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## Version

This article was created by SAP Marketing Cloud (1902) Version

## Brief Description

To start a Marketing Cloud implementation some previous knowledge must be forget, and recycle it considering cloud solutions. For examples, Tables vs Objects, Segmentations, filters etc.

I hope you enjoy!!

## Author

Cláudio Goulart has been working since 1992 with the implementation of corporate solutions. Since 1999, he began his career with CRM deployments, with the most widely used Market Suites such as Vantive, PeopleSoft and Siebel. And since 2008, it has been active with SAP CRM, Hybris & On Premise and Cloud Systems Integration and Salesforce Administration.

Specialist in evaluation, process definition, and adherence of customer needs to SAP on Premise and Cloud solutions (C4Hana)

Extensive knowledge in implementations of SAP and Hybris solutions in the areas of Call Center, Services, Marketing and Sales.

Experienced integrator of SAP on Premise Solutions (S4Hana and CRM) and SAP Hybris Cloud for Customer (C4Hana), using SAP Cloud Platform and SOA Architecture.

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## 1. Customization

### 1.1. Description

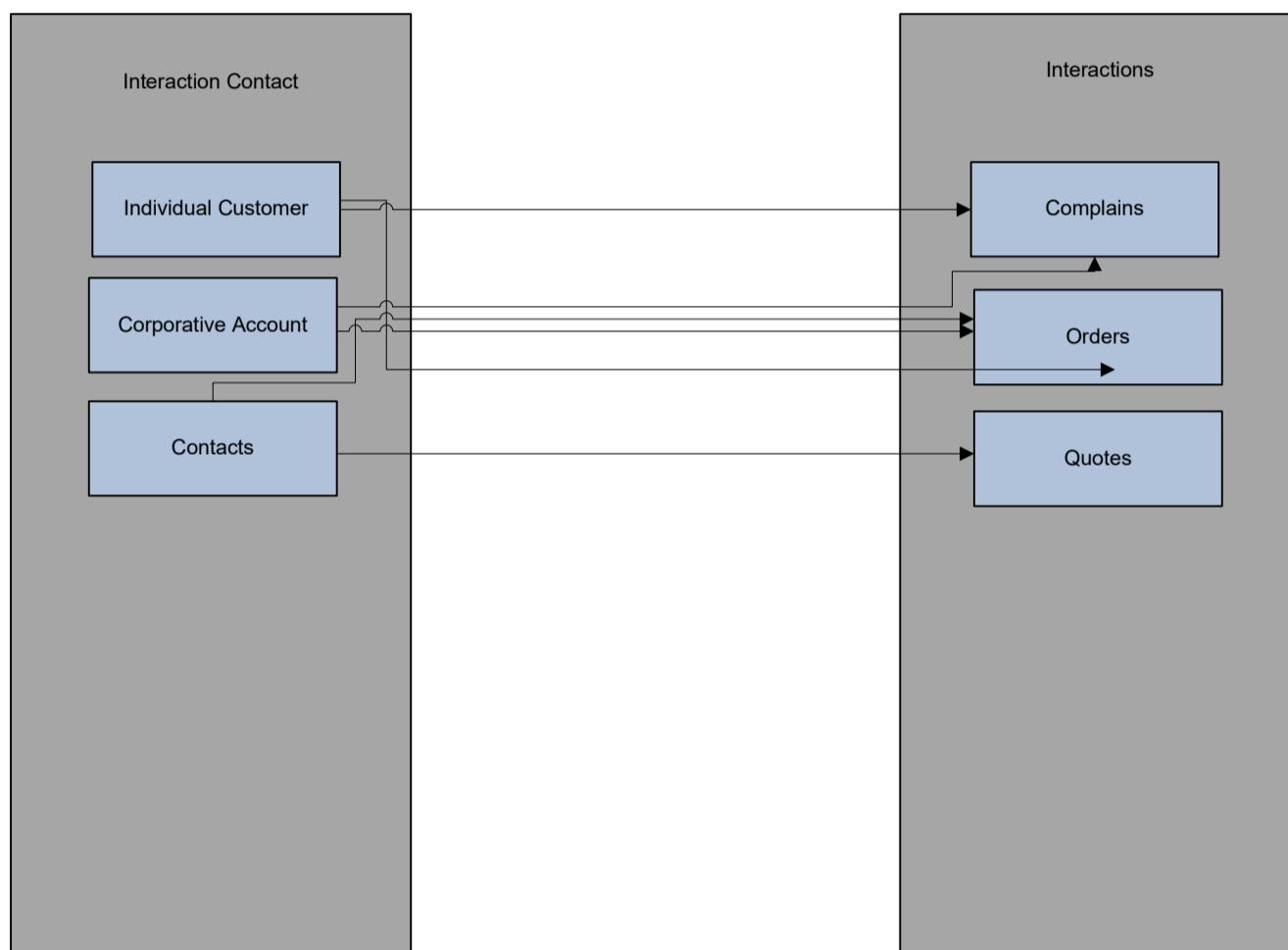
On this article I will talk about Interaction Contacts and Interactions, Objects, new fields, small validations, filters and more. It seems little bit silly things. However, I have seen a lot of projects started without that kind of information.

I hope you enjoy !!

### 1.2. Objects

Marketing Cloud are composed basically by objects, a synonymous is a table with fields, data type and relationships with other objects. An example is Interaction Contacts and Interactions.

Interaction Contacts are composed by Persons or Enterprises, Customers or Contacts etc. And Interactions are all "INTERACTIONS" that your customers or persons or enterprise have with you or your company.



