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Marketing Cloud Data Extensions [1]

October 22, 2026 by (not verified) [2]

If you need to send communications to internal audiences (faculty, staff or students) you'll want it delivered to their campus email addresses (eg; @colorado.edu, @ucdenver.edu, @cu.edu or @uccs.edu), To do so, you'll need to send to a Data Extension. Your eComm specialist will create the Data Extension [3] but it's the sender's responsibility to re'Start' it before each send.

How do data extensions relate to reports and campaigns?

You already know that data extensions are used to target a campus email address, but how do they relate to Salesforce reports and campaigns? Learn about the connection in Sending to Reports vs. Data Extensions vs. Campaigns [4] wiki.

Re-Start Data Extensions

Why re'Start' Data Extensions?

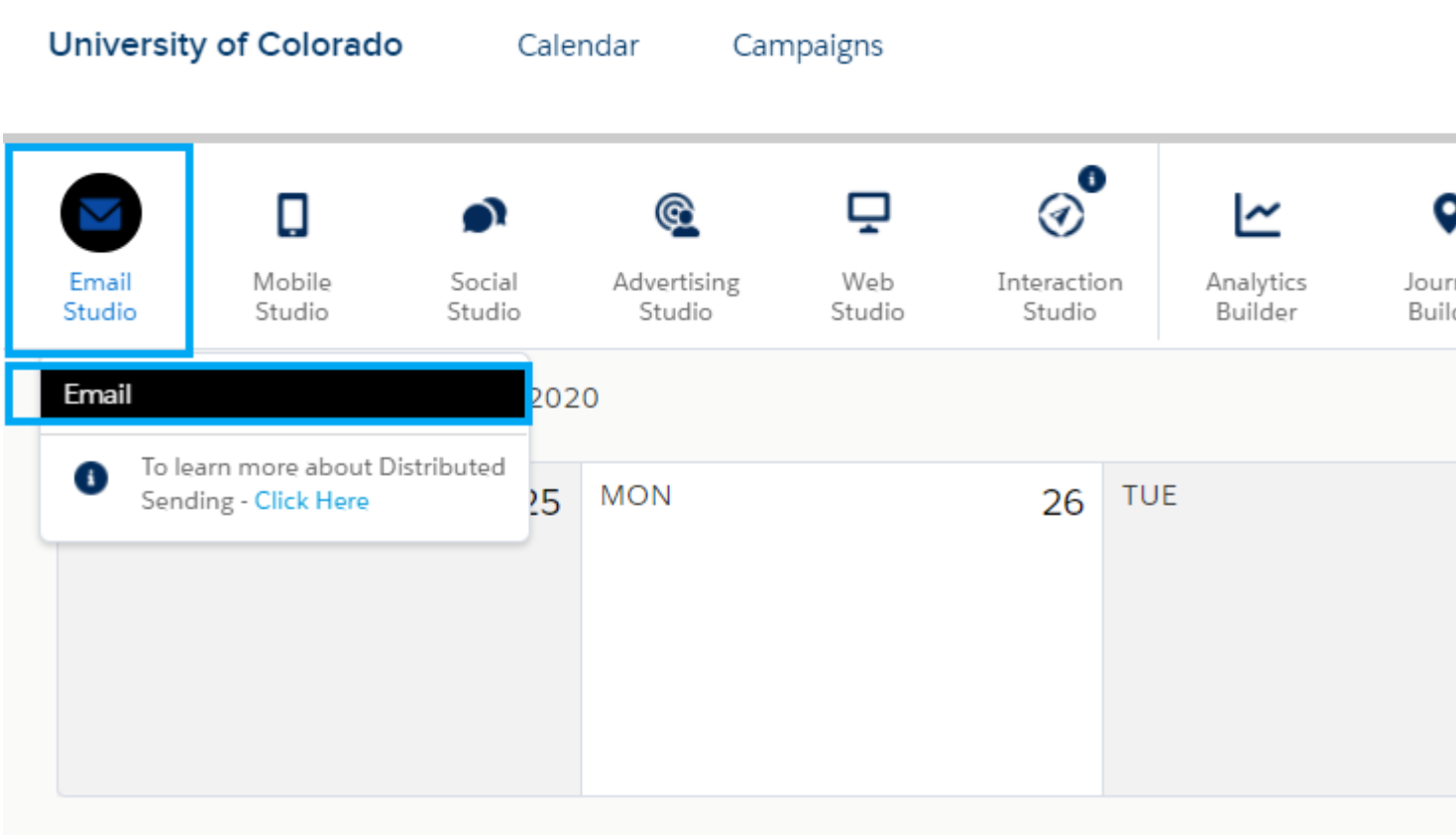
Data Extensions **MUST** be re‘Start’ed before every email send because they capture a Salesforce Report at a moment in time. If you fail to re’Start’ your Data Extension, your email will be distributed to an out-of-date audience. An outdated audience can result in:

