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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

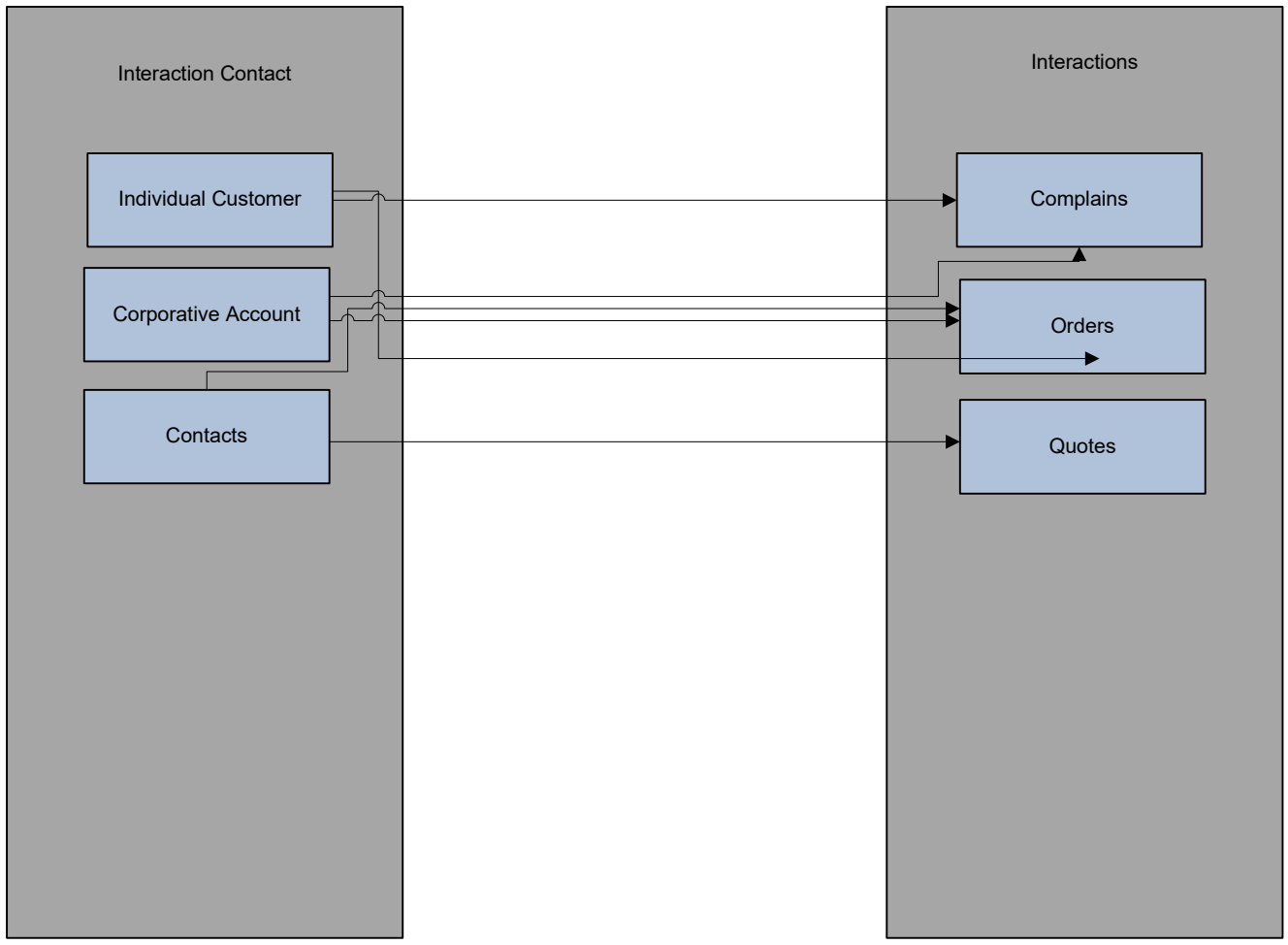
On this article I will talk about Interaction Contacts and Interactions, Objects, new fields, small validations, filters and more. It seems little bit silly things. However, I have seen a lot of projects started without that kind of information.

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.

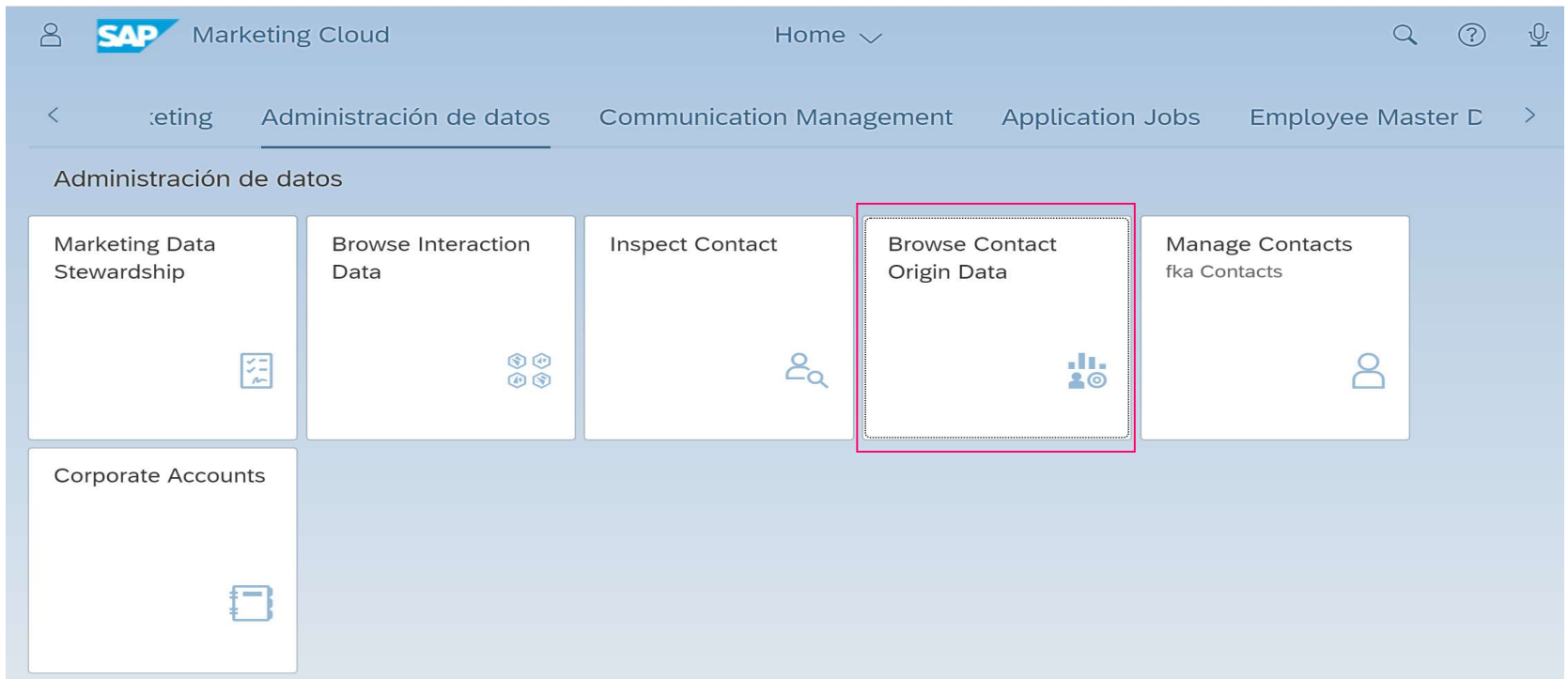
Interaction Contacts are composed by Persons or Enterprises, Customers or Contacts etc. And Interactions are all “INTERACTIONS” that your customers or persons or enterprise have with you or your company.