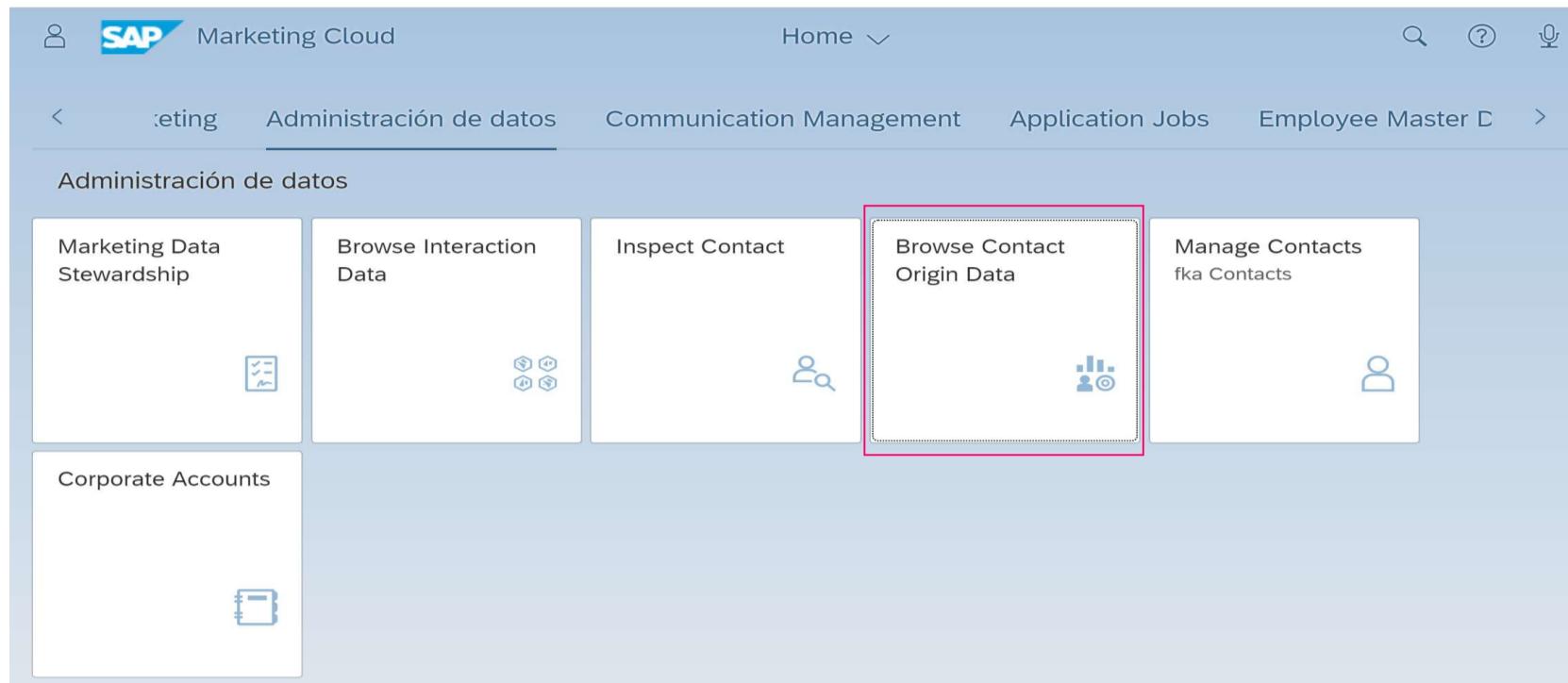
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## 1.3. Interaction Contacts

As I mentioned, Interaction Contacts stored Individual, Corporative Accounts, Contacts.

On “Data Administration” click on “Browse Contact Origin Data. This link below allow you see the Interaction object data and field structure.



This option allows you to see data into object Interactions and permit a brief evaluation what data are stored on your object. Those data became from an implementation with S4hana.

A screenshot of the 'Browse Contact Origin Data' page. The top header shows 'Marketing Cloud' and the page title. It includes standard filters like 'Standard \*' and a count of 'IC 25.6K'. Below the filters are search fields for 'Search', 'Country', and 'Validation Status', along with timestamp and origin filters. The main area displays a table titled 'Contact Origin Data (25,631)'. The table has columns for 'Interaction Contact - Origin Name', 'Origin of Contact', and 'Interaction Contact - Orig'. The data shows various entries such as 'SAP S4 - Business Partner' and 'SAP S4 - Corporate Contact' with their corresponding origin codes.

