All transactions and customer data are updated overnight in your database. Depending on the amount of data there is to update, your database can be updated a different time each morning.

The "Send when data is available" option allows you to schedule a campaign for a one time send or recurring send and only trigger a send once your database is updated for the day.
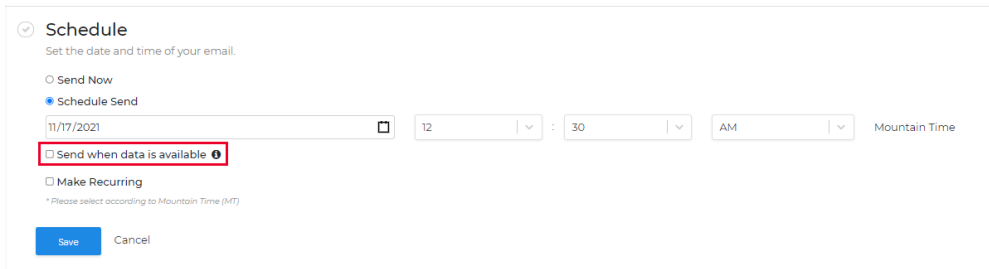
What happens when the box is checked? Ascent360 will attempt to send the email at the configured time; **if data from the previous day is not available yet, Ascent360 will delay the send until data is available.**

In this article:

Where is this option?

"Send When Data is Available" is a scheduling option is present in any place where an email or data export can be configured.

Email Send Process:
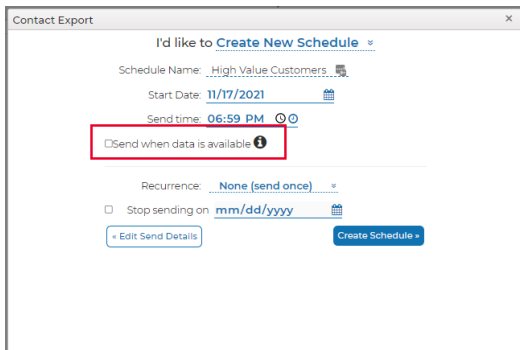
Complex Audience Scheduling Tool:

Why use "send when data is available"?

If the audience that you are sending to relies on data from yesterday, it's best to ensure that this box is checked. Common audiences that rely on yesterday's data include:

- Welcome email looking one day back

- Post purchase email looking one day back
- Service follow up looking one day back

Do I still configured a Sending Time with the "Send when data is available" option?

Yes. You should schedule your email or campaign for the earliest time (Mountain Time) you want it to send. If the box is checked, Ascent360 will attempt to send the email at the configured time; if data from the previous day is not available yet, Ascent360 will delay the send until data is available.

This option is only available for scheduled sends. These can be one-time scheduled sends or recurring schedules.