

# Data Extensions

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# Create a Data Extension

Data Extensions are a great way to expand on your customer profiles by adding in additional data that links to one of the datamart fields. This can be used to link a preferred store ID to a list of stores and their locations or an assigned customer representative email address to a list of representatives and their contact information.

## Tutorial


**Please note:** To try out the feature, click the full screen icon  in the tutorial.

<https://www.iorad.com/player/116602/Create-Data-Extensions?src=iframe>

# Managing your Data Extensions

The Data Extension tab in the Target screen provides multiple options for managing your Data Extensions including options to add/update more records or delete records.

## Tutorial

**Please note:** To try out the feature, click the full screen icon  in the tutorial.

<https://www.iorad.com/player/116854/Manage-your-Data-Extensions?src=iframe>