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Version

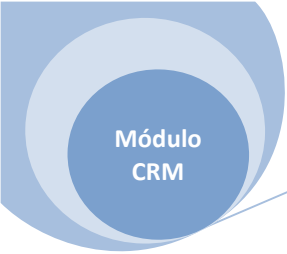This article was created by SAP C4C (1611) Version

Brief Description

The objective of this article is talk about a creation of target groups using marketing attributes, using it on CRM Individual or Corporative Customer.
It´s very easy to use and nice SAP C4C feature. I hope you enjoy!!

Author

Claudio Goulart is CRM Consultant since 1999, expert on plenty of CRM Suites as Vantive, PeopleSoft, Siebel, SAP CRM and SAP Hybris C4C and SAP Hybris Marketing.

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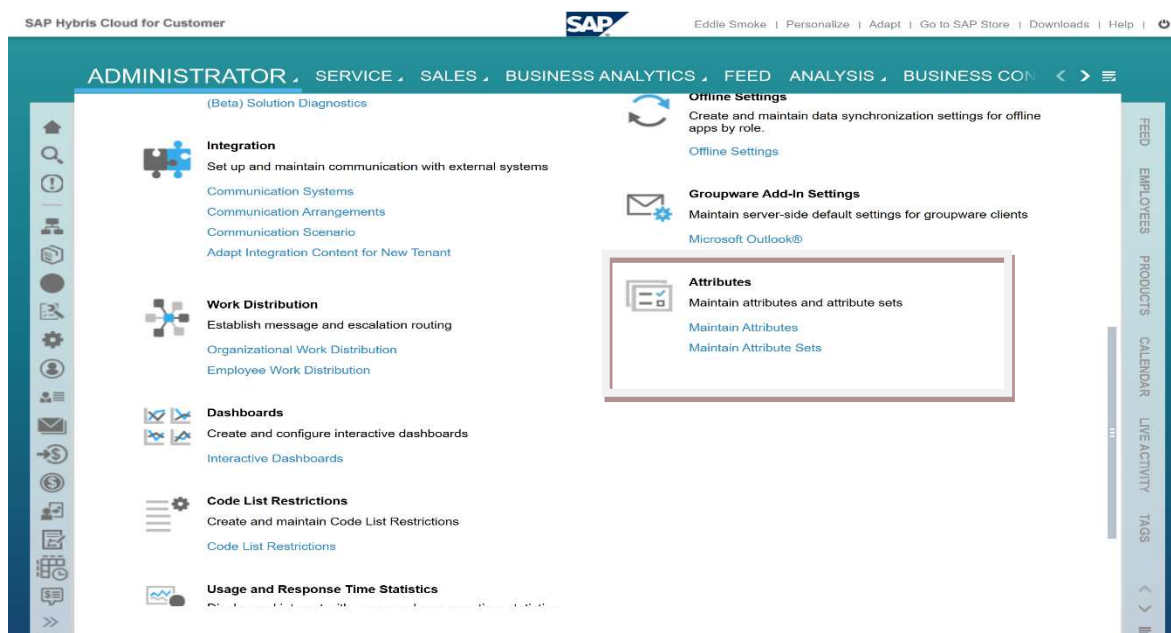
Content

1. Customization

1.1.   Description

The Target Groups create a group of customers based on criteria. It could be physical fields or marketing attributes to filter records on SAP C4C.
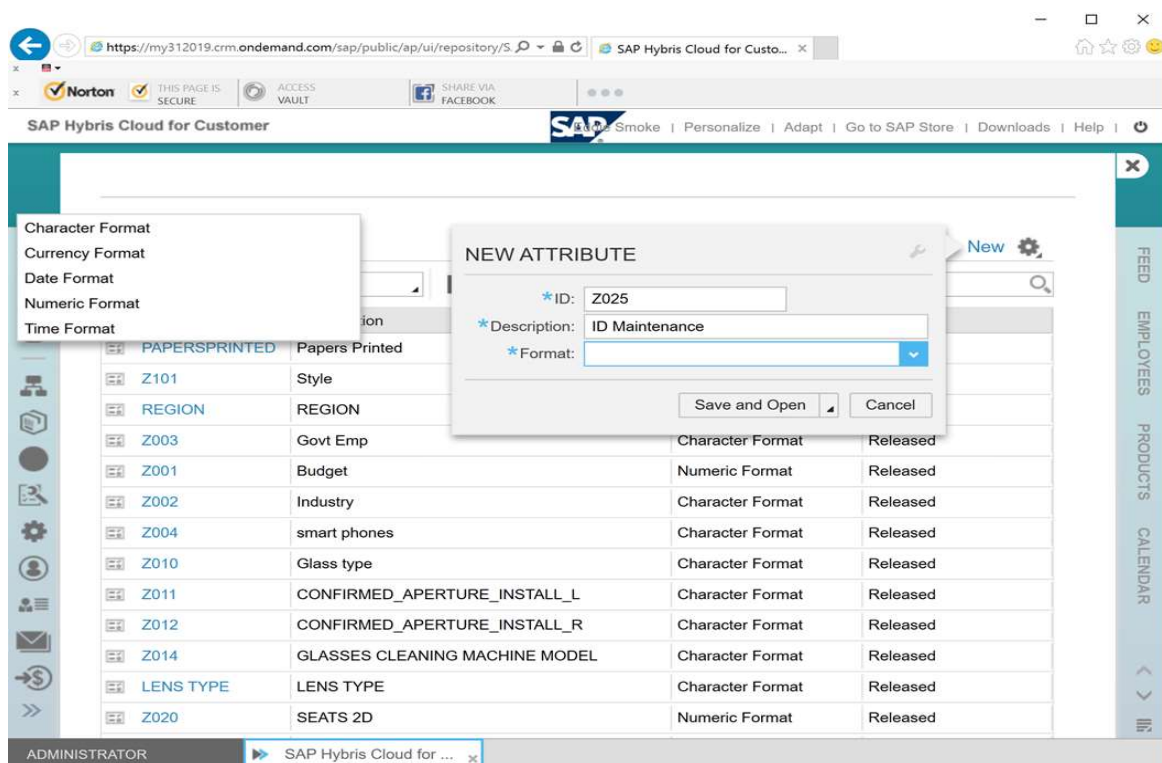
1.2.   Maintain Attributes

On link Administrator, the frame Attributes it´s used to create or maintain marketing attributes. So, let´s create an Attributes on C4C, click on "Maintain Attributes" below.
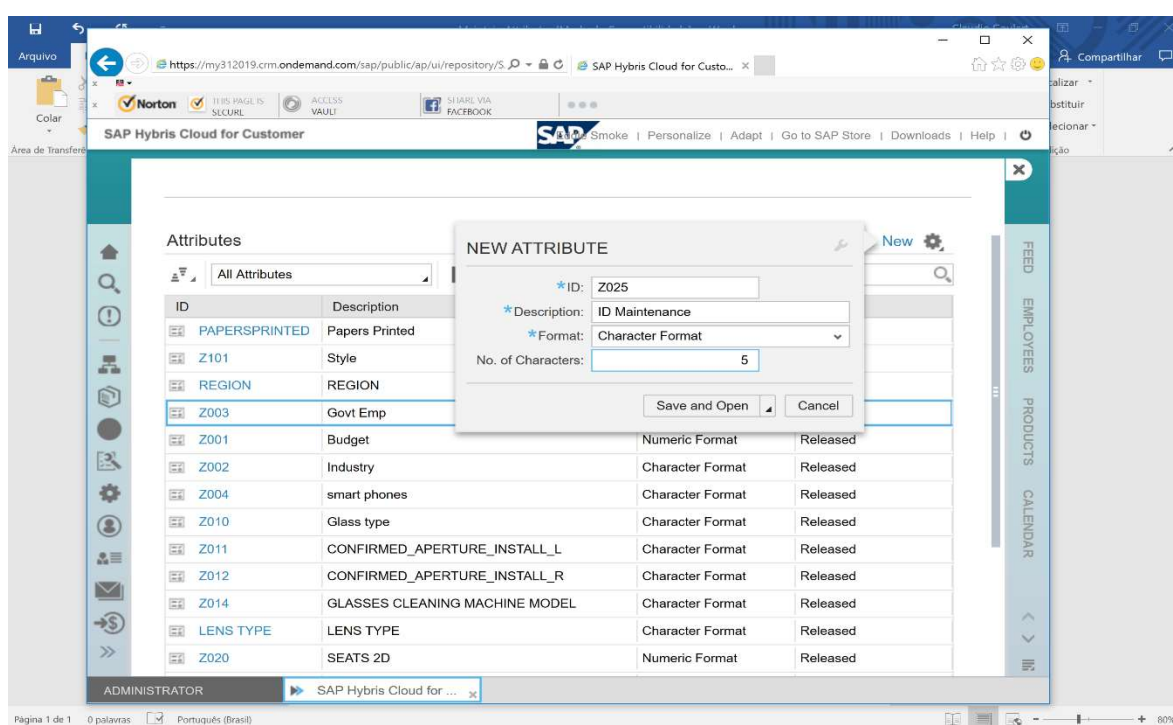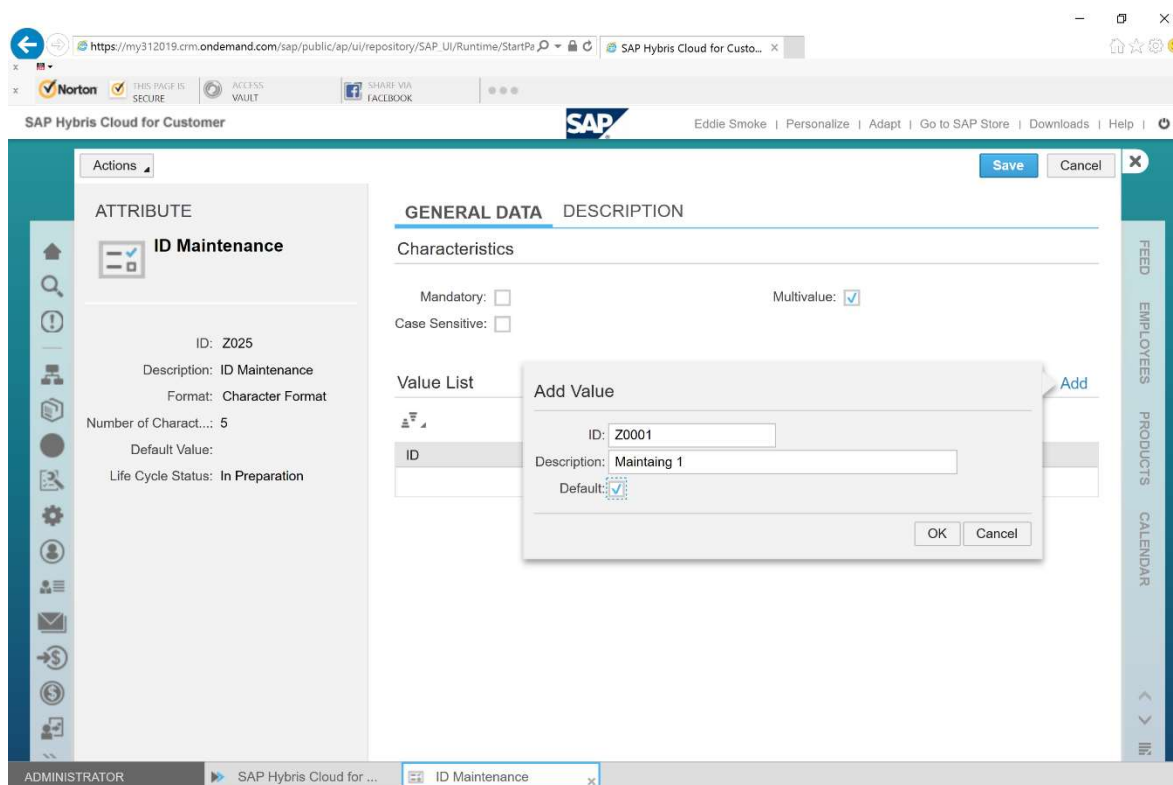