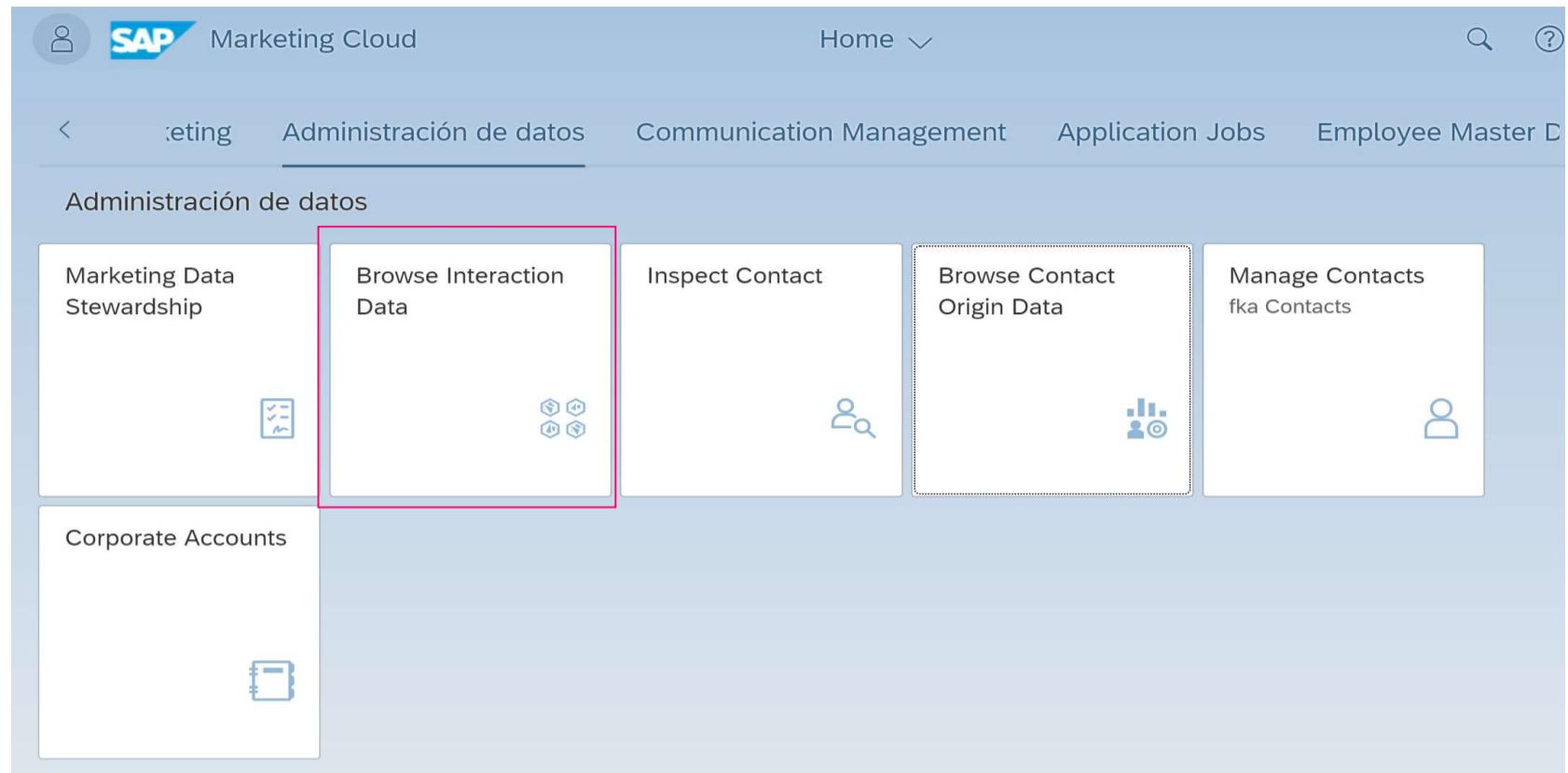
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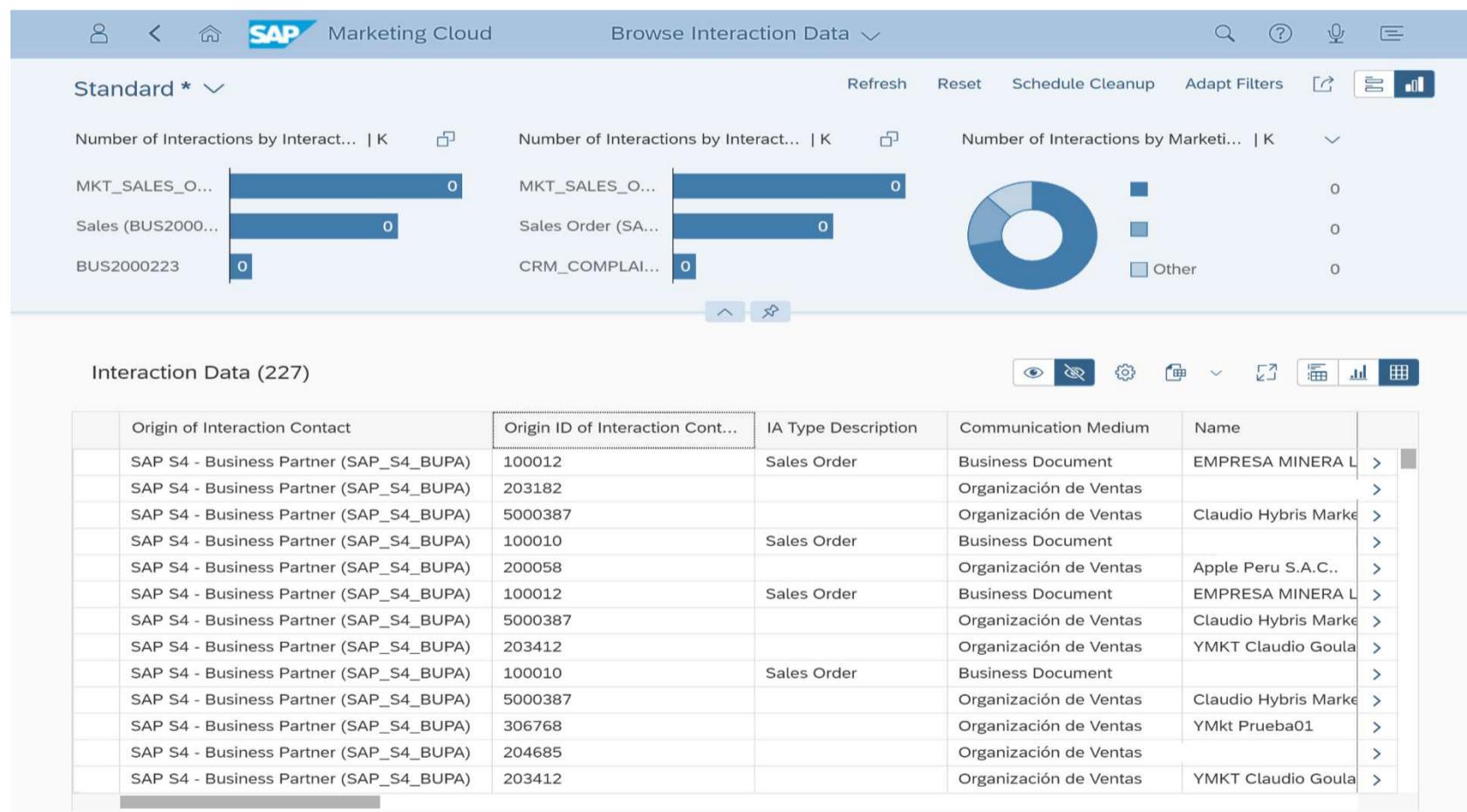
## 1.4. Interactions

The interactions have a different approach, and it stores documents, complains, orders, quotes, previous contacts with company and more. The interactions records are classified by categories as: IA Type and Communication Medium.

On the same “Data Administration”, click on “Browse Interaction Data”