1. **a CAN-SPAM violation**
    - by sending to folks who recently opted-out of messages
2. **not targeting your intended audience**
    - If your audience includes current employees or students, re’Start’ing your Data Extension ensures new employees/students are included and those who are no longer employed/enrolled are not
    - If your audience includes alumni, re’Start’ing your Data Extension ensures new alumni (or recent graduates) are included
3. **distributing to inaccurate email addresses**
    - in cases where someone recently updated their email address

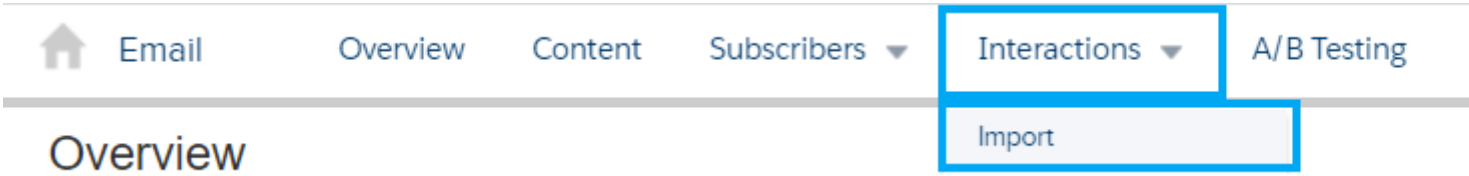
How-To re’Start’ Data Extensions

Re-Run Data Extension | 13 sec. video [5]

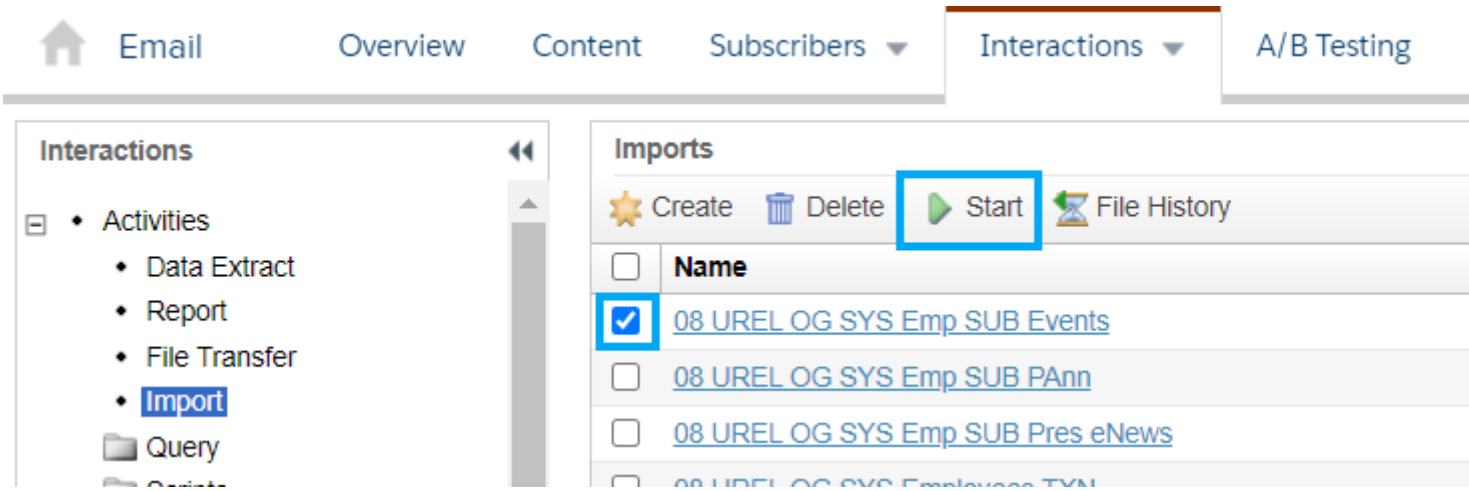
- Navigate to **Email Studio** > **Email**