Now, all attributes are listed below.

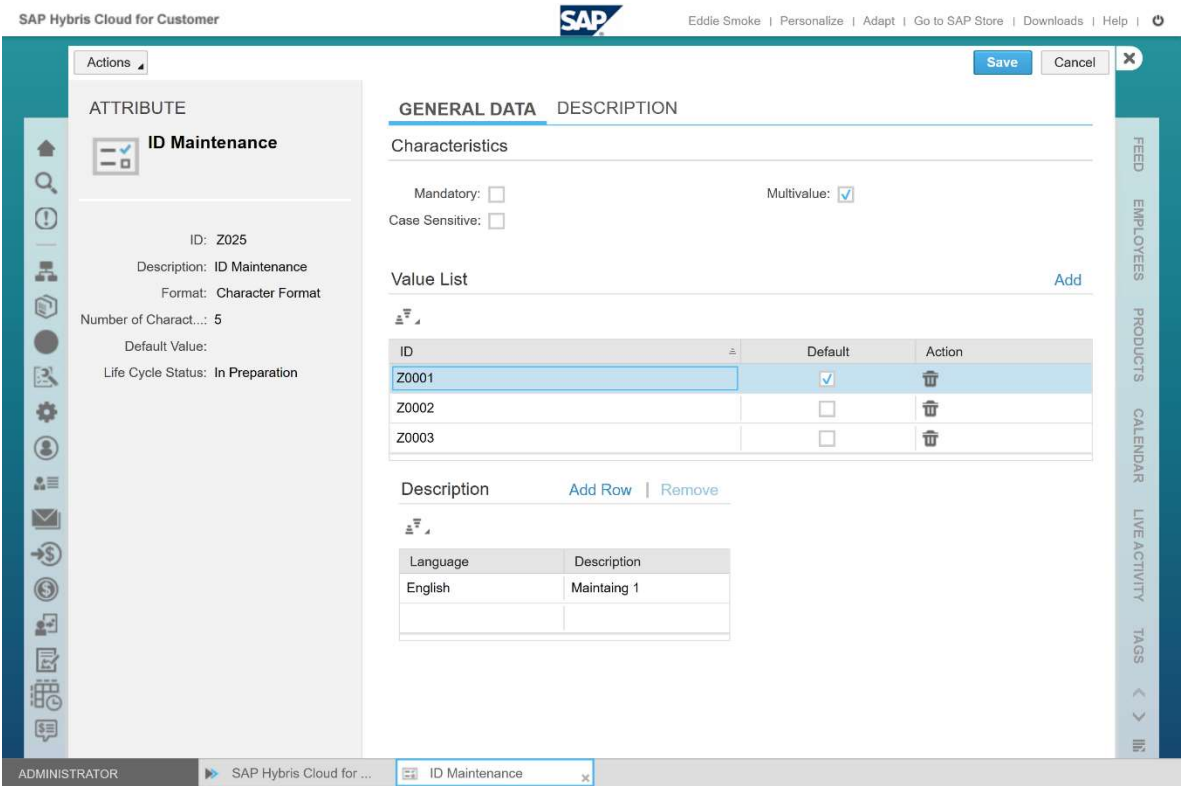Click on button New, define a description and a format of field desired.

It was defined character format and a number of characters. Click on button Save and Open.

On General Data Tab, it´s possible define the nature of field. If it´s mandatory, multivalued or case sensitive
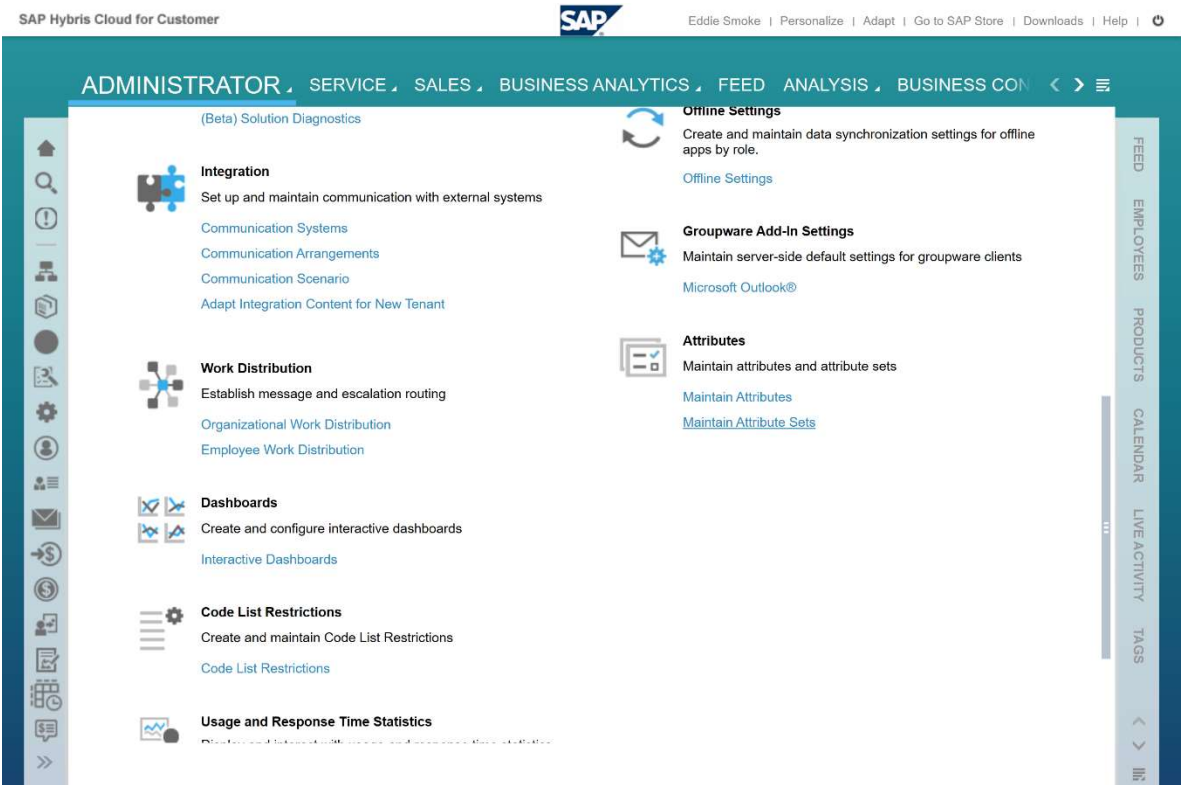

