing Cloud to create and send mass emails, alerts, newsletters, and more.

2 Training is required.

You will need to complete a series of self-serve training modules befor eyou can use Marketing Cloud.

Training requirements depend on the type of access you need. See the monthly training module schedule and sign up for training at **umass.edu/it/marketingcloud**.

3 **Transactional** vs. **commercial** emails

Transactional emails
Essential university business, direct or immediate impact.

Recipients cannot opt out from transactional emails. Messages are based on their affiliation with the university and/ or a specific department.

Commercial emails
Non-essential, but still relevant information.

Promotions or advertisements for events, products, or other initiatives. Recipients have the ability to opt in or out of commercial emails.
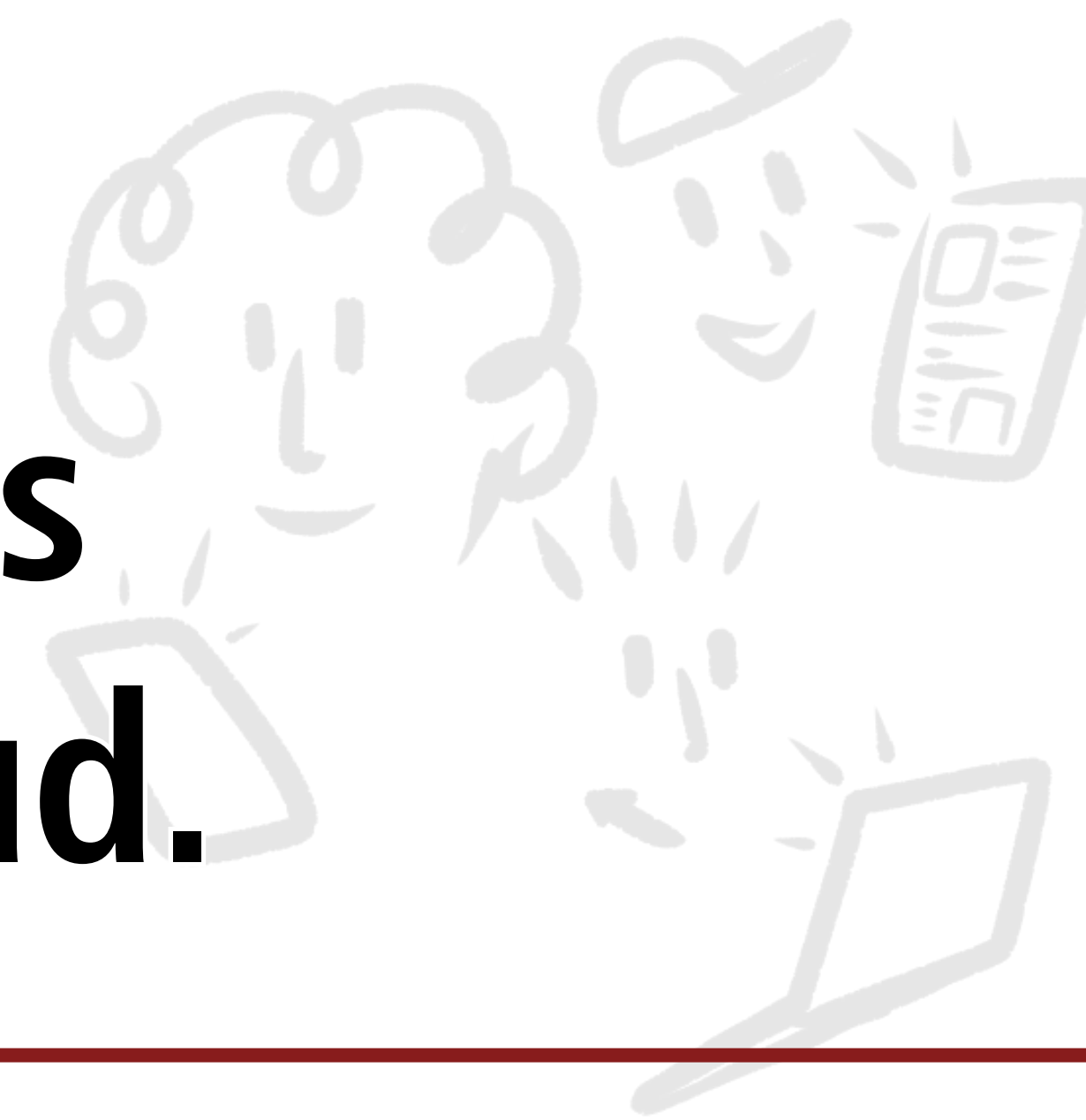
4 Audience management works differently in Marketing Cloud.

Audience data refreshes from SPIRE daily providing up-to-date lists for campus constituencies.

Refined audience segmentation allows you to target specific groups.

Improved constituent tracking provides performance reporting by audience segment.

5 Templates are provided.

Email templates meet current branding guidelines and are optimized for use across email platforms to ensure your message is usable and accessible on mobile, desktop, and other popular devices.

To request a new template, contact **commsupport@umass.edu**.

Access Marketing Cloud

Find login links, resources & more at
umass.edu/it/marketingcloud.

Support

Support is available from University Relations and IT via
commsupport@umass.edu.

Need help?

Contact **commsupport@umass.edu**