- Hover **Interactions** in the navigation bar then select **Imports**



- Click the check boxes in front of each of the imports (data extensions) you will use for your email.
- Click the Start button in the navigation bar.
- Note: *You can only restart DE's on the page you are viewing*. Therefore, if you have DE's on multiple pages of the import list, restart them page by page.



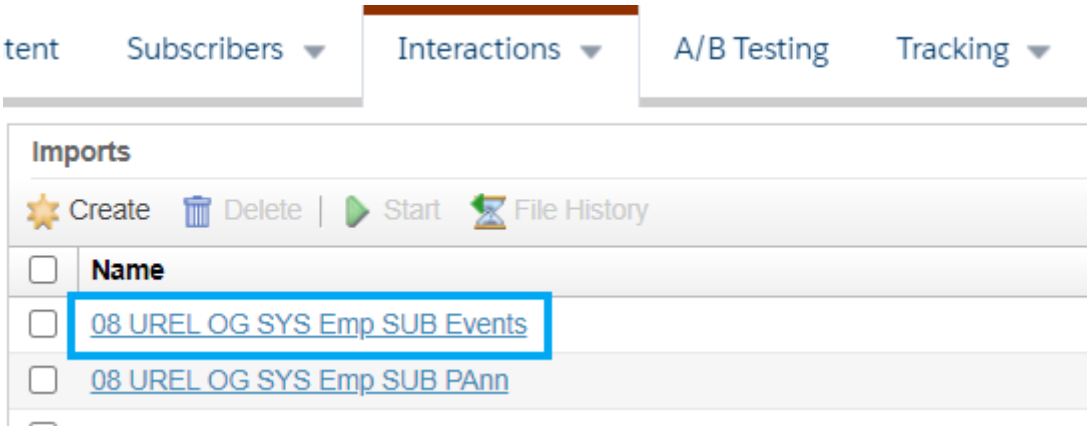
How-To Start a Data Extension [6]