With that options you can see all data in Interaction Records on Marketing Cloud



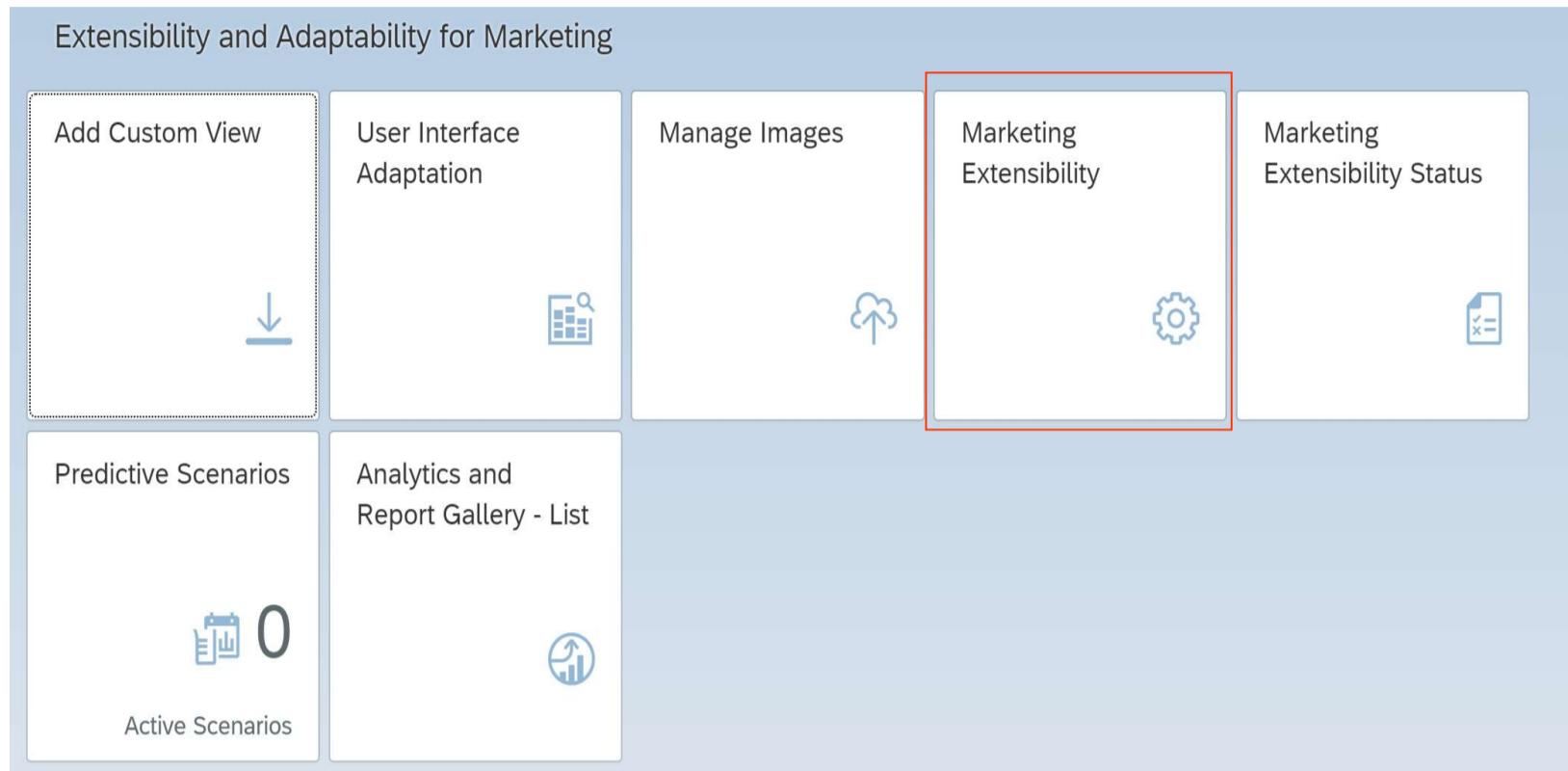
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## 1.5. New Fields

Now I will demonstrate how to create a new field and enhance an standard object on Marketing Cloud.

On link "Extensibility and Adaptability for Marketing" is possible to create enhancements on Marketing Cloud. Below I describe how to do it. Click on link "Marketing Extensibility".



Click on "Create Custom Fields"

**Custom Field**

- Create Custom Fields**  
Create your own fields to customize applications and their UIs, reports, email templates, and form templates
- Assign to Segmentation**  
Extend a business context for segmentation by assigning your custom fields
- Segmentation Configuration**  
Advanced settings for segmentation profiles, segmentation objects and their attributes, and data sources.
- Assign to Recommendation**  
Assign custom fields to data source pre-filters
- Import Data(CSV)**  
Upload custom fields in Comma Separated Value (CSV) file format
- Manage Software Collection**  
Release your software collection versions for import into your production system