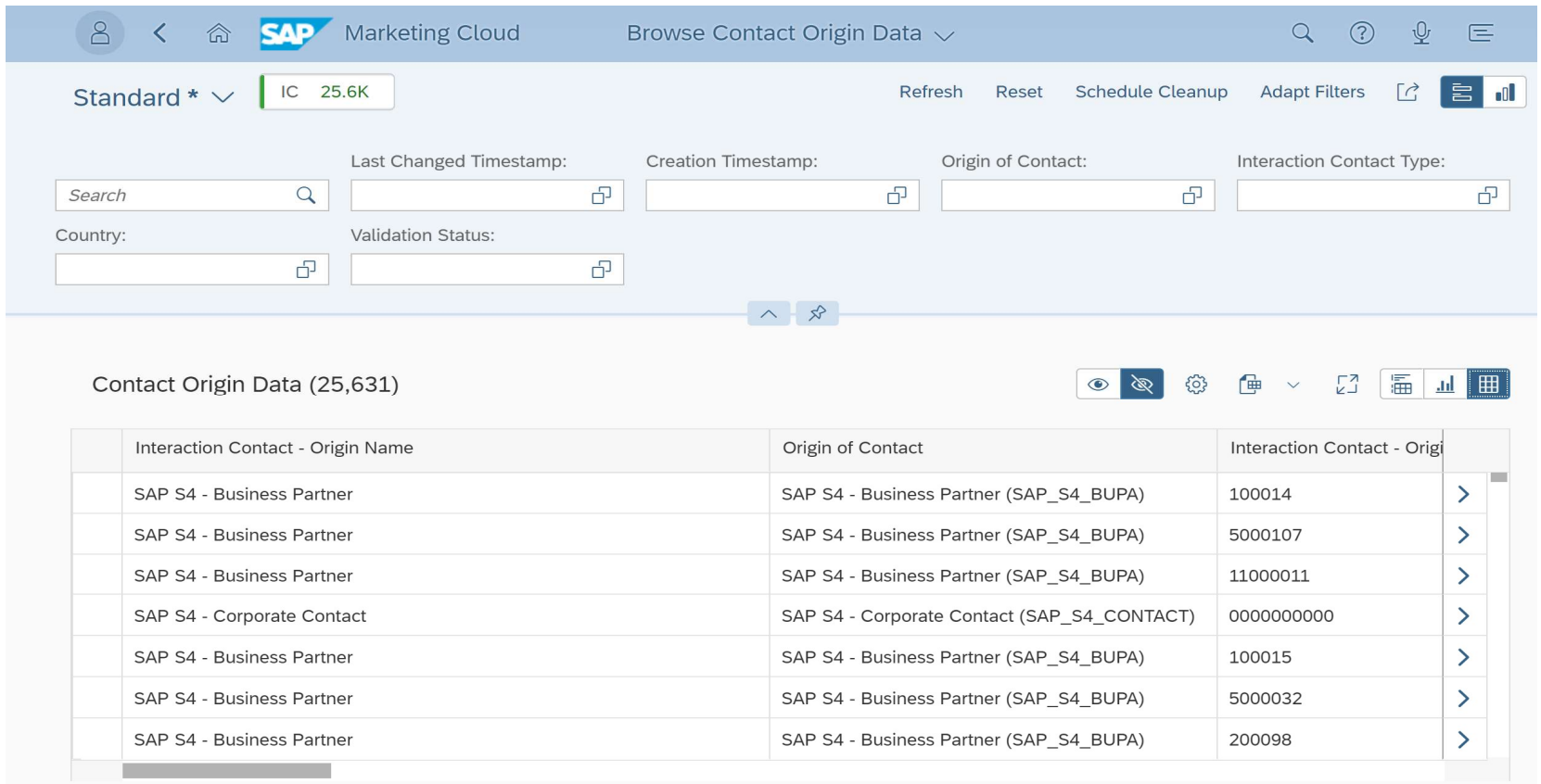
1.3. Interaction Contacts

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.



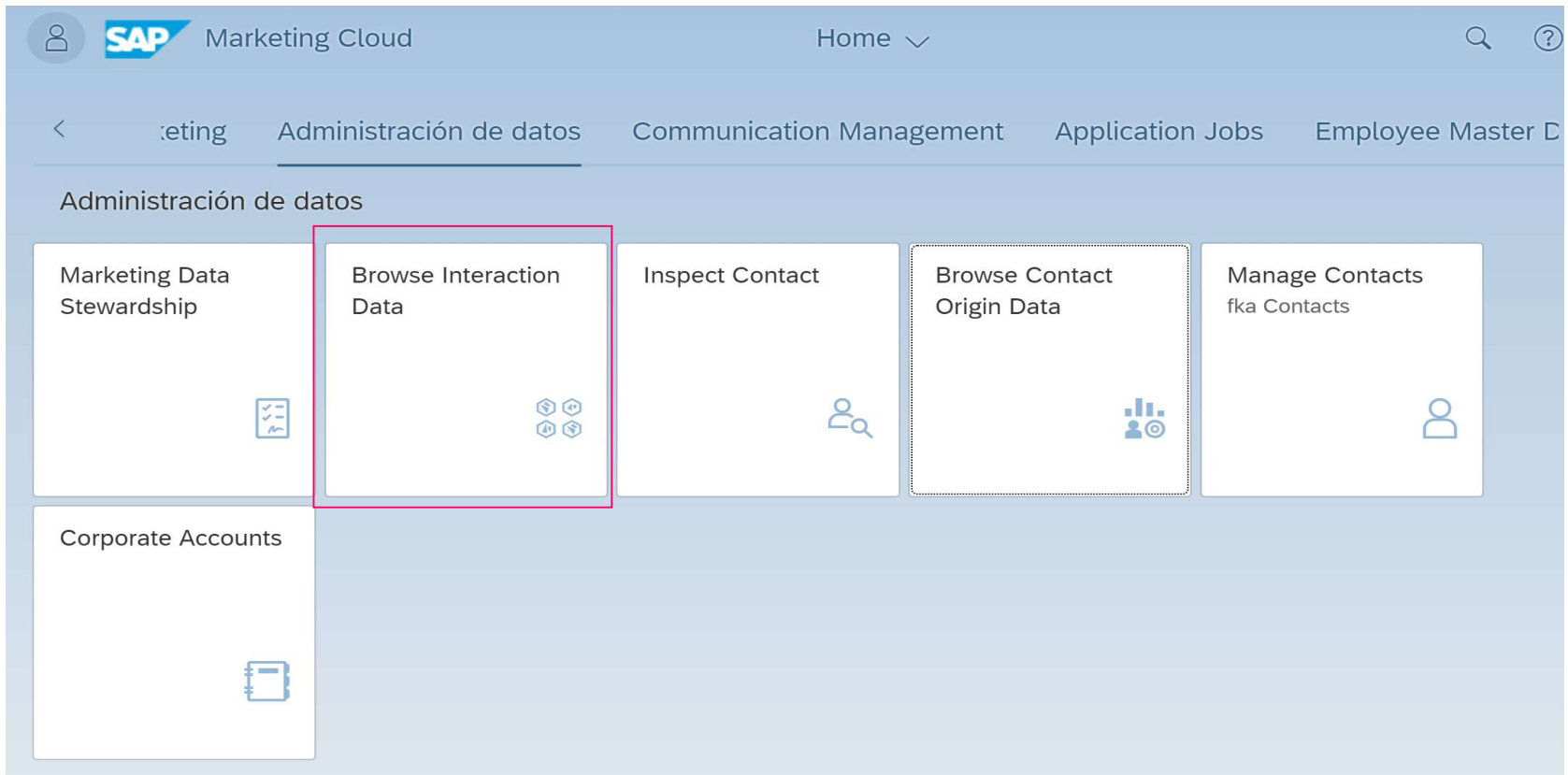
This option allows you to see data into object Interactions and permit a brief evaluation what data are stored on your object. Those data became from an implementation with S4hana.