Notifications

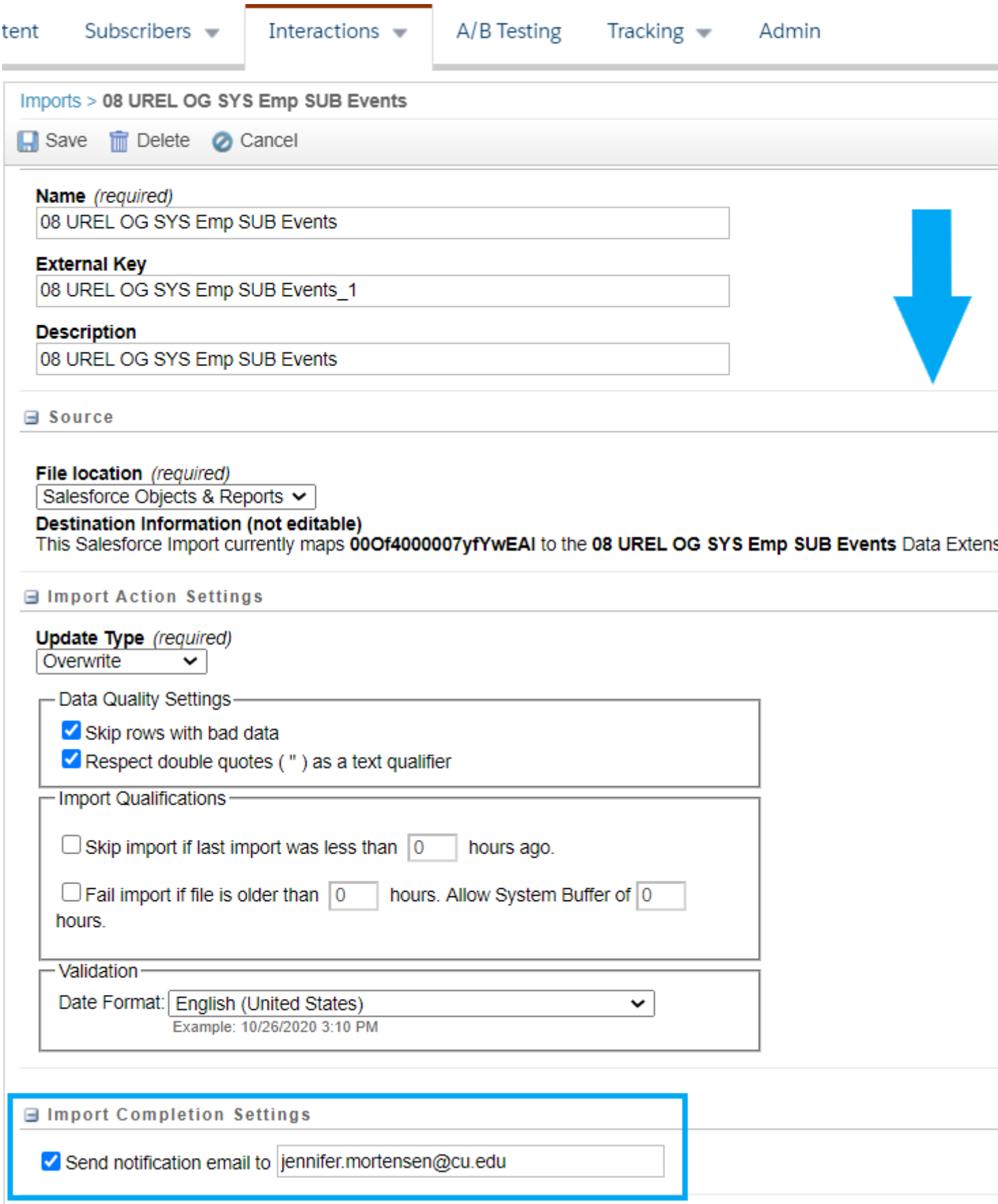
Set Data Extension Notification | 13 sec. video [5]

If the Data Extension lists your email to receive notifications about updates (see below), you should receive a notification email confirming the Data Extension ran successfully or not. If your import failed, ask your eComm specialist for help.

