

Use Marketing Cloud Data Extensions ^[1]

September 10, 2024 by melanie.jones@cu.edu ^[2]

Data Extensions is the term Marketing Cloud uses for an audience. Learn how to interact with Data Extensions after they have been created initially ^[3].

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 If you fail to re'Start' your Data Extension, your email will be distributed to an out-of-date audience. An outdated audience will result in:

1. **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

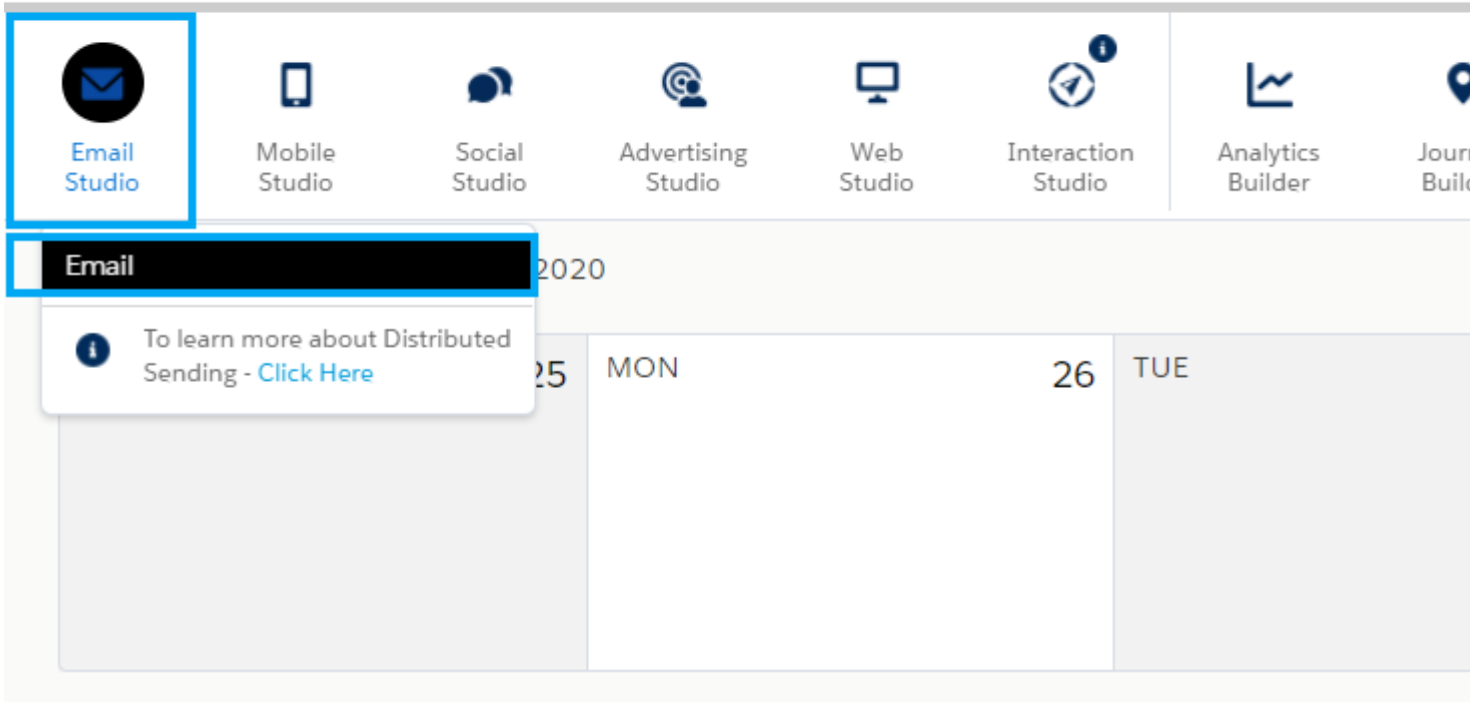
2. **distributing to inaccurate email addresses**

- in cases where someone recently updated their email address

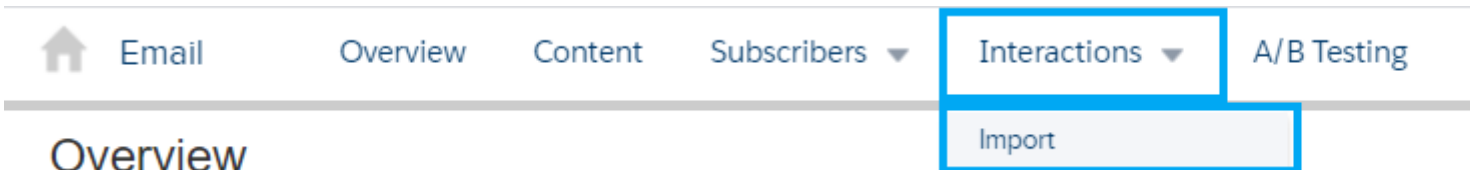
How-To re'Start' Data Extensions

[Re-Run Data Extension | 13 sec. video](#) ^[4]