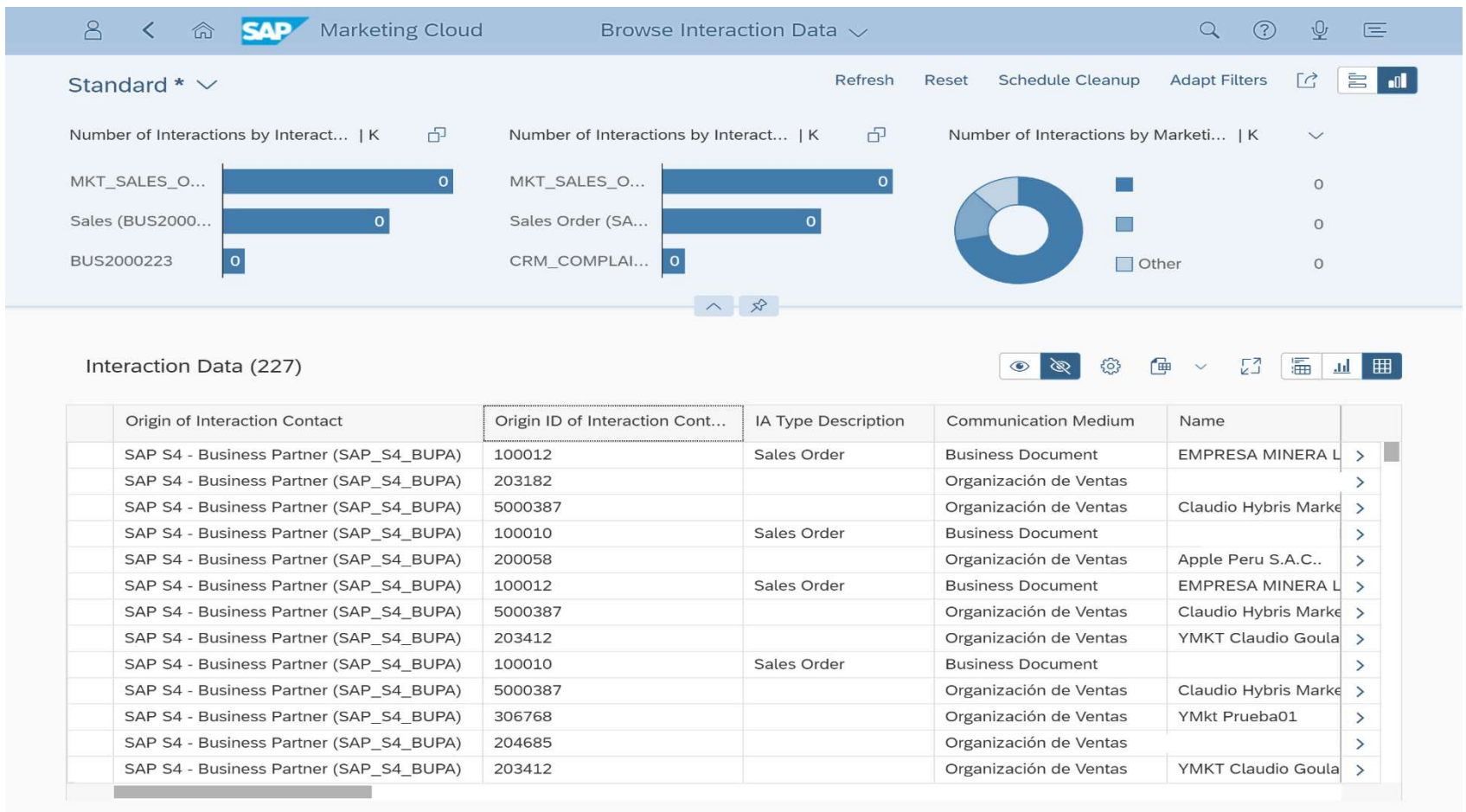
1.4. Interactions

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”



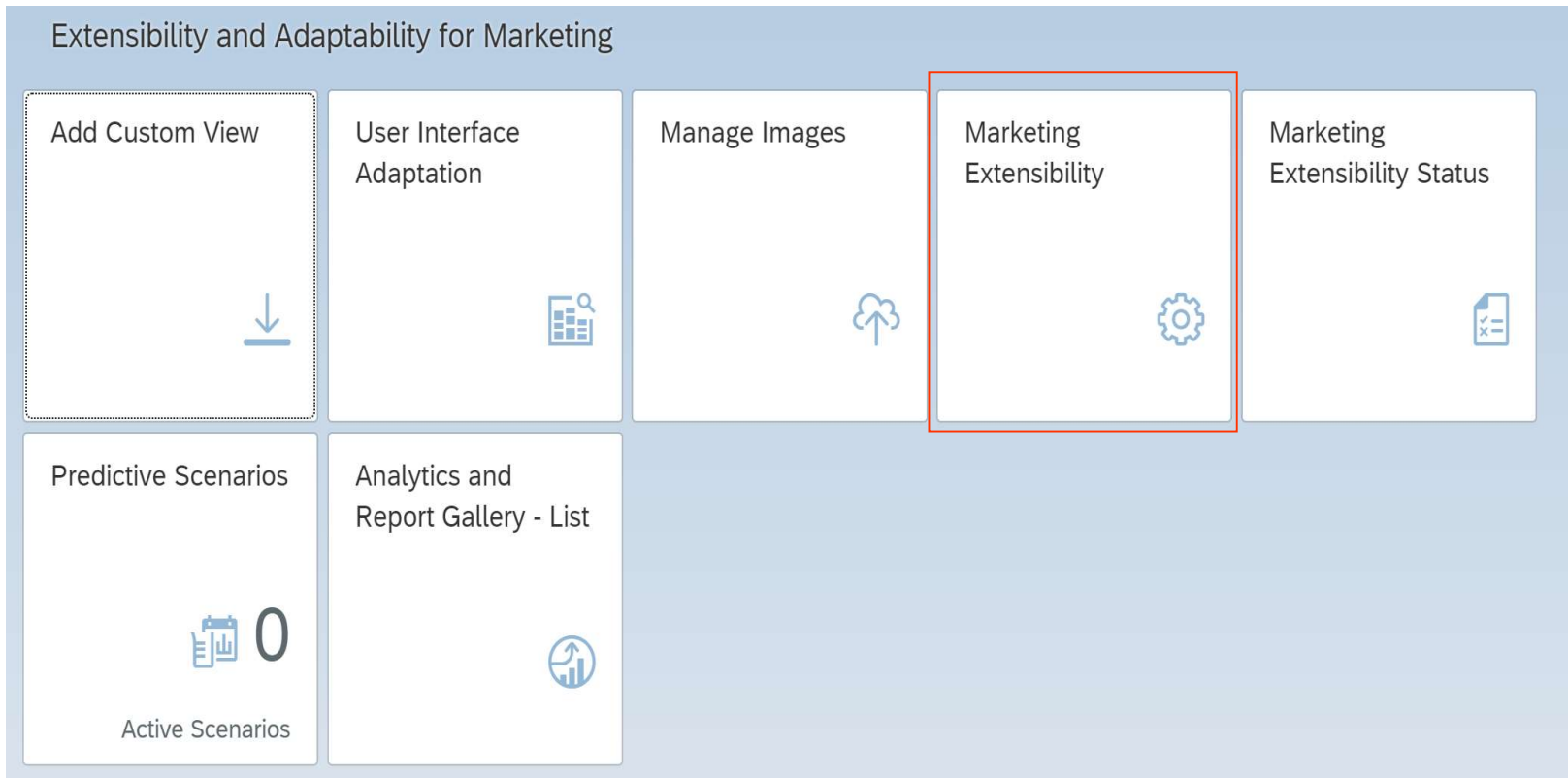
With that options you can see all data in Interaction Records on Marketing Cloud