- Click the Data Extension title to open it

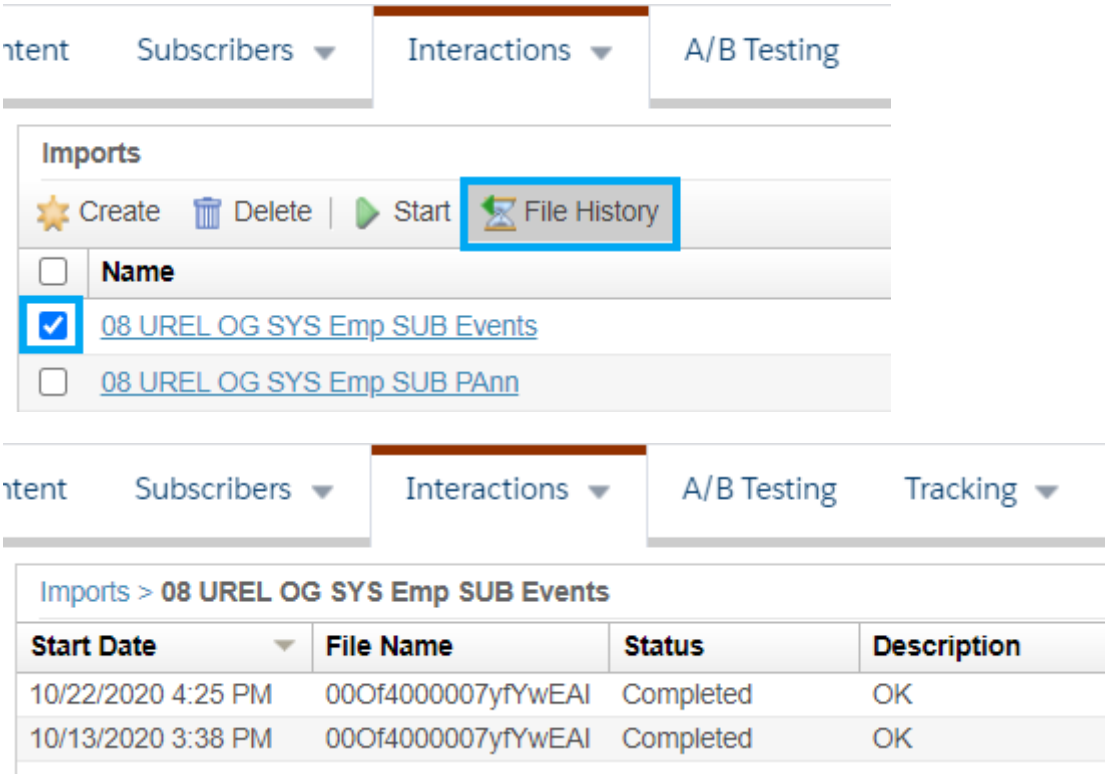


- Once open, scroll to the bottom to see who



History & Status

- You can also see the status and history of the Data Extension import by checking the box next to the Data Extension and then clicking **File History**.