You choose the object you want to enhance, and fulfill all required information

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New Field

Field Properties

\*Business Context: Marketing: Interaction

\*Label: Prioridad

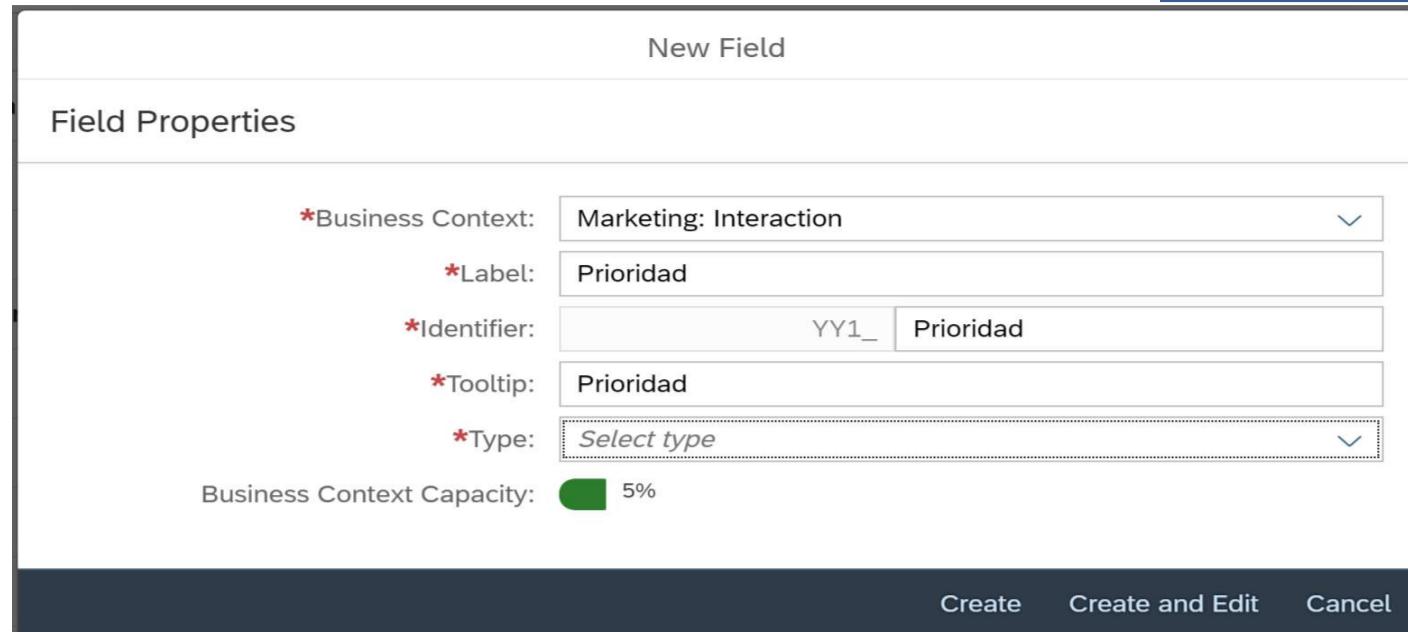
\*Identifier: YY1\_Prioridad

\*Tooltip: Prioridad

\*Type: Select type

Business Context Capacity:  5%

Create Create and Edit Cancel



Data type available to create a field are listed below.

- Amount with Currency
- Association to Business Object
- Checkbox
- Code List
- Date
- Email Address
- Number
- Numerical Text
- Phone Number
- Quantity with Unit
- Text
- Time
- Timestamp
- Web Address
- Select type

Below I demonstrated a field already created.

Marketing Cloud Custom Fields and Logic

YY1\_Priority Marketing: Interaction

General Information UIs and Reports (20) Email Templates (0) Form Templates (0) Business Scenarios (0) OData APIs (1) SOAP APIs (2) BAPIs (C > Translation

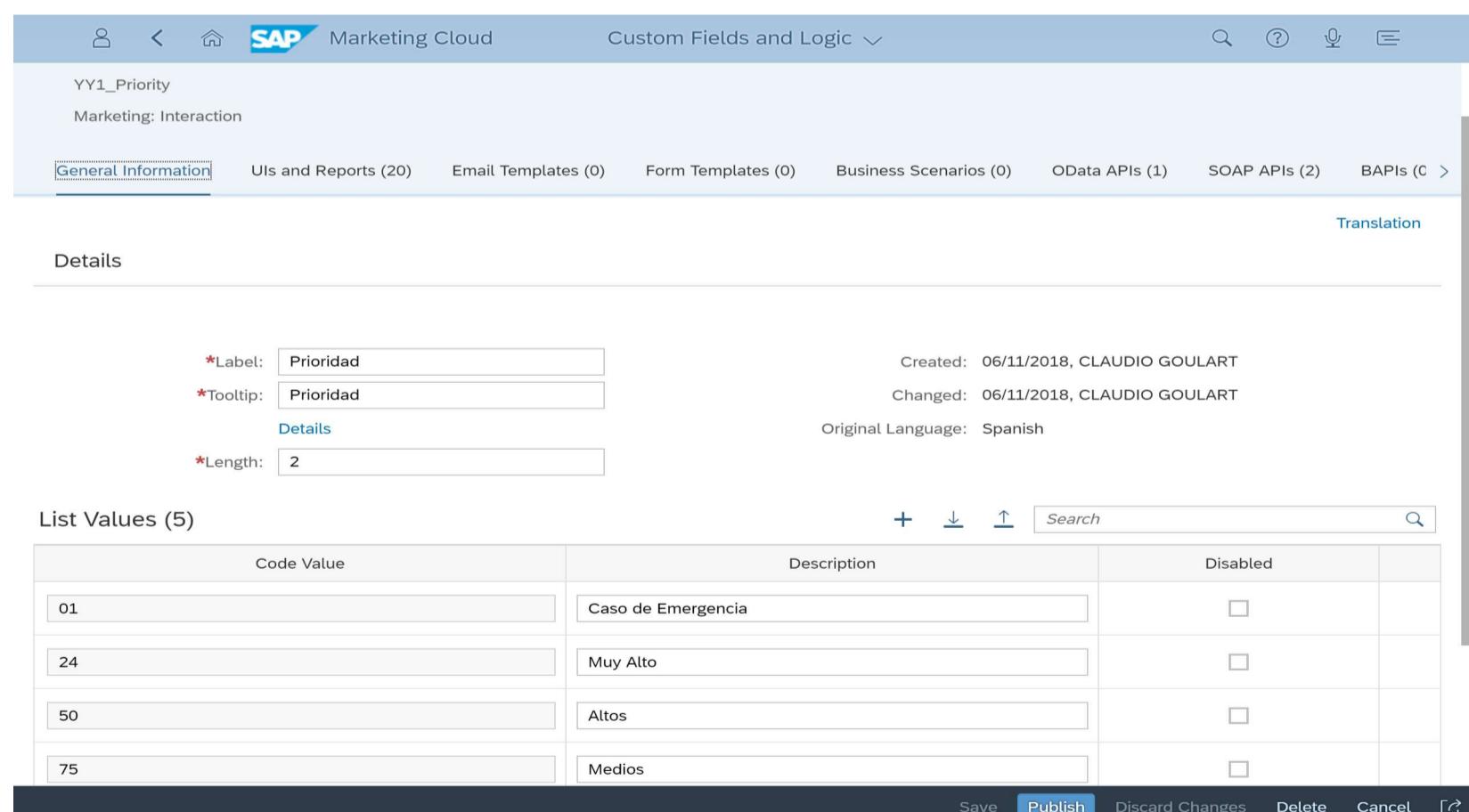
Details

\*Label: Prioridad Created: 06/11/2018, CLAUDIO GOULART  
\*Tooltip: Prioridad Changed: 06/11/2018, CLAUDIO GOULART  
Details Original Language: Spanish  
\*Length: 2

List Values (5)

Code Value	Description	Disabled
01	Caso de Emergencia	<input type="checkbox"/>
24	Muy Alto	<input type="checkbox"/>
50	Altos	<input type="checkbox"/>
75	Medios	<input type="checkbox"/>

Save Publish Discard Changes Delete Cancel



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## 1.6. Segmentation and New Filters

After creating the field “Priority” on the last section, I will assign this field on the Interaction segmentation. So, on Marketing Extensibility, click on “Assign to Segmentation”.