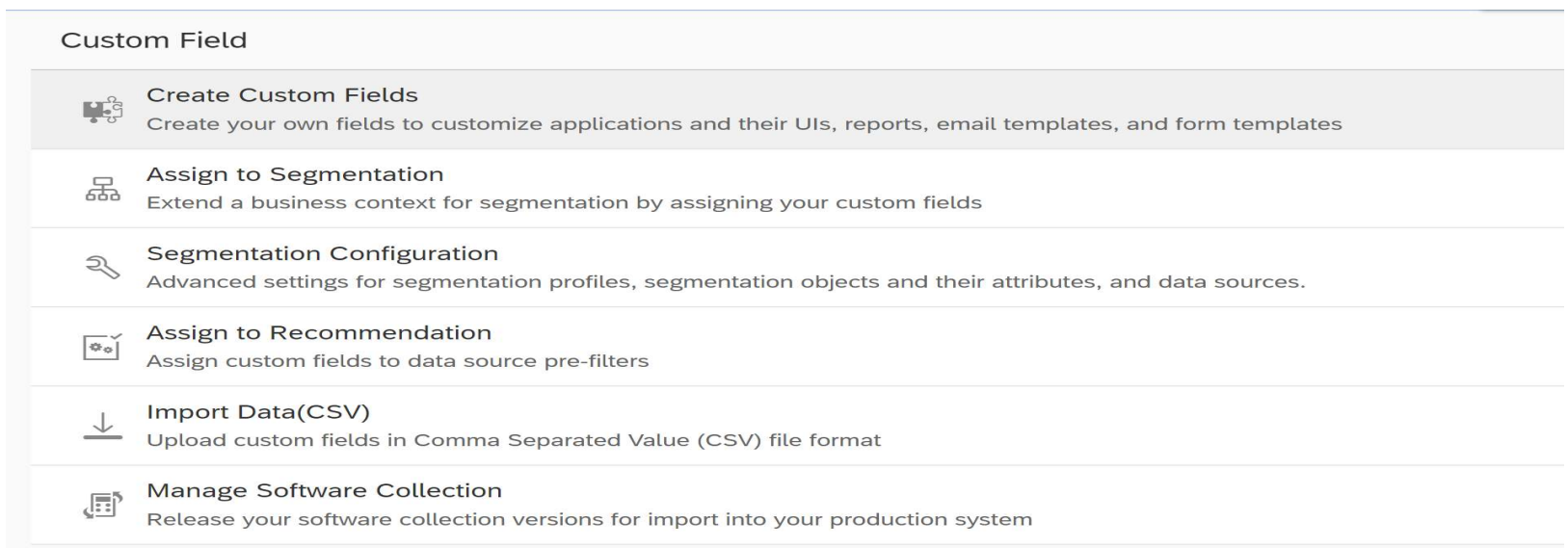
1.5. New Fields

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”