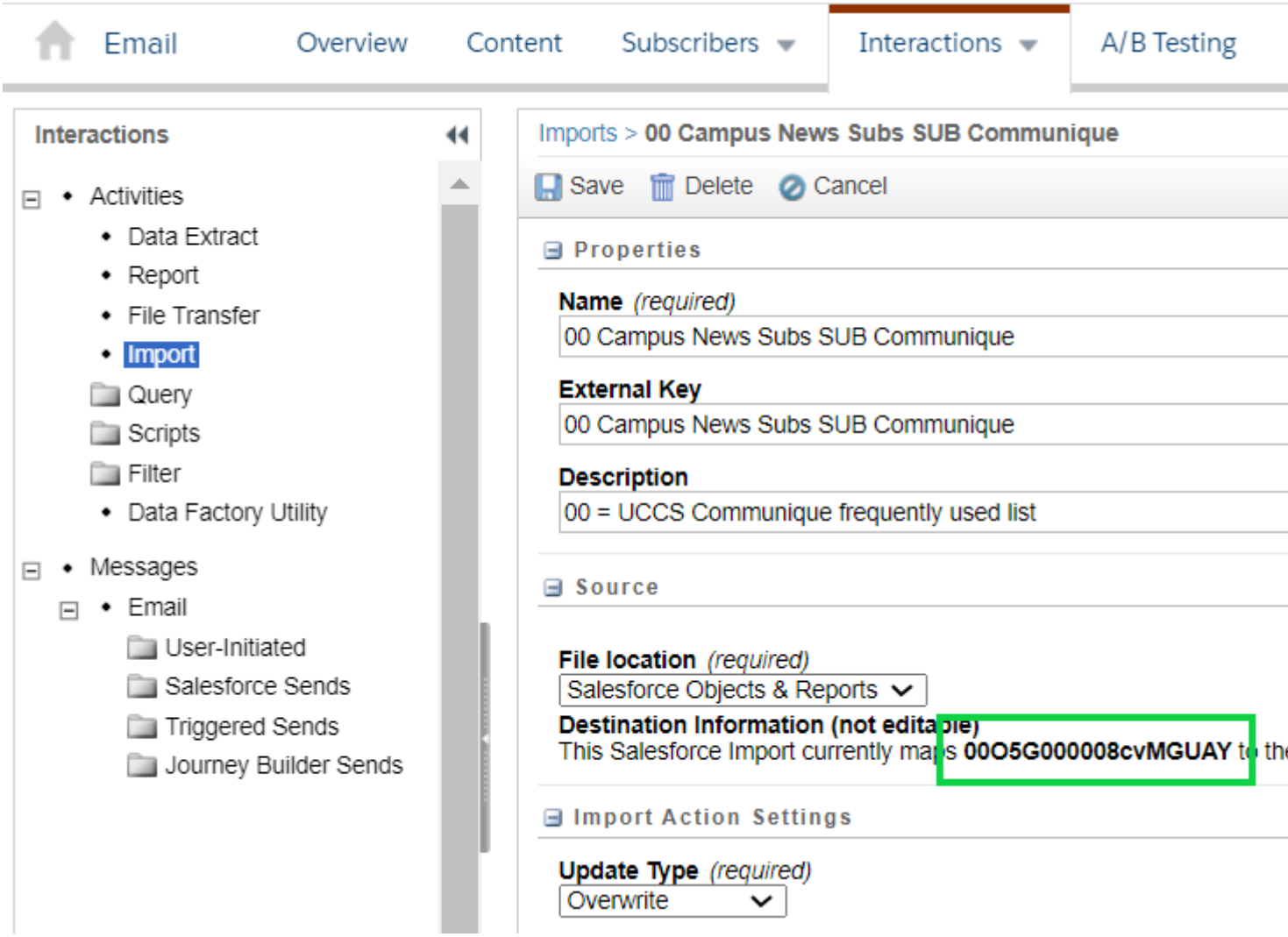


Find Data Extension's Corresponding Report

Every Marketing Cloud Data Extension is based on a Salesforce Report. Follow the tip below to find the corresponding Report in Salesforce, where you can also view all Contacts that are captured in the Report.

Step 1:

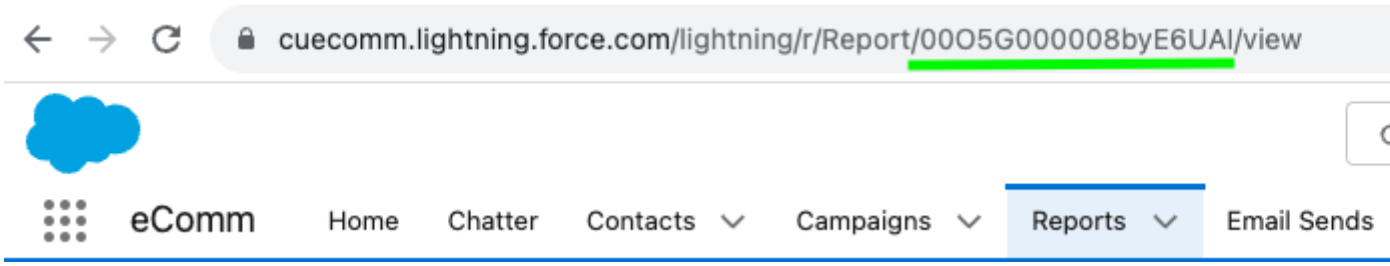
- From **Interactions** >> **Import** >> select Data Extension Name
- Once open, **copy the ID** of the mapped Data Extension



Step 2:

- Login to Salesforce [7]
- Replace the following URL with the ID found within your Data Extension: *https://cuecomm.lightning.force.com/lightning/r/Report/* [8]***PASTE ID HERE****/view*
    - The URL should look something like this: *https://cuecomm.lightning.force.com/lightning/r/Report/00O5G000008byE6UA...* [9]. **Note:** This is an example of what the URL should look like, clicking on this link will take you to a report you may not have access to view.

Looking for multiple reports? After looking up your first report in Step 2, repeat Step 1 to find the report ID in the Data Extension and then simply replace the Report ID in the URL at the top of your browser.

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Test your knowledge with the quiz below.

Related Content

- How can I email donors? [10]
- How do I select my audience? [11]
- Why are my audience report names so complicated? [12]
- How do I add a new audience for my communications? [13]
- Can I import CSV data into a data extension? [14]*

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