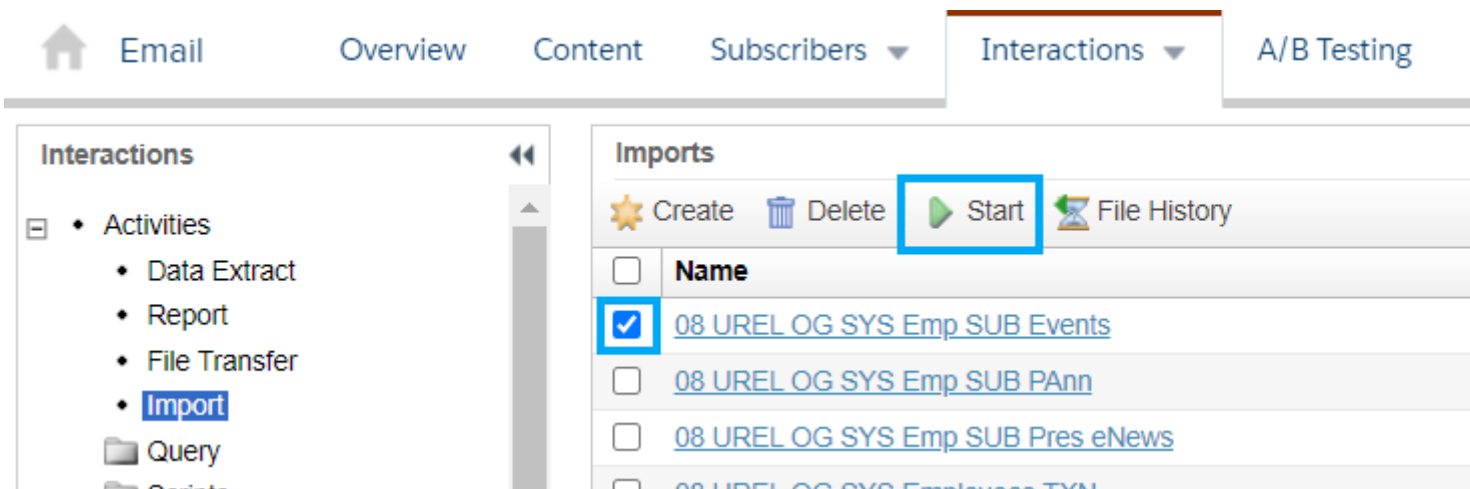
- Navigate to **Email Studio** > **Email**



- 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.

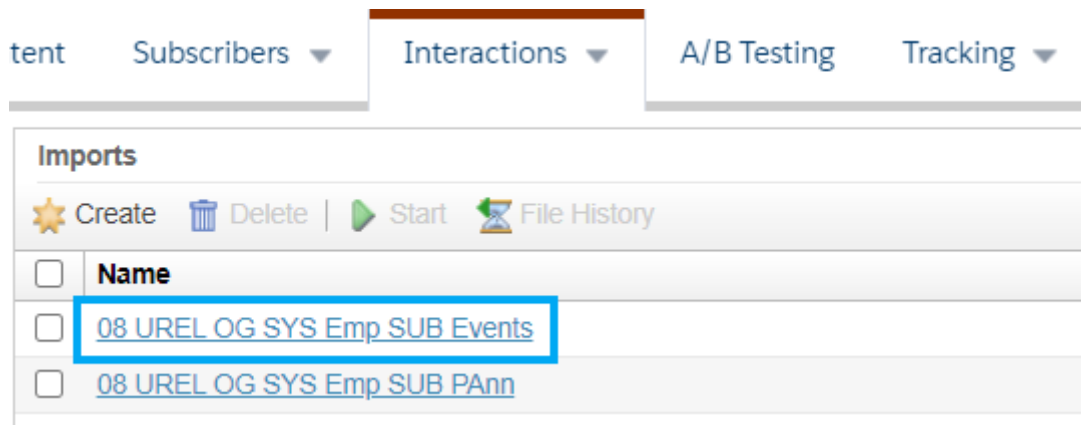


Notifications

[Set Data Extension Notification | 13 sec. video](#) [4]

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



The screenshot shows a navigation menu at the top with the following items: 'tent', 'Subscribers' (with a dropdown arrow), 'Interactions' (with a dropdown arrow and a red underline), 'A/B Testing', and 'Tracking' (with a dropdown arrow). Below the menu is a section titled 'Imports'. It contains a toolbar with icons for 'Create' (star), 'Delete' (trash), 'Start' (play), and 'File History' (hourglass). Below the toolbar is a table with the following structure:

<input type="checkbox"/>	Name
<input type="checkbox"/>	08 UREL OG SYS Emp SUB Events
<input type="checkbox"/>	08 UREL OG SYS Emp SUB PAnn

- Once open, scroll to the bottom to see who

Imports > 08 UREL OG SYS Emp SUB Events

Save Delete Cancel

Name *(required)*

08 UREL OG SYS Emp SUB Events

External Key

08 UREL OG SYS Emp SUB Events_1

Description

08 UREL OG SYS Emp SUB Events



Source

File location *(required)*

Salesforce Objects & Reports ▾

Destination Information *(not editable)*

This Salesforce Import currently maps 00Of4000007yfYwEAI to the 08 UREL OG SYS Emp SUB Events Data Extension

Import Action Settings

Update Type *(required)*

Overwrite ▾

Data Quality Settings

- Skip rows with bad data
- Respect double quotes (") as a text qualifier

Import Qualifications

- Skip import if last import was less than hours ago.
- Fail import if file is older than hours. Allow System Buffer of hours.

Validation

Date Format: English (United States) ▾

Example: 10/26/2020 3:10 PM

Import Completion Settings





Send notification email to

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**.

Content Subscribers ▾ **Interactions ▾** A/B Testing

Imports

 Create
  Delete |
  Start
  **File History**

<input type="checkbox"/>	Name
<input checked="" type="checkbox"/>	08 URELOG SYS Emp SUB Events
<input type="checkbox"/>	08 URELOG SYS Emp SUB PAnn

Content Subscribers ▾ **Interactions ▾** A/B Testing Tracking ▾

Imports > [08 URELOG SYS Emp SUB Events](#)

Start Date ▾	File Name	Status	Description
10/22/2020 4:25 PM	00Of4000007yfYwEAI	Completed	OK
10/13/2020 3:38 PM	00Of4000007yfYwEAI	Completed	OK

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

Home Email Overview Content Subscribers Interactions A/B Testing

Interactions

- Activities
 - Data Extract
 - Report
 - File Transfer
 - Import
 - Query
 - Scripts
 - Filter
 - Data Factory Utility
- Messages
 - Email
 - User-Initiated
 - Salesforce Sends
 - Triggered Sends
 - Journey Builder Sends

Imports > 00 Campus News Subs SUB Communique

Save Delete Cancel

Properties

Name (required)
00 Campus News Subs SUB Communique

External Key
00 Campus News Subs SUB Communique

Description
00 = UCCS Communique frequently used list

Source

File location (required)
Salesforce Objects & Reports

Destination Information (not editable)
This Salesforce Import currently maps **0005G000008cvMGUAY** to the

Import Action Settings

Update Type (required)
Overwrite

Step 2:

- [Login to Salesforce](#) [6]
- Replace the following URL with the ID found within your Data Extension:
 - [https://cuecomm.lightning.force.com/lightning/r/Report/\[7\]PASTE ID HERE/view](https://cuecomm.lightning.force.com/lightning/r/Report/[7]PASTE ID HERE/view)
 - The URL should look something like this:
 - <https://cuecomm.lightning.force.com/lightning/r/Report/0005G000008byE6UA...> [8].

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.

← → ↻ cuecomm.lightning.force.com/lightning/r/Report/0005G000008byE6UA/view

eComm Home Chatter Contacts Campaigns Reports Email Sends

Display Title:

Use Marketing Cloud Data Extensions

Send email when Published:

No

Source URL:<https://www.cu.edu/blog/integrated-online-services/use-marketing-cloud-data-extensions>

Links

[1] <https://www.cu.edu/blog/integrated-online-services/use-marketing-cloud-data-extensions>

[2] <https://www.cu.edu/blog/integrated-online-services/author/145641> [3]

<https://www.cu.edu/blog/integrated-online-services/create-marketing-cloud-data-extensions>

[4] <https://biteable.com/watch/2923644/225fd023b9027971f0d2d45f85134c04>

[5] [https://docs.google.com/document/d/1k-](https://docs.google.com/document/d/1k-xylAC5ujBuXt5PpzulCZ6W1QKUUVQ9gscd7VdYmF8/edit?usp=sharing)

[xylAC5ujBuXt5PpzulCZ6W1QKUUVQ9gscd7VdYmF8/edit?usp=sharing](https://docs.google.com/document/d/1k-xylAC5ujBuXt5PpzulCZ6W1QKUUVQ9gscd7VdYmF8/edit?usp=sharing)

[6] <https://cuecomm.my.salesforce.com/> [7] <https://cuecomm.lightning.force.com/lightning/r/Report/>

[8] <https://cuecomm.lightning.force.com/lightning/r/Report/00O5G000008byE6UAI/view>