**Important:** Segmentation is important to target group creation and relate it with a Campaign.

The screenshot shows the SAP Marketing Cloud interface under 'Marketing Extensibility'. In the left sidebar, there's a 'Custom Field' section. Under this, several options are listed: 'Create Custom Fields' (with a note about customizing applications), 'Assign to Segmentation' (which is highlighted with a red box), 'Segmentation Configuration' (with a note about advanced settings for segmentation profiles), 'Assign to Recommendation' (with a note about assigning fields to data source pre-filters), 'Import Data(CSV)' (with a note about uploading CSV files), and 'Manage Software Collection' (with a note about releasing software collection versions). Each option has a small icon next to it.

Choose “Marketing:Interaction” and see the field “Priority” listed.

This screenshot shows the 'Assignments' section of the Marketing Cloud interface. It lists various marketing objects and their status: 'Marketing: Contact and Corporate Account' (Accounts, Exported partially), 'Marketing: Contact and Corporate Account' (Contacts, Exported partially), 'Marketing: Interaction' (Accounts and Contacts, Exported), 'Marketing: Interaction' (Consumers, Exported partially), 'Marketing: Interaction' (Interactions, Exported partially). The 'Marketing: Interaction' entry with 'Accounts and Contacts' is highlighted with a red box. To the right, there's a table titled 'Assignment for Custom Fields in Segmentation'. It includes columns for 'Business Context', 'Segmentation Object', 'Segmentation Profile', and 'Export Status'. Below this, there's a table titled 'Custom Fields(11)' which lists fields like 'Canal de Distribución', 'Categoria 1', etc., along with their visibility status in segmentation. The 'Priority' field is also listed here, highlighted with a red box.

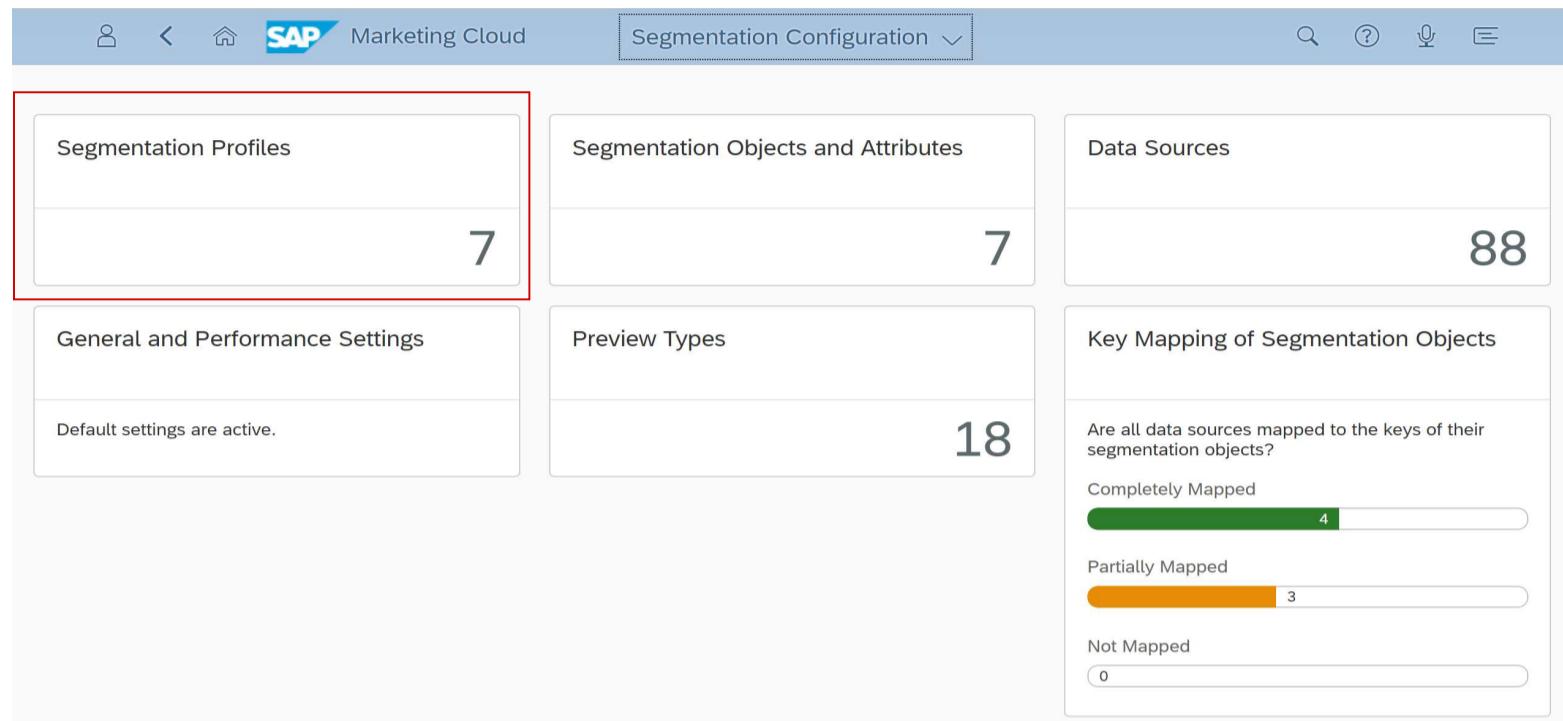
Now, on the same “Marketing Extensibility” click on “Segmentation Configuration”

This screenshot shows the 'Custom Field' section of the Marketing Extensibility interface. It lists the same options as the previous screenshot: 'Create Custom Fields', 'Assign to Segmentation' (highlighted with a red box), 'Segmentation Configuration' (with a note about advanced settings for segmentation profiles), 'Assign to Recommendation', 'Import Data(CSV)', and 'Manage Software Collection'.

