

Emails: Unable to Send, Failed Send. Data Extension: Error or Equal to 0 ^[1]

June 4, 2024 by [Melanie Jones](#) ^[2]

When faced with a failed send, a send to 0, or failed Data Extension, review the items below. Often, the root cause is something over which you have control rather than a systemic failure in Salesforce or Marketing Cloud. If there is an outage or broad issue, users will be notified as soon as possible.

Quick Troubleshooting

There are two quick tips to identify the two most common areas where issues arise. If both tests below do not raise any red flags, follow the entire list of potential issues outlined below.

1. **Send the user the Report and ask them to send a screenshot.** If it shows 0 records or 'Insufficient Permissions' the eComm specialist didn't share/save properly.
 - See *Salesforce: Confirm User Access* below.
2. **Send a test in 'Preview & Test'** ^[3]. If you are unable to send and instead get a large error message, this confirms the issue is due to the email content.
 - See *Marketing Cloud: Email Content* below.

Salesforce: Confirm Access

1. **Review the location of the Report**
 - *TIP! Send the user a link to the Report. If they get an 'Insufficient Privileges' they do not have access to the Report.*
 - **Is the report saved in the correct Salesforce folder?**
 - Reports saved in a **Private Folder** cannot be used for sending.
 - **Is the folder shared with the Public Group/User?**
 - If shared with a **Public Group**, check the user's license record to confirm they are part of that group. If not, @Melanie Jones on the License to request this change.
 - For immediate troubleshooting, share the Folder with the individual user.
2. **IF, the Report is based on a Campaign, review the Sharing of the Campaign**
 - *TIP! Send the user a link to the Report. If they see 0 contacts, they do not have access to the Campaign. OR Send the user a link to the Campaign. If they see 'Insufficient Privileges' they do not have access to the Campaign.*

or submit a help ticket.

3. Review Sharing Settings

- See the Salesforce section above.

NOTE

- If your user is sending to a Data Extension and the above steps do not solve the problem, **try recreating the Data Extension**. This has solved the problem in rare cases where there is seemingly no way to identify the issue.
- For the sake of getting the email out the door, **an eComm specialist can try to send the email or run the Data Extension**. If the message then sends or Data Extension runs, this indicates a Salesforce access issue and can be resolved without submitting a ticket (see Salesforce section above).

If you have reviewed all of the items above and your user's sends are still failing, have an eComm Specialist try to send to get it out the door and submit a ticket [4] to troubleshoot before the user's next send. Please provide Business Unit MID, Failed Send ID, Username of Sender, and other relevant details.

DENY SEND If a user can't find the 'Send' button in Marketing Cloud, they probably do not have access to send emails [5]. Users are granted access to send emails once they have completed a short verification quiz during onboarding, to be completed within 60 days of getting access.

Related Wikis

- Marketing Cloud Permissions [5]
- Someone Not Receiving Marketing Cloud Messages [6]

Display Title:

Unable to Send Email or Start Data Extension

Send email when Published:

No

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