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

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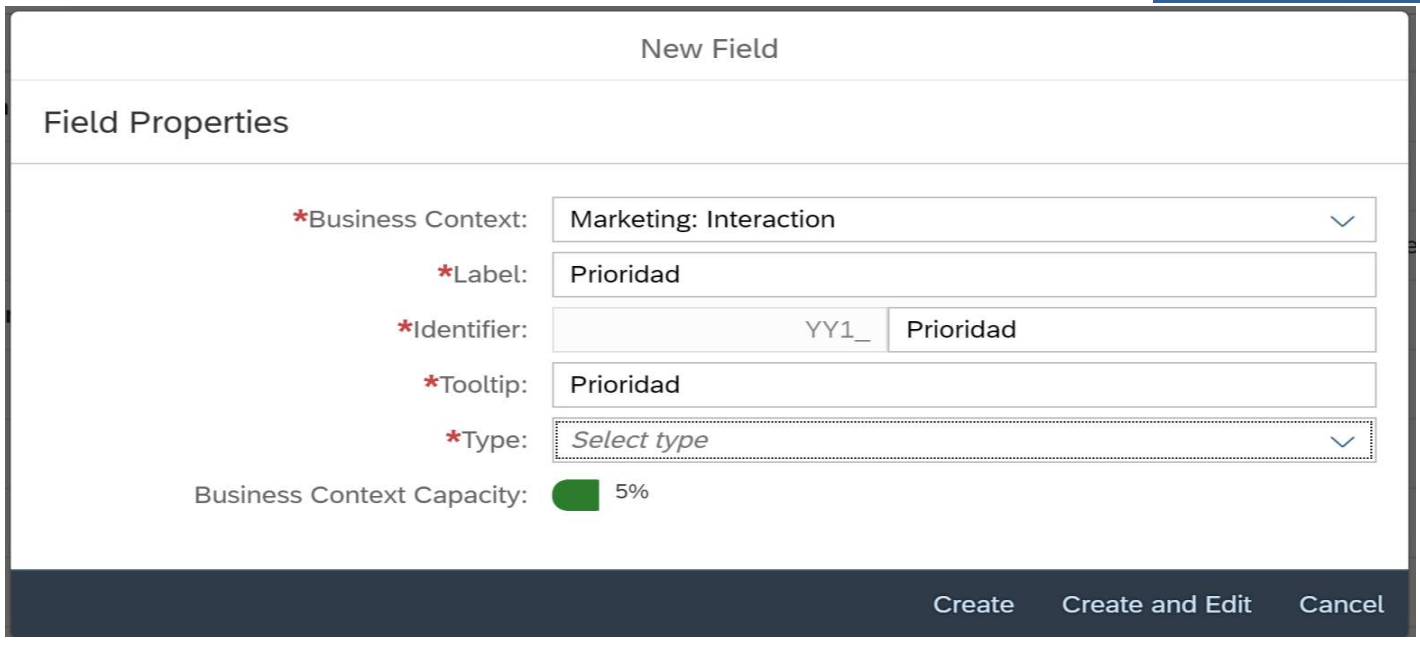
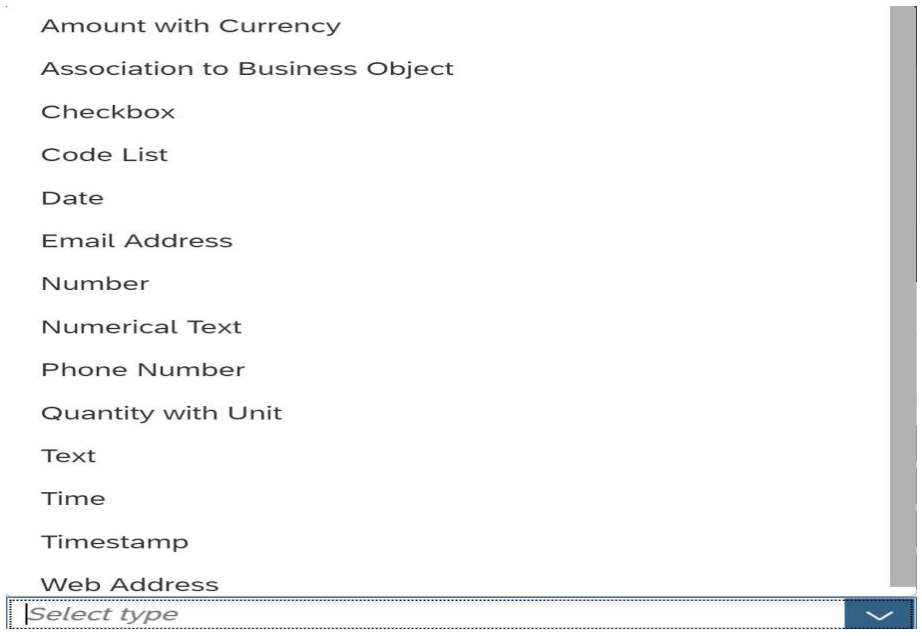
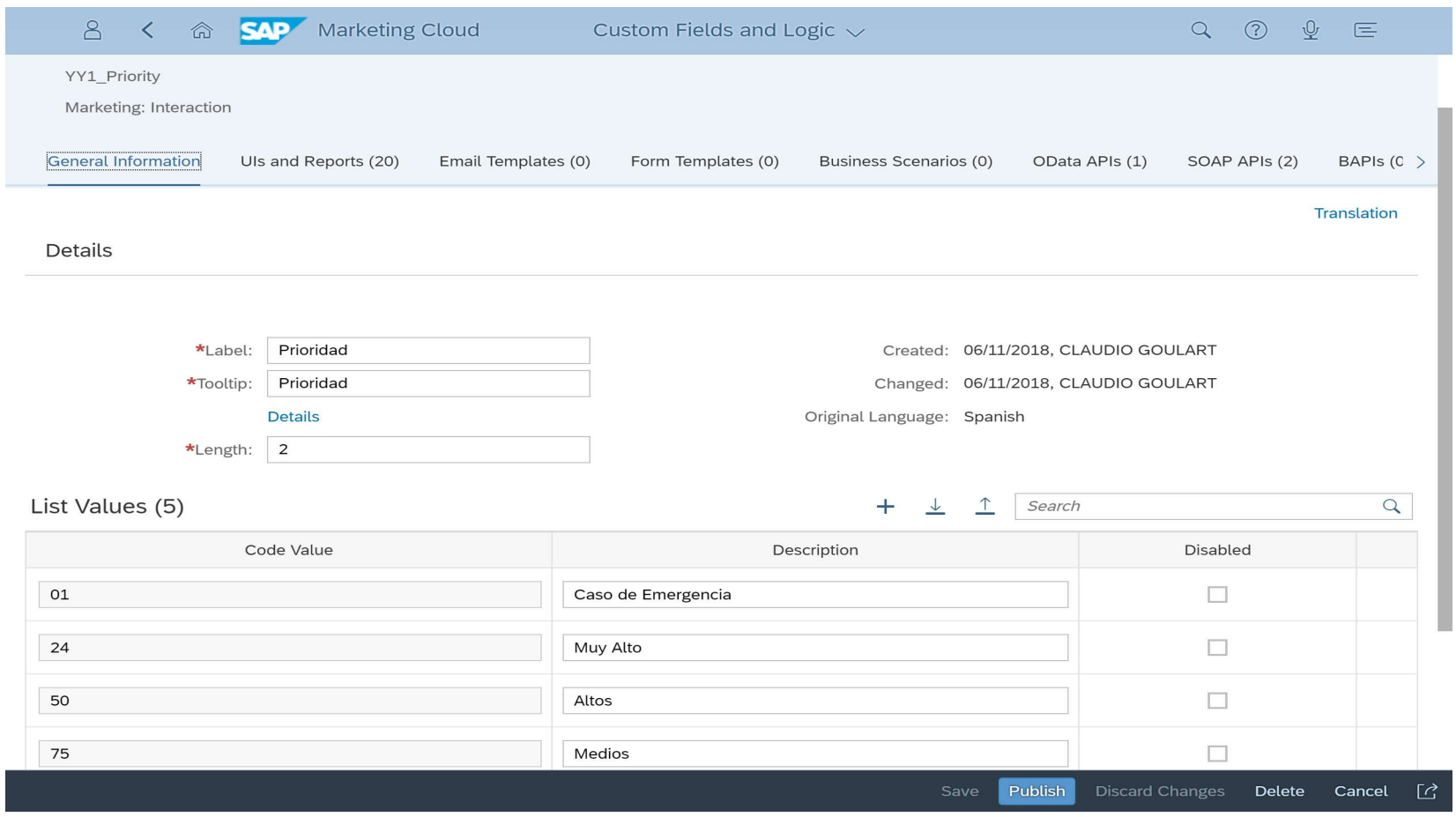


Data type available to create a field are listed below.



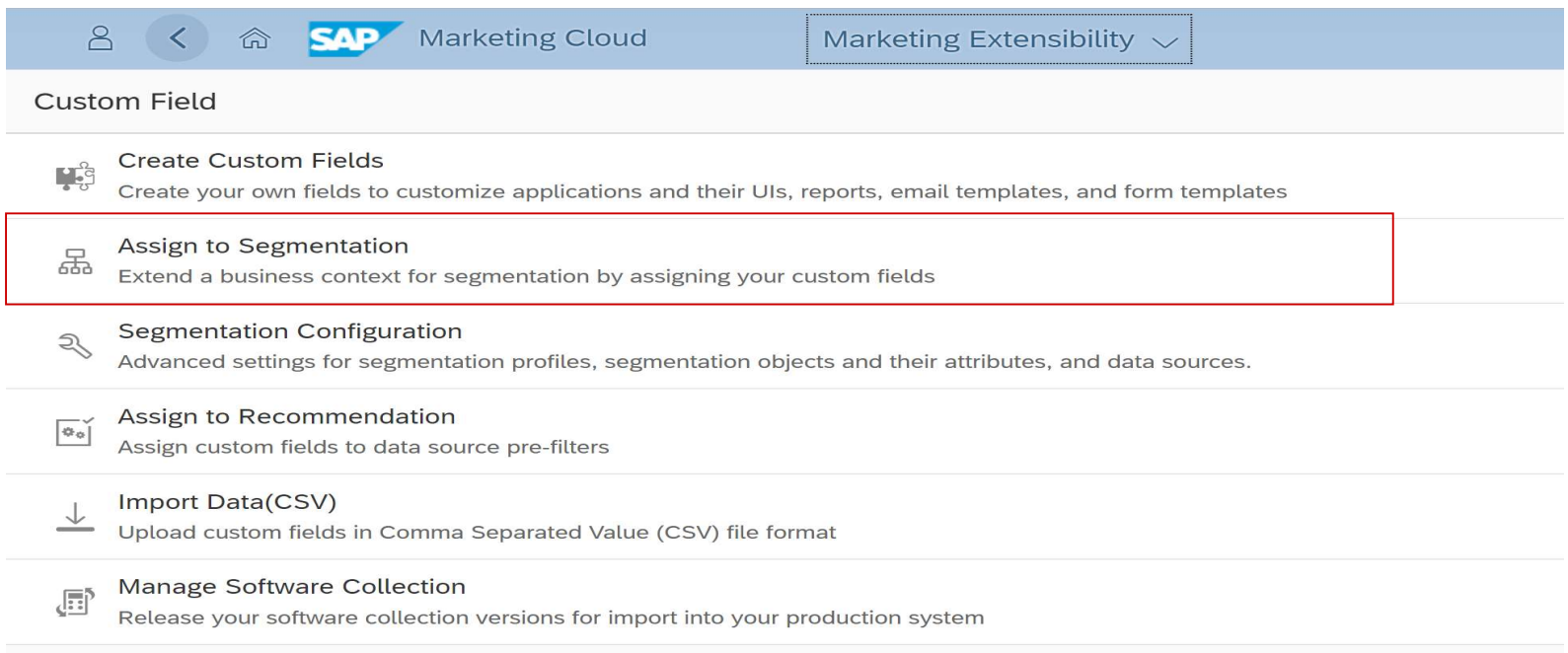
Below I demonstrated a field already created.



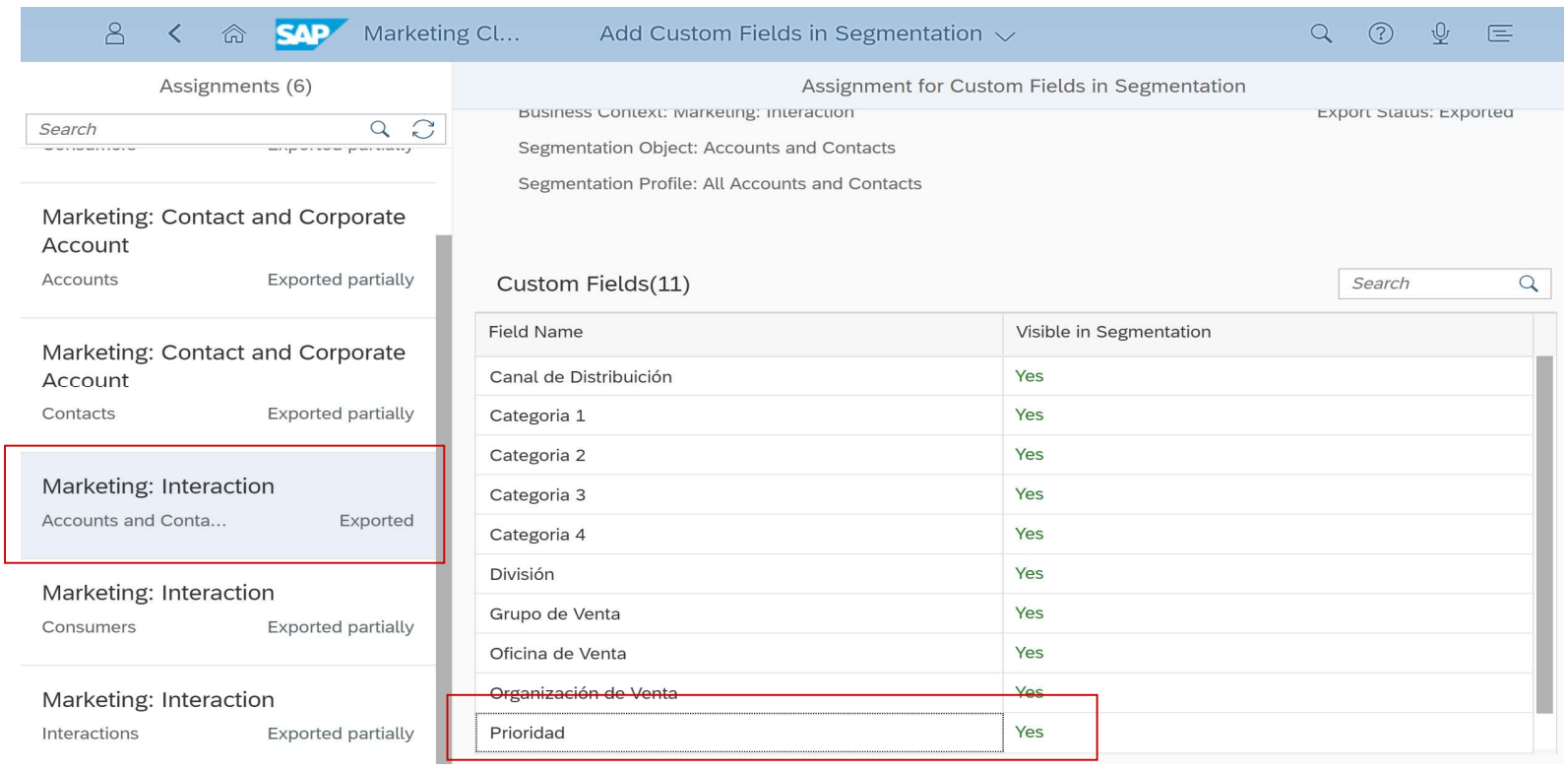
1.6. Segmentation and New Filters

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”.

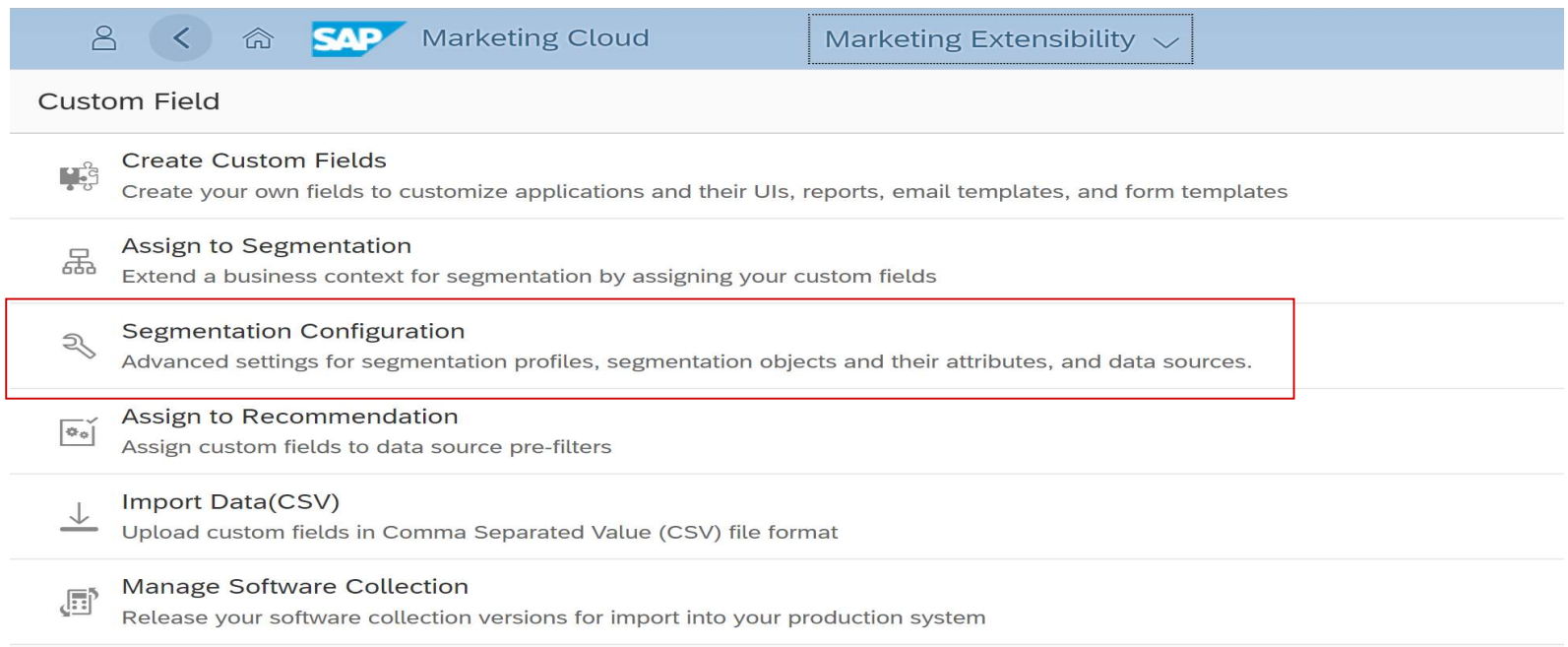
Important: Segmentation is important to target group creation and relate it with a Campaign.



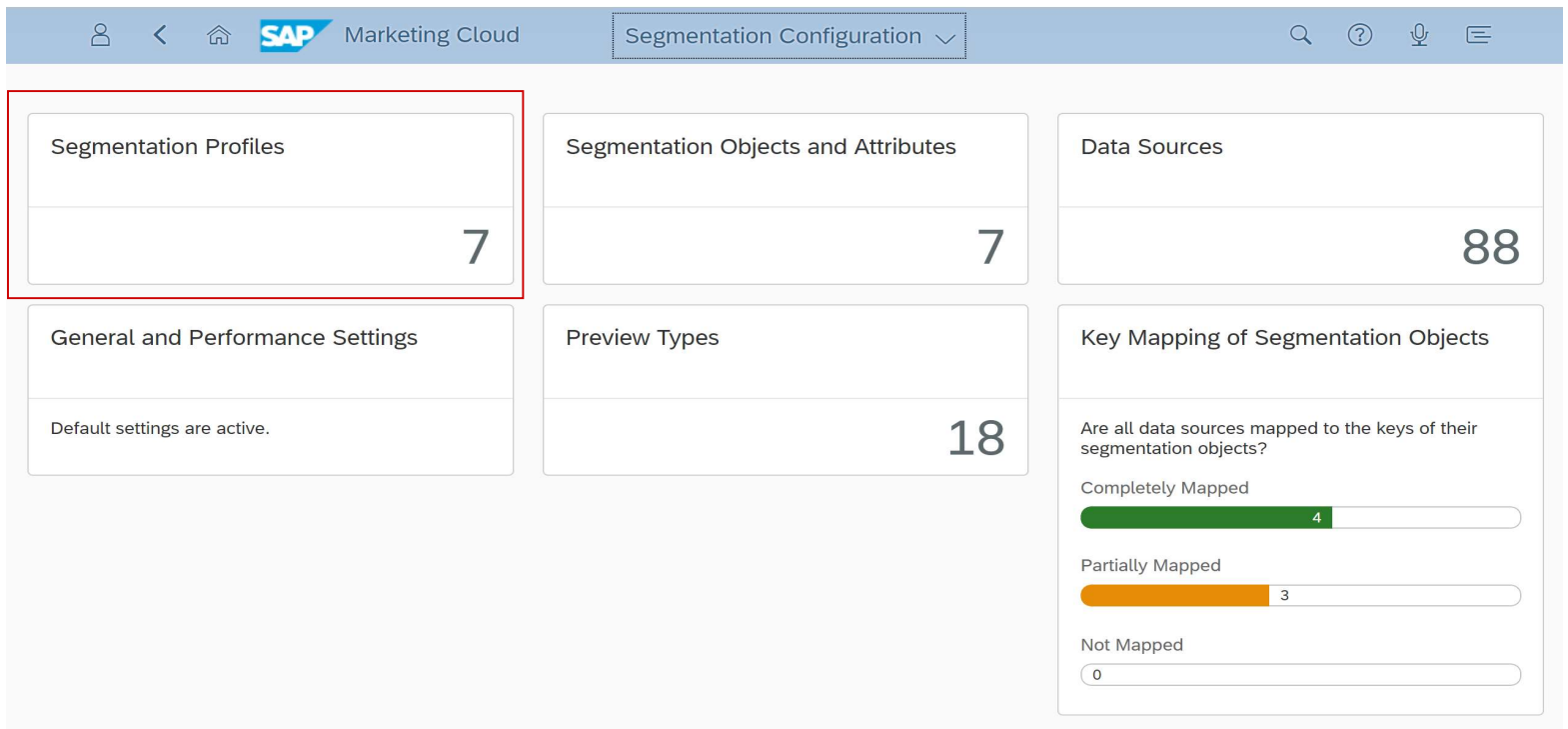
Choose “Marketing:Interaction” and see the field “Priority” listed.



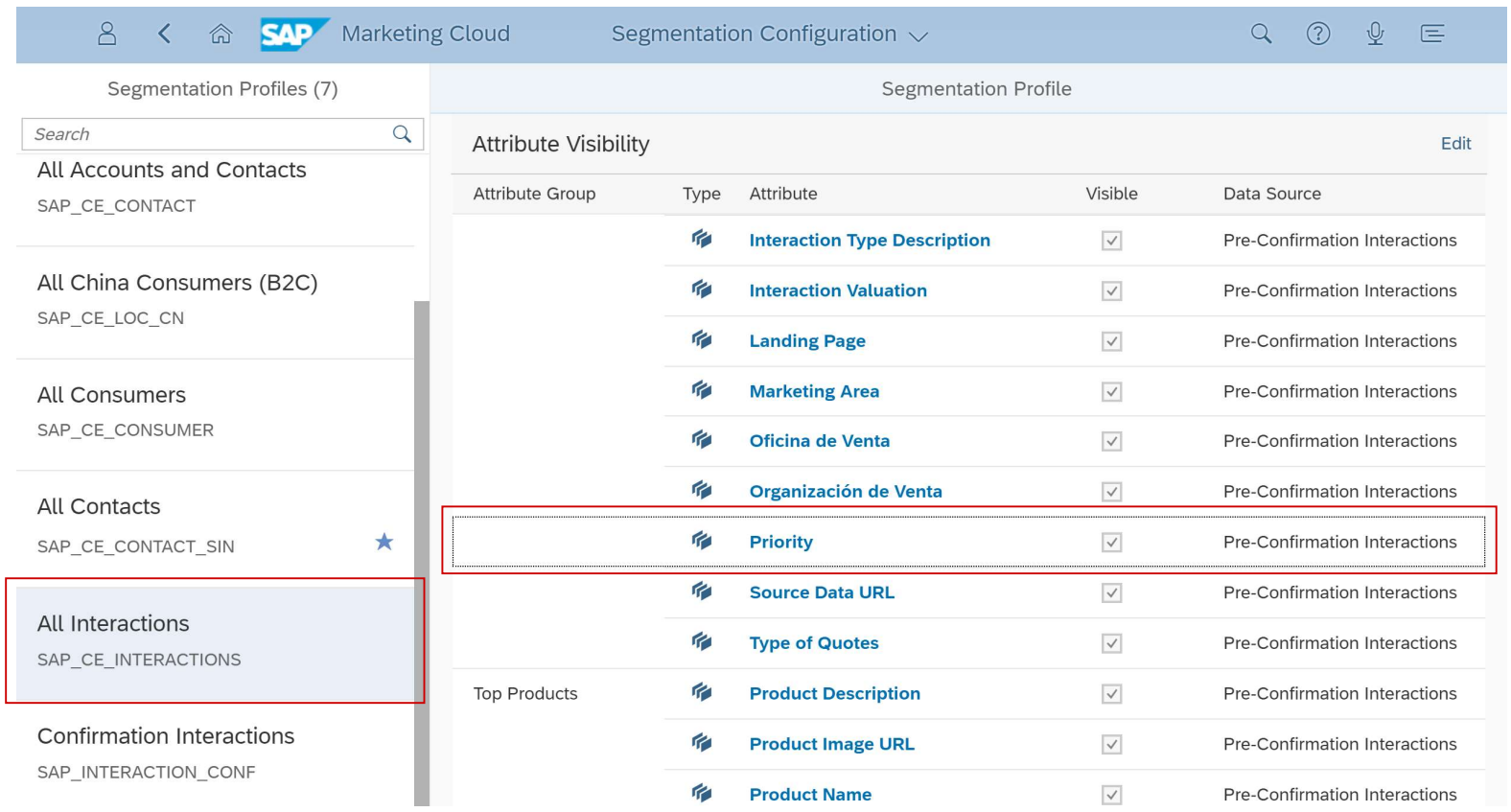
Now, on the same “Marketing Extensibility” click on “Segmentation Configuration”



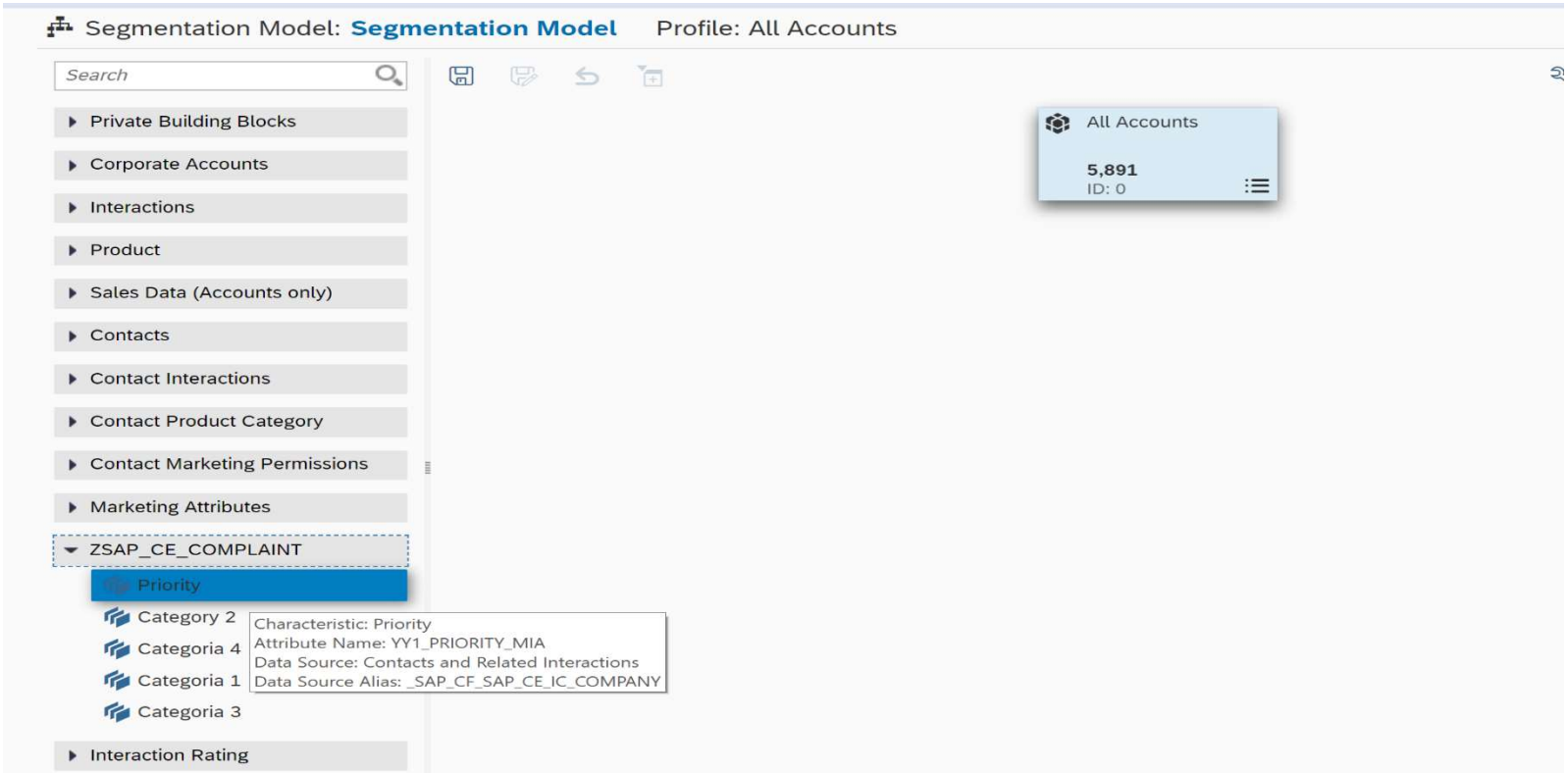
Click on “Segmentation Profiles”



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