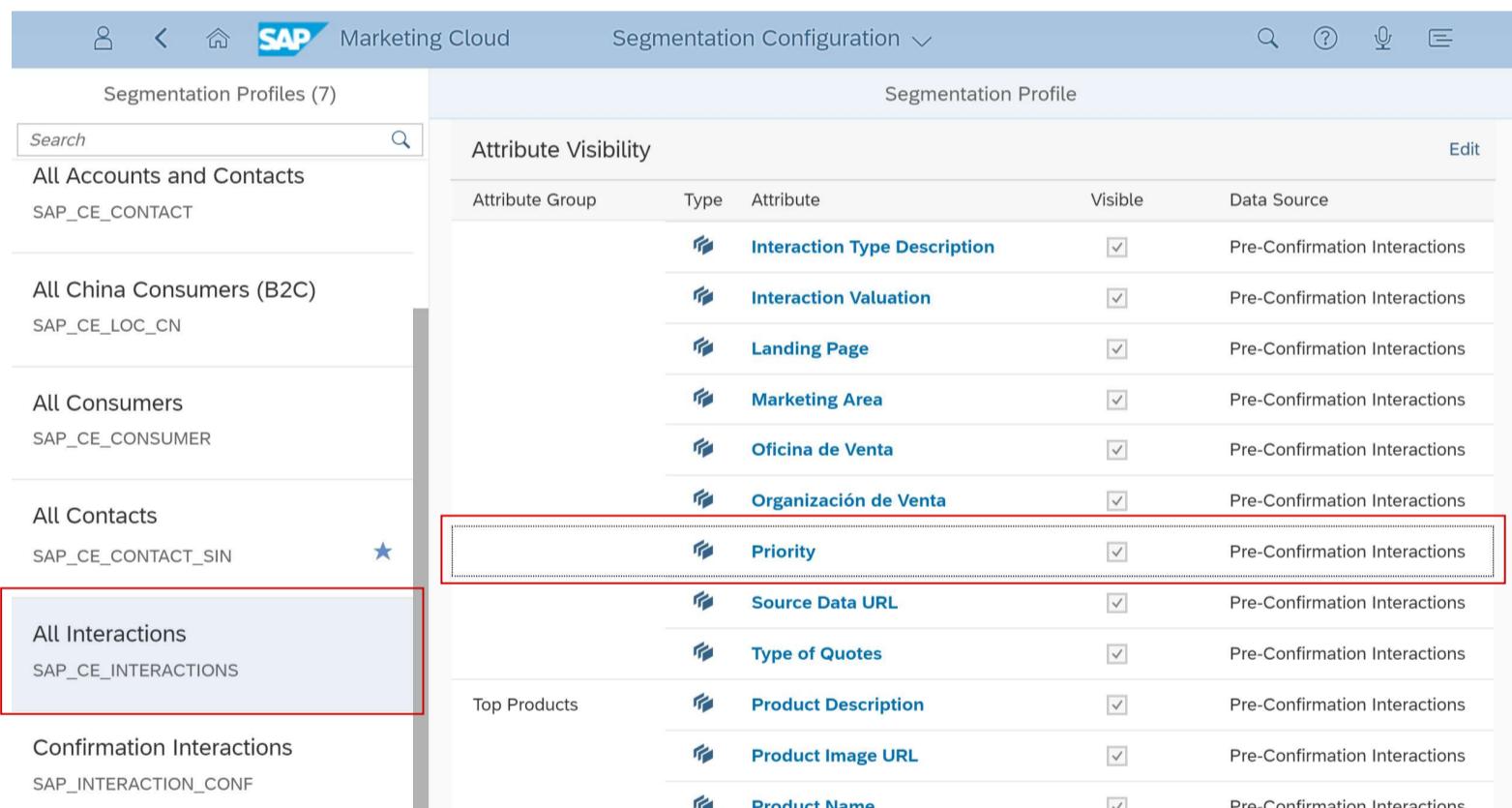
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Click on “Segmentation Profiles”



On Segmentation profile “All Interactions”, define visible to “Priority”.



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And then the field priority appears on Segmentation Model. And you can create your target group based on this new field.

The screenshot shows the SAP Marketing Cloud Segmentation Model interface. On the left, there's a navigation tree with various categories like 'Private Building Blocks', 'Corporate Accounts', etc. A specific category, 'ZSAP\_CE\_COMPLAINT', is expanded, and its sub-item 'Priority' is selected and highlighted with a blue background. A tooltip for 'Priority' provides details: Characteristic: Priority, Attribute Name: YY1\_PRIORITY\_MIA, Data Source: Contacts and Related Interactions, Data Source Alias: \_SAP\_CF\_SAP\_CE\_IC\_COMPANY. To the right, a summary card for 'All Accounts' shows 5,891 accounts with ID 0. At the bottom, there's a 'Interaction Rating' section.

## 1.7. Small Validations

When you create a field on Marketing Cloud, sometime, is necessary define a logic.

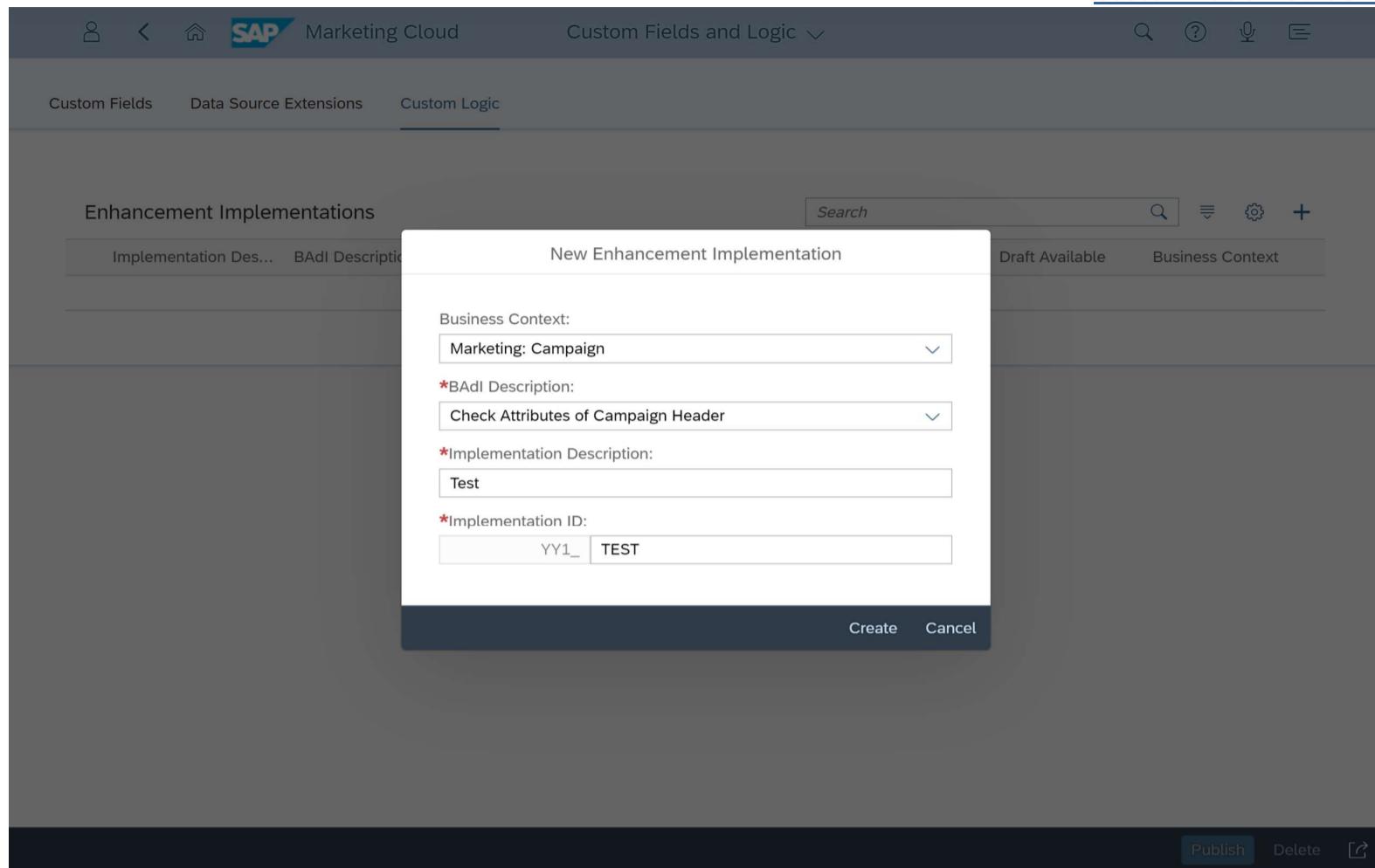
You can create small validations on Marketing Cloud, on page "Custom Logic" click on +.