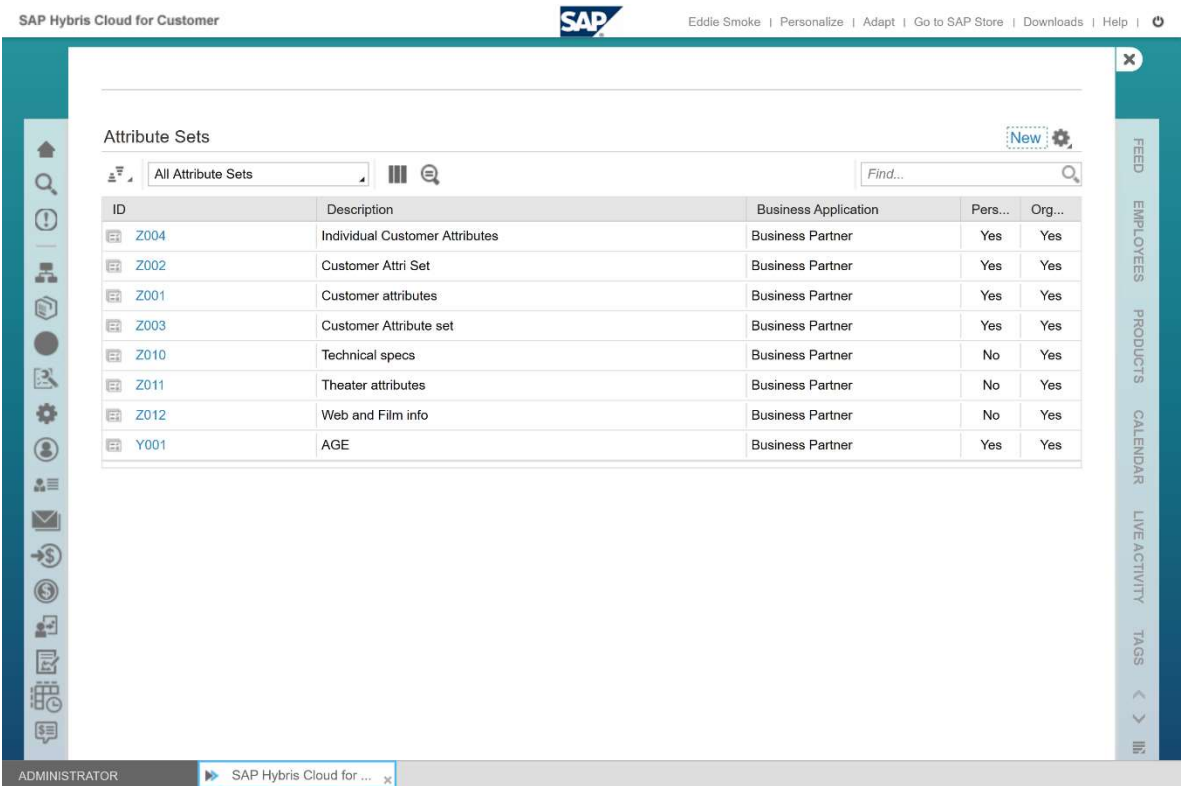So, I defined 3 values to be select on ID Maintenance marketing attributes.

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1.3. Create Maintain Attributes Sets

Now, let´s create Attribute Sets on C4C, using the attributes created on past section.

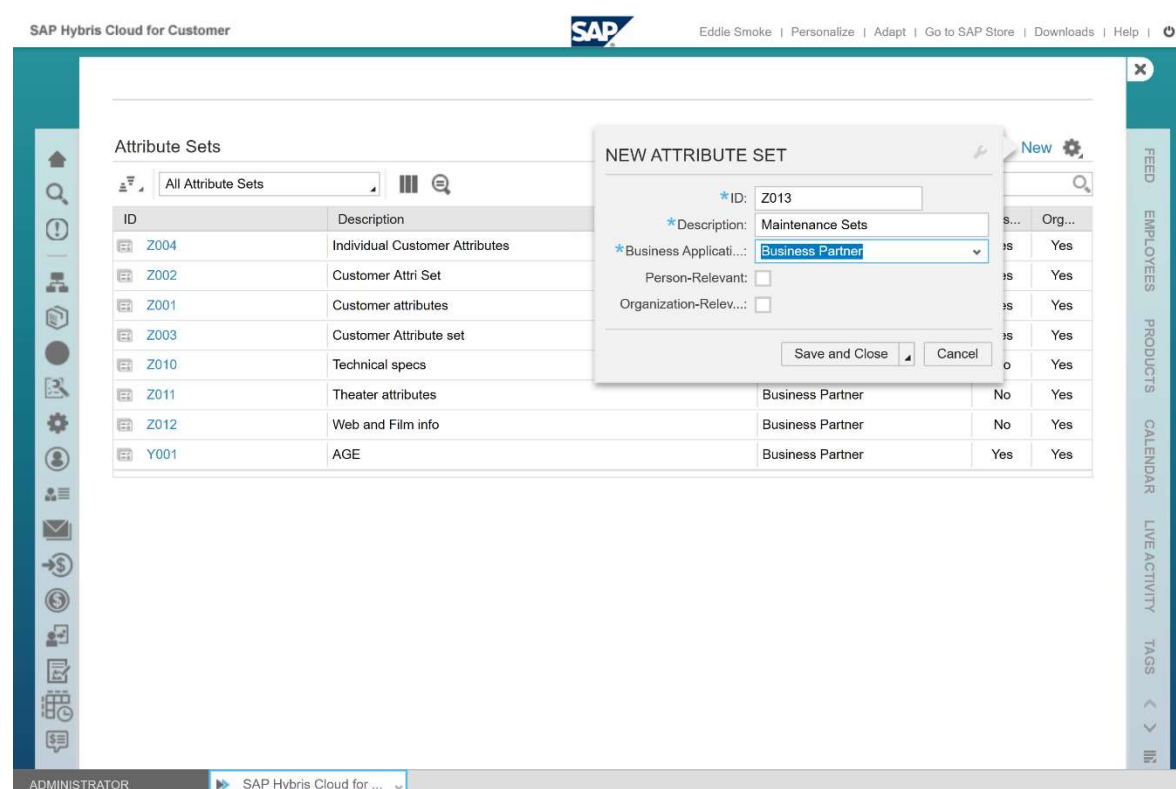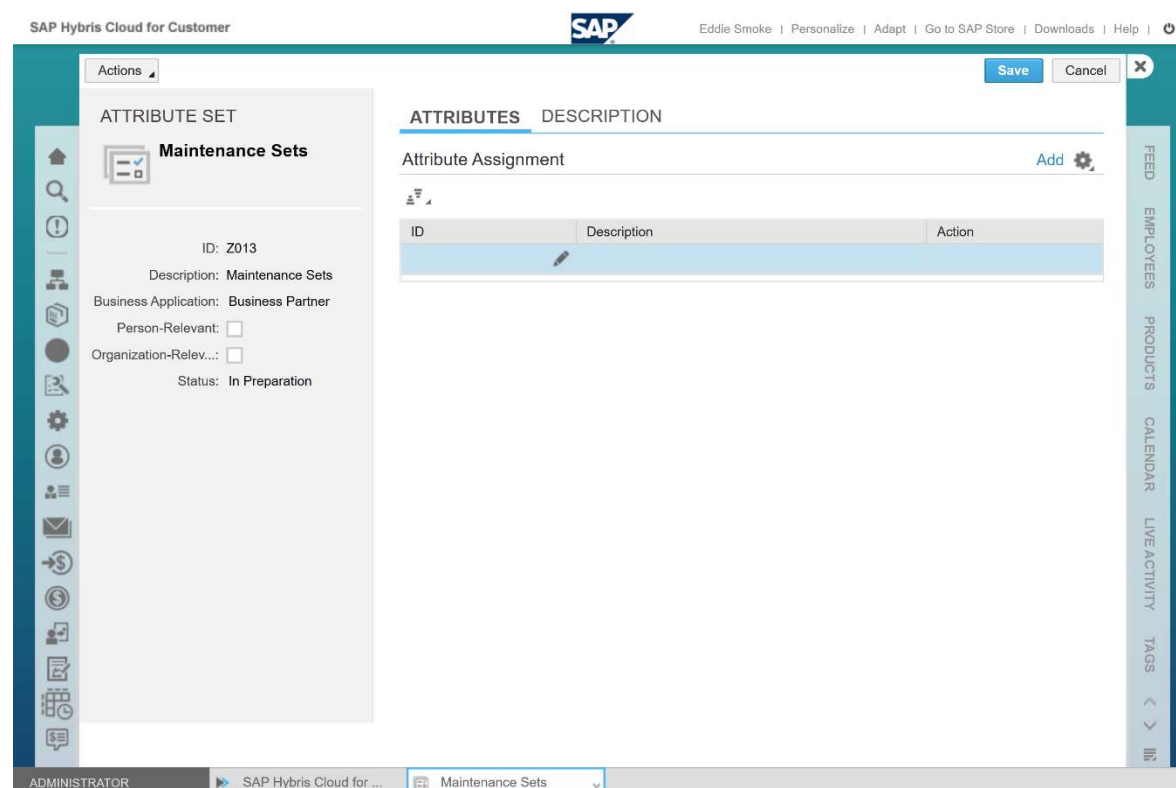All Attribute Sets created before are listed below

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Click on New Button, define the follow fields below

- ➢ Description (Succinct description of attribute set)
- ➢ Business Application (Object which that attribute would be affected)
- ➢ Person-Relevant (Attribute will be listed on Individual Customer)
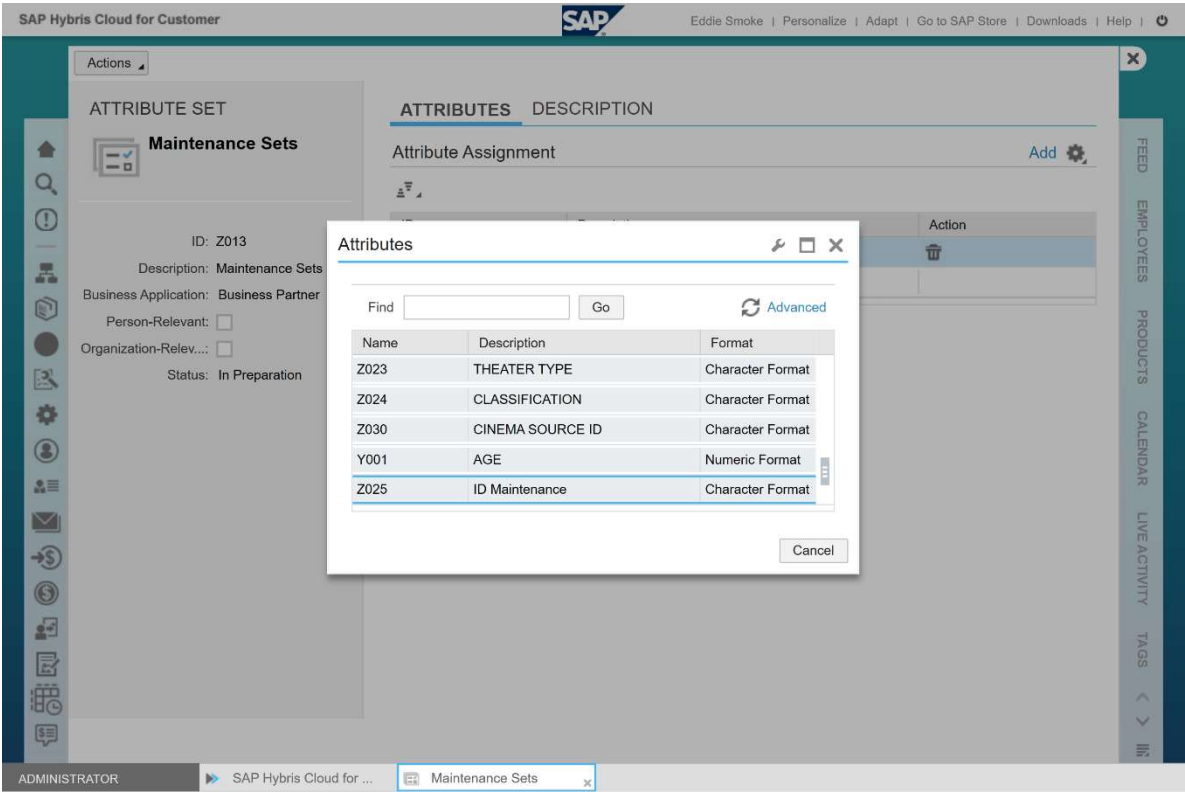- ➢ Organization-Relevant (Attribute will be listed on Corporative Customer)
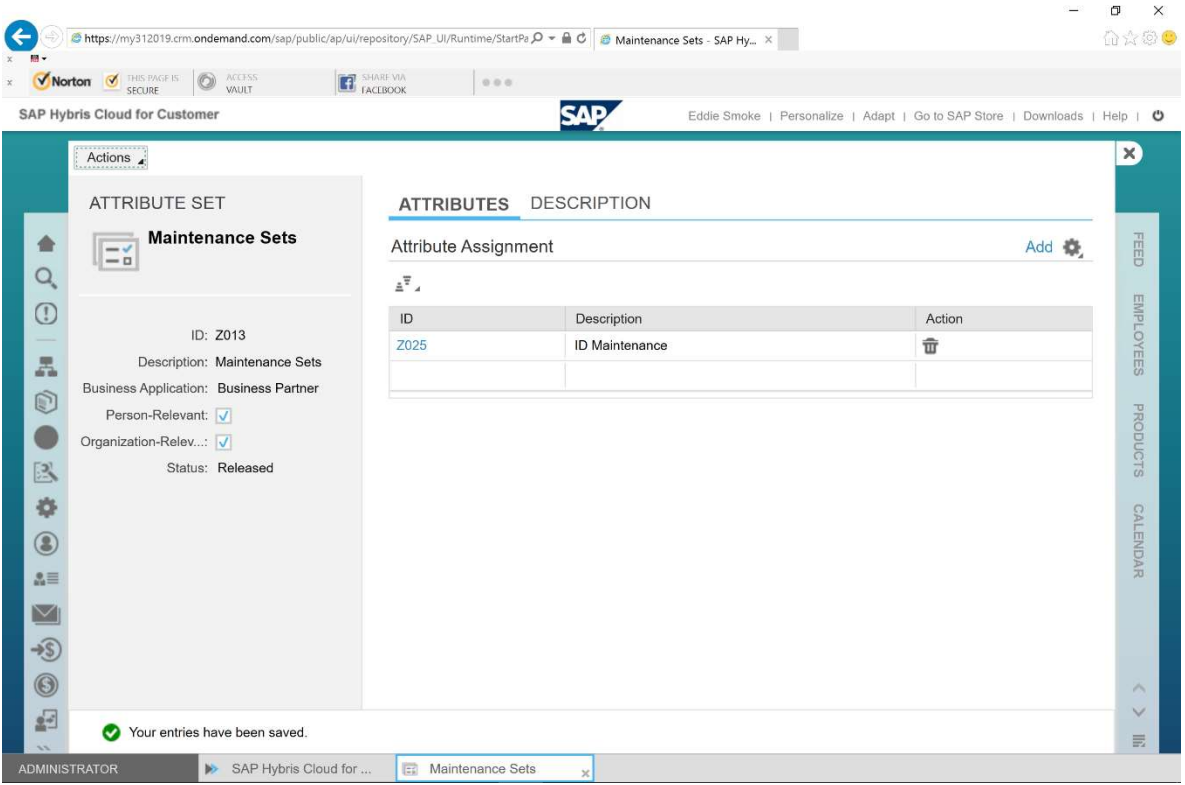
Click on Save and Close button

On Attributes Tab, add all fields which represents the Maintenance Sets
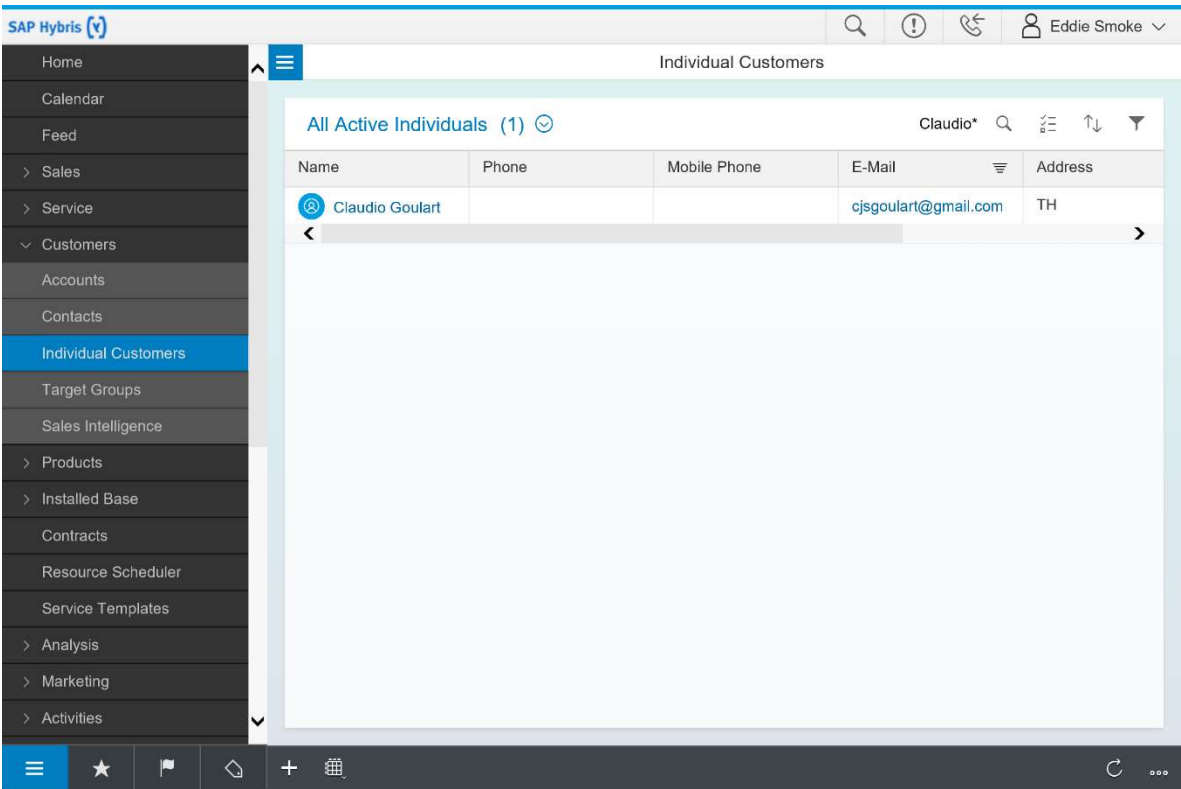
Select the ID Maintenance below
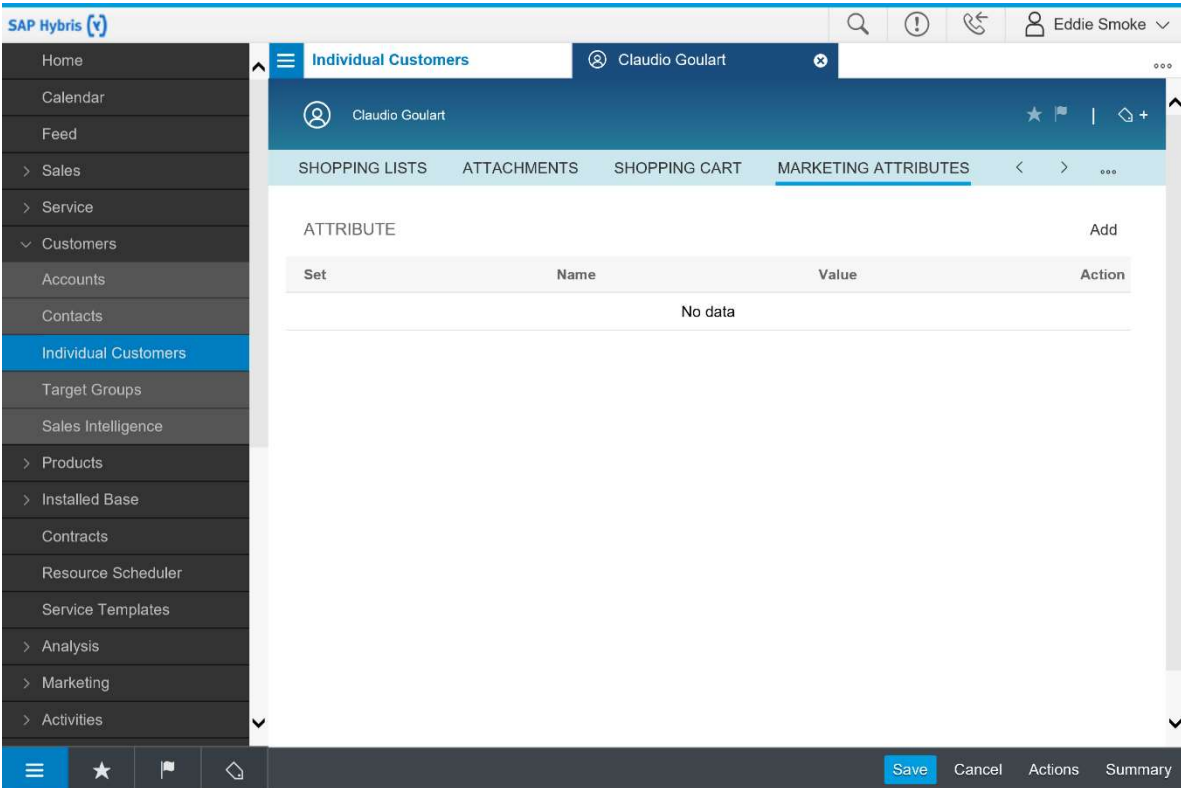
On button Action, click on Release.

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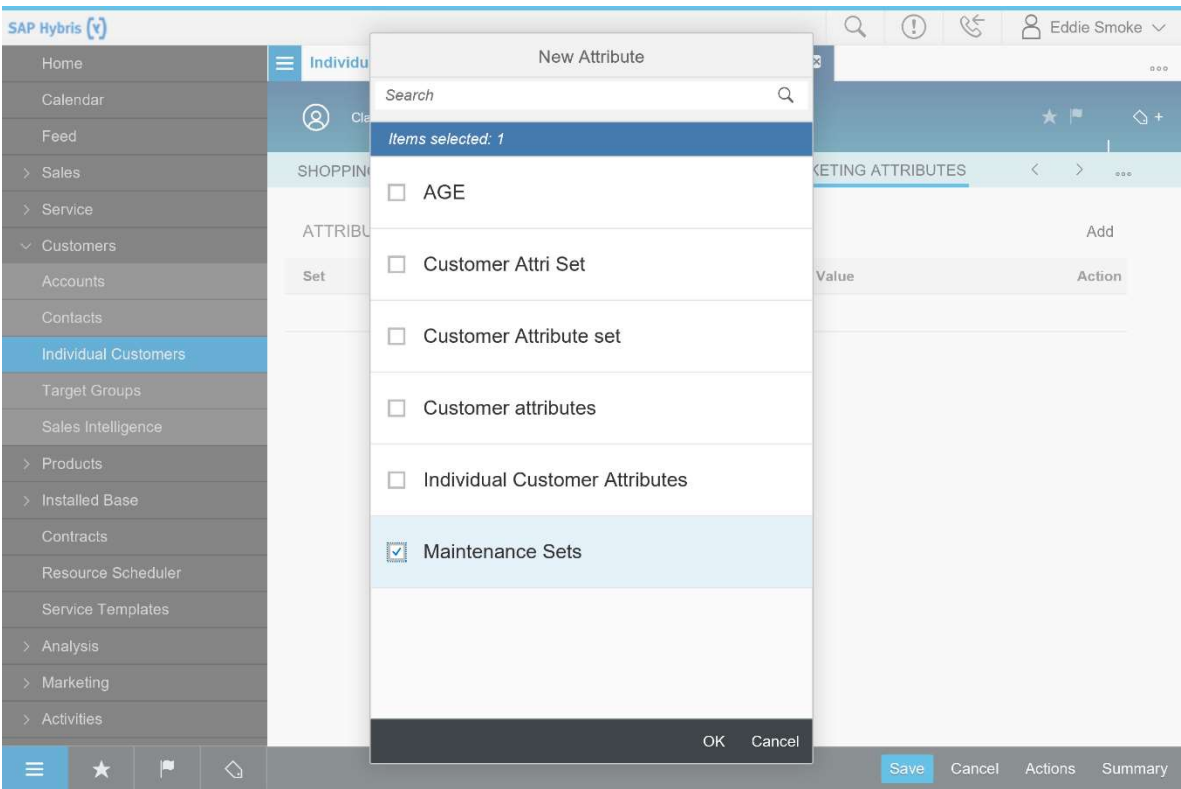## 1.4. Using marketing attributes on Individual Customers

On SAP C4C, let´s use the marketing attribute created before on Individual Customer.

On Marketing Attributes tab, is listed all attributes used on this customer. In our example, there is nothing set.
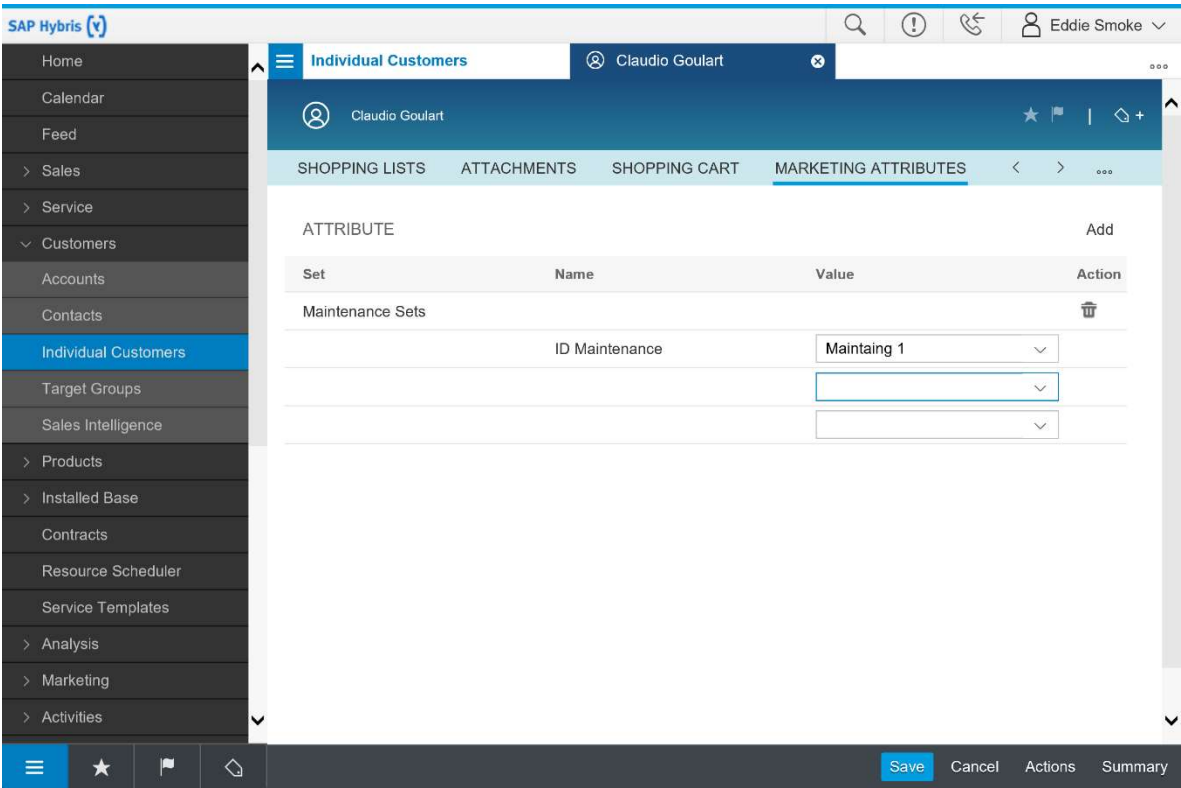

Click on button Add, and will listed all Attribute Sets released. Select Maintenance Sets
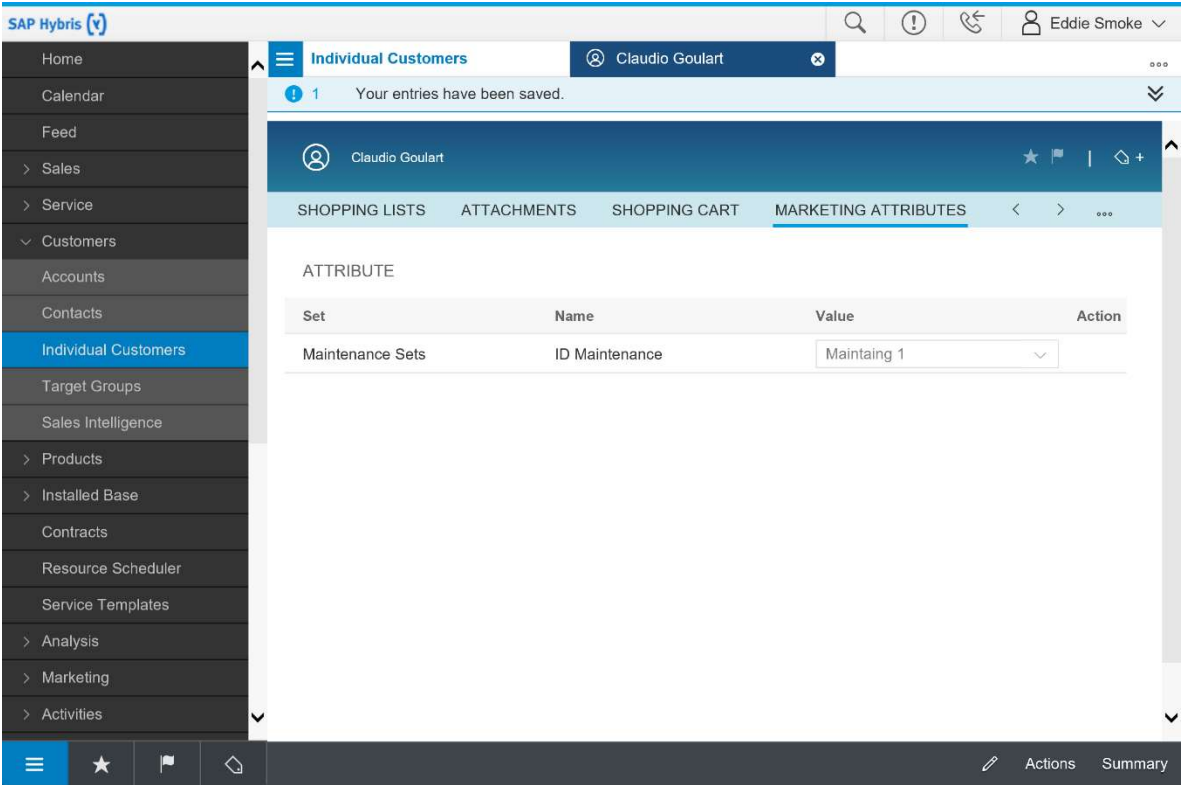
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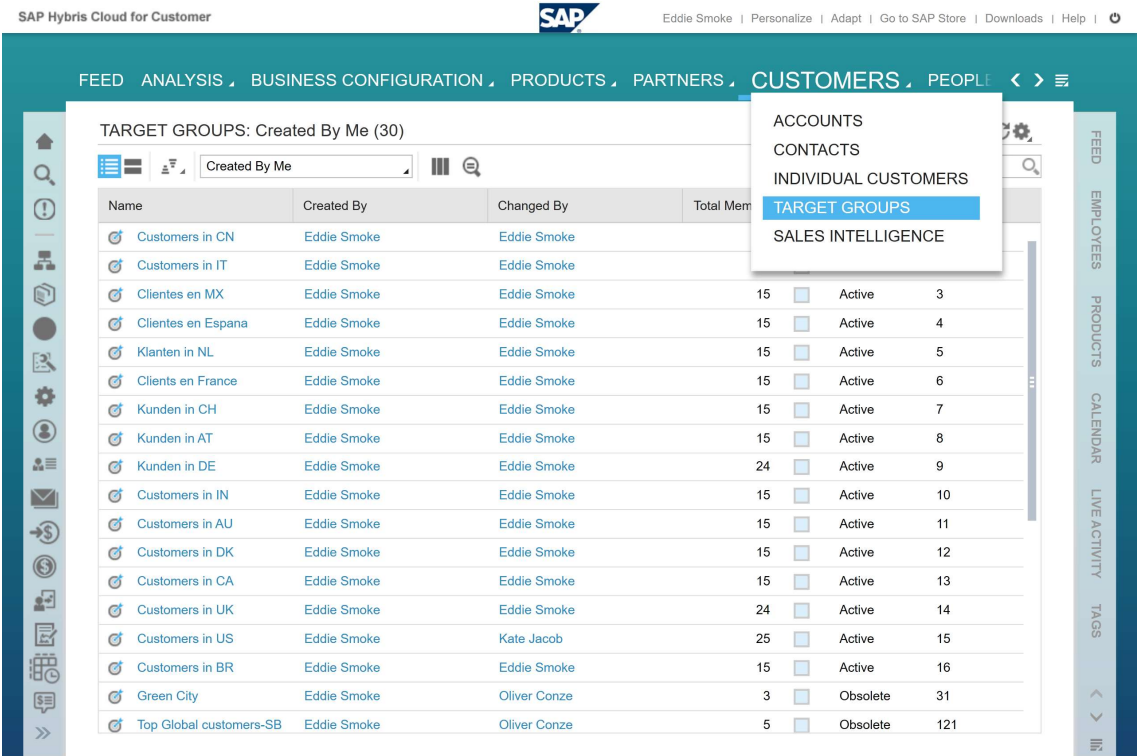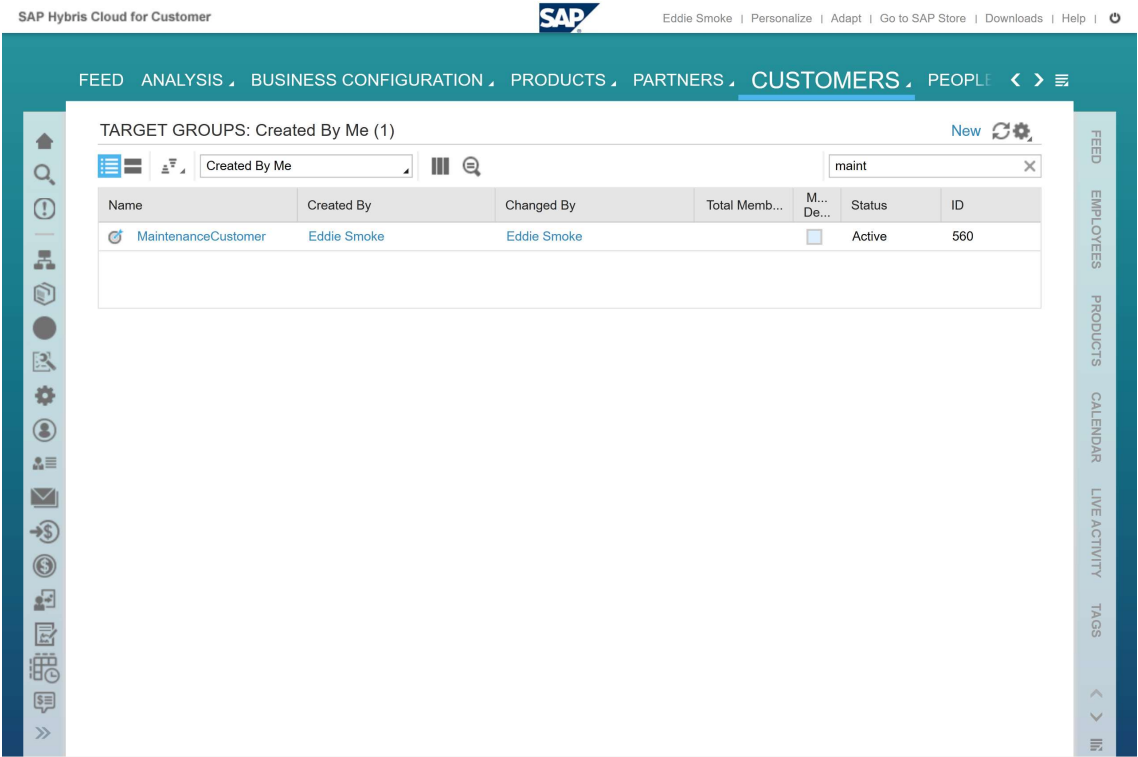
Select a value "Maintain 1"

Save

1.5. Creating a Target Group

Now, we are going to create a target group, using the marketing attribute to filter individual customers.
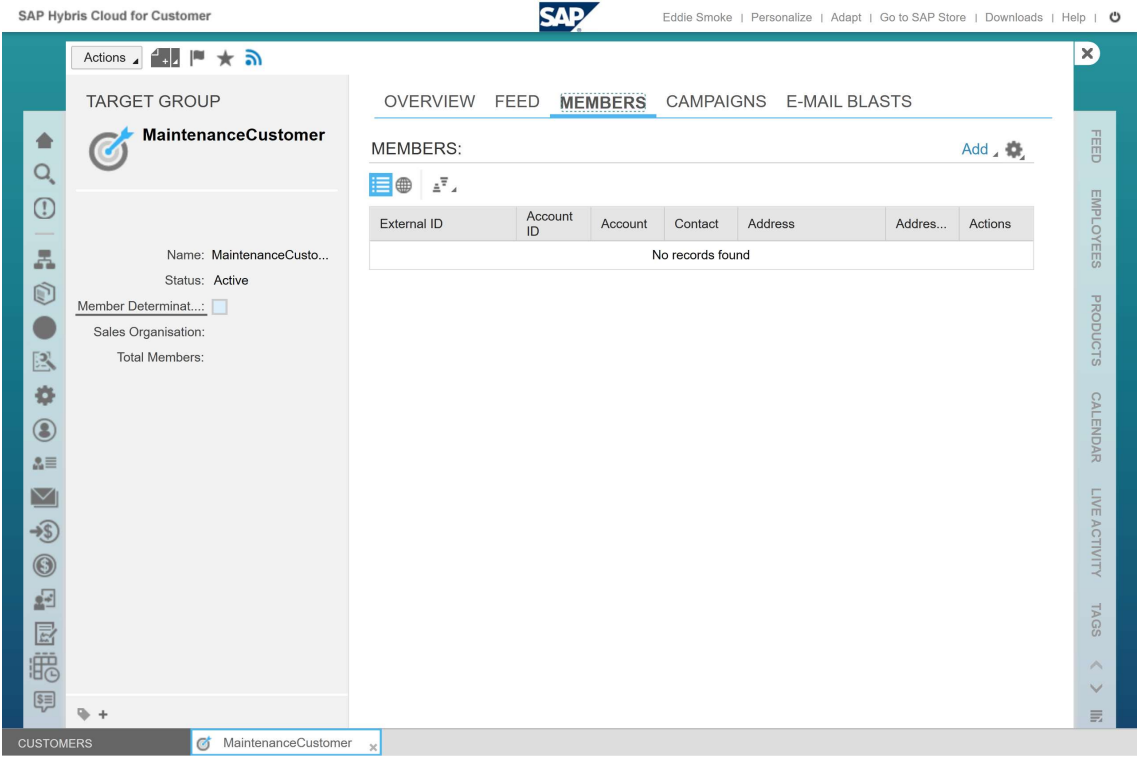
Click on Customers -> Target Group

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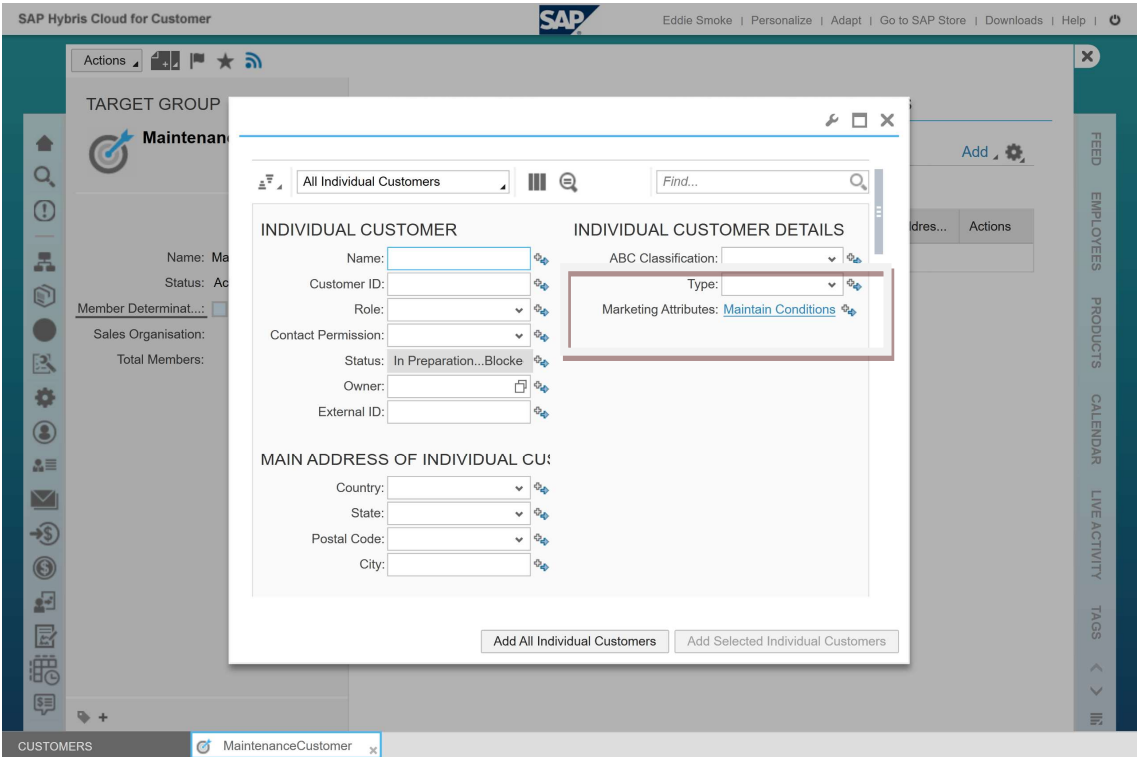
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Create or use a target group created before. So, I will use the MaintenanceCustomer.
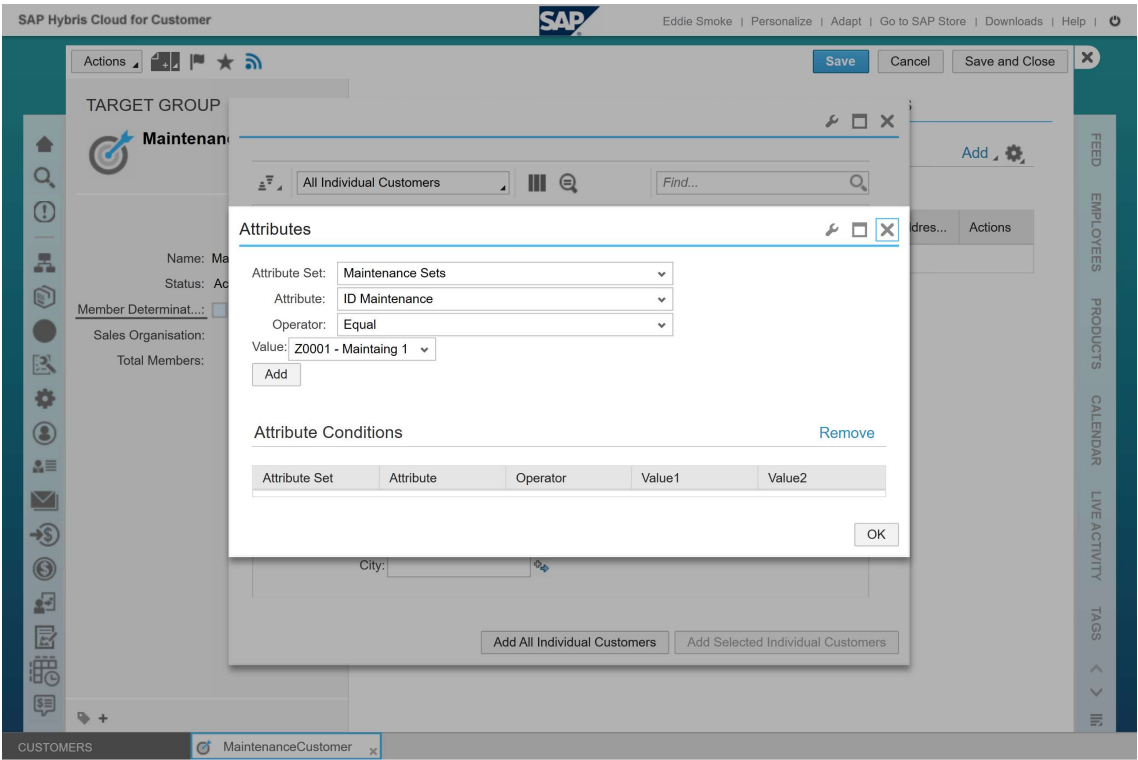

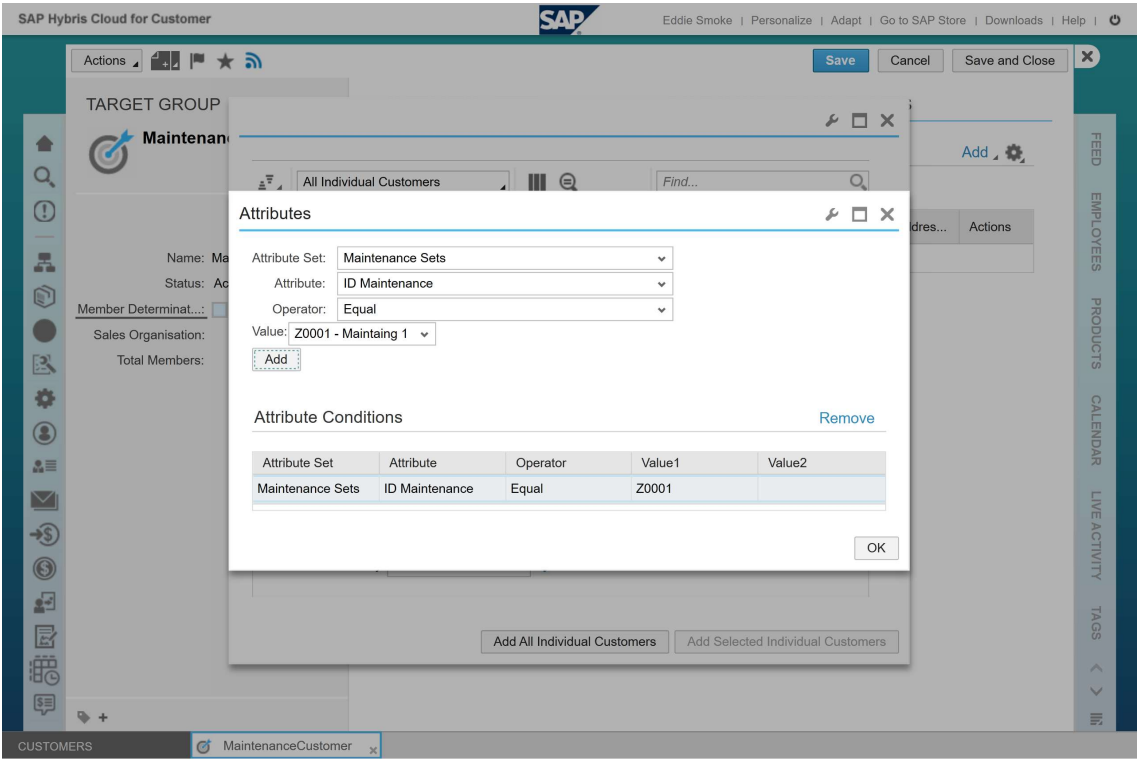On Member Tab, click on Add Button
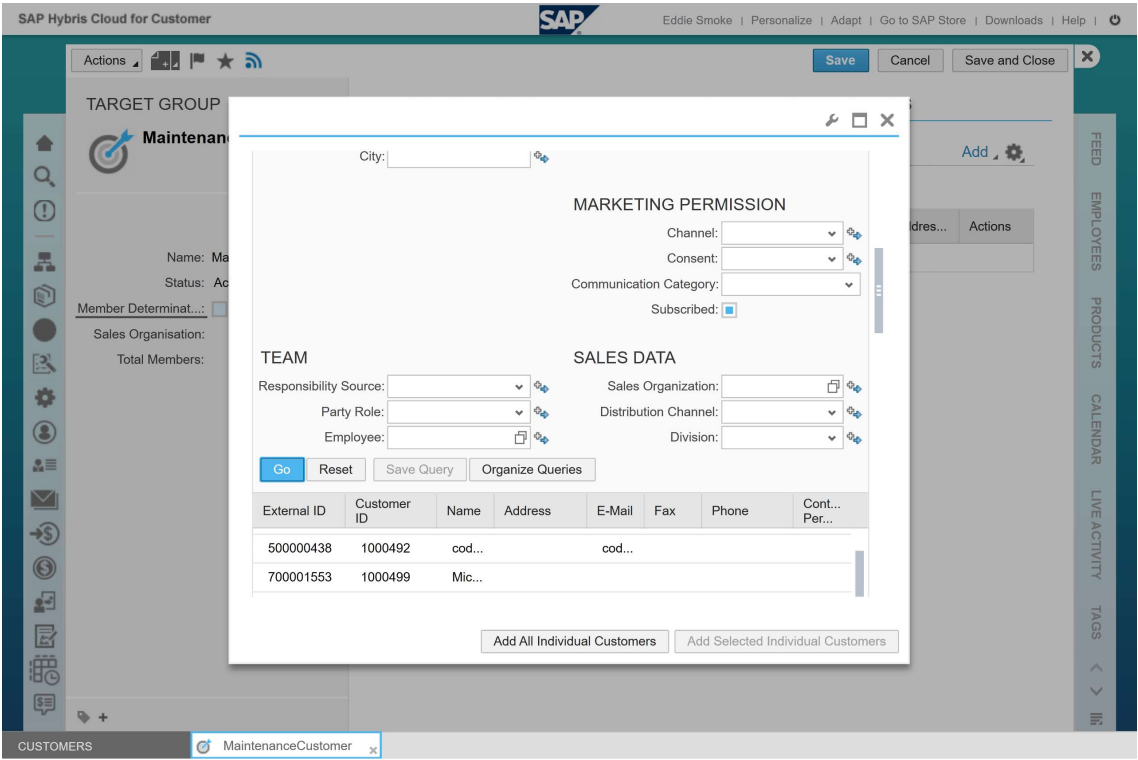

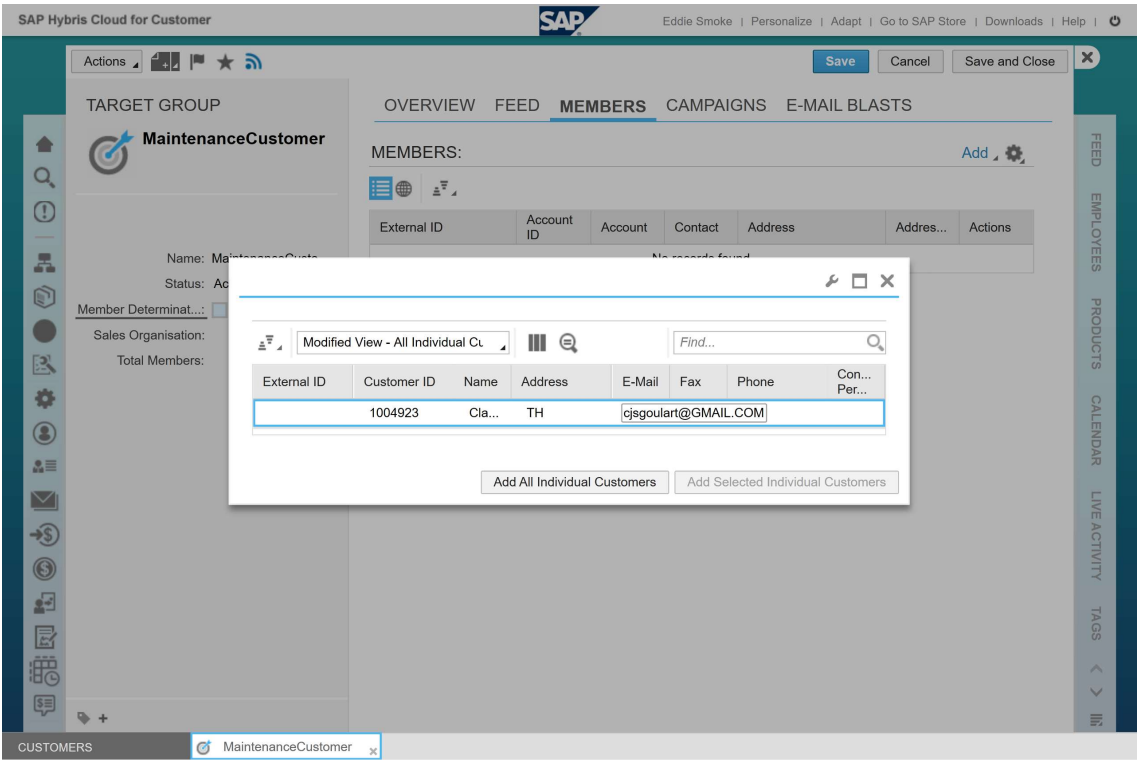Click on link Maintain Conditions

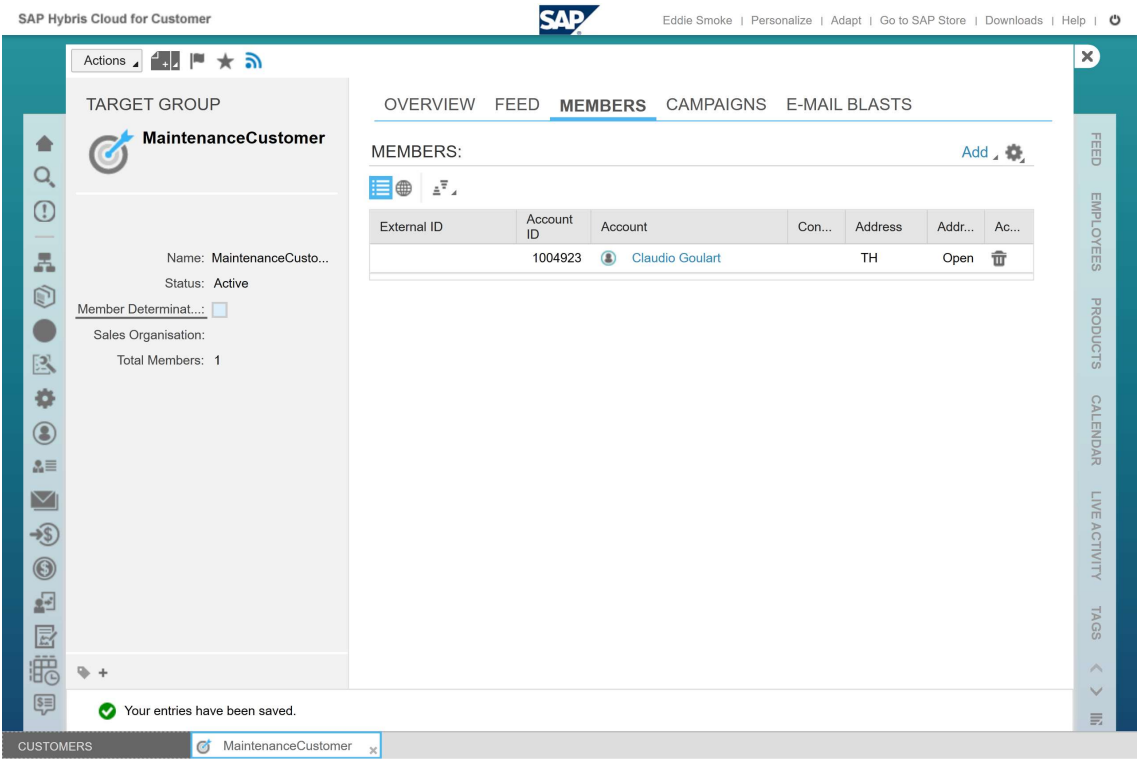Select the value Z0001

And then click on OK button

And then GO Button

All Individual Customers with that criteria were return, and then, Click on Add all Individual Customers button

All records returns were added to tab members

Save the Target Group, and you can use it in Campaigns.

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