

## **Sending to Reports vs. Data Extensions vs. Campaigns** <sup>[1]</sup>



November 13, 2019 by [jennifer.mortensen](#) <sup>[2]</sup>

You're ready to send your email, but what type of audience list should you use? This wiki will help you understand the difference between reports, data extensions, and campaigns so you can target your audience correctly and remain CAN-SPAM compliant.

**KEY TAKEAWAY** When sending your email, you should be sending to either reports or data extensions. Never send to a campaign without consulting with your [eComm Specialist](#) <sup>[3]</sup> as doing so can result in a CAN-SPAM violation.

### **Reports**

**GOOD NEWS** eComm allows you to reach your target audience with email sends to reports.

If you're targeting everyone in your audience at their preferred email address, you'll likely be sending to a [report](#) <sup>[4]</sup>. Reports always send to the preferred email field on the contact, and you'll know which report you should use based on the email preference subscription category with which it is associated. Learn more about how to choose the right report based on its name in our [naming conventions](#) <sup>[5]</sup> wiki.

Some campuses convert all of their reports to data extensions, so if you're not sure what the process is on your campus, contact your [eComm Specialist](#) <sup>[3]</sup>.

**Send to Reports Only** When sending, you cannot mix and match Reports with Data Extensions. Your Inclusions and Exclusions must all be the same 'type' (all Reports or all Data Extensions).

### **Data Extensions**

**GOOD NEWS** eComm allows you to reach your target audience with email sends to data extensions.

If you're targeting everyone in your audience at their campus email address, you'll be sending to a [data extension](#) [6]. Your data extension names should contain the same subscription information as your reports, so it will be simple to identify the right data extension to use for your send.

**Send to Data Extensions Only** When sending, you cannot mix and match Data Extensions with Reports. Your Inclusions and Exclusions must all be the same 'type' (all Data Extensions or all Reports).

## Campaigns

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**UH-OH** eComm doesn't allow you to reach your target audience with email sends to campaigns because they do not account for CAN-SPAM criteria.

Since [campaigns](#) [4] in Salesforce are structured differently than reports and data extensions, they don't contain any additional filters based on email preference subscriptions, email opt outs, or even contacts who are now deceased. For this reason, you should never send to a campaign.

If you want to use a campaign as an exclusion in your send (for example, for a special event reminder in which you want to exclude contacts who have already registered), that is completely acceptable. Work with your [eComm Specialist](#) [3] to get additional information.

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