The screenshot shows the SAP Marketing Cloud Custom Logic interface. The top navigation bar includes links for 'Custom Fields', 'Data Source Extensions', and 'Custom Logic'. The 'Custom Logic' tab is active. Below the header, there's a search bar and filter options for 'Implementation Des...', 'BAdI Description', 'Filter', 'Status', 'Draft Available', and 'Business Context'. A message 'No data' is displayed. At the bottom, there are buttons for 'Publish', 'Delete', and a trash icon.

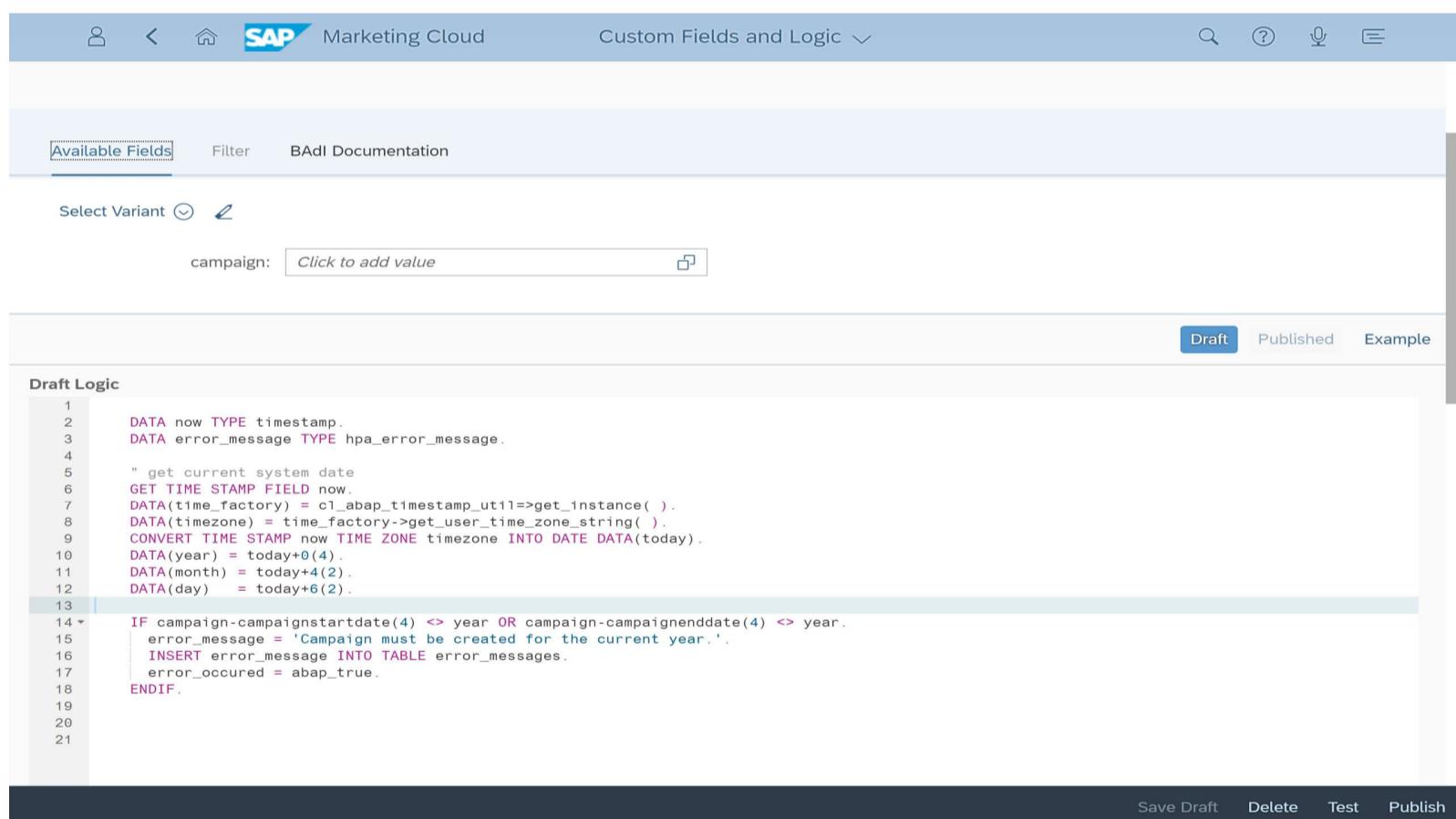
You provide the Business Context, Badi and the name of validation

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A small code appears and then you change it, adapt with your needs. Test and then publish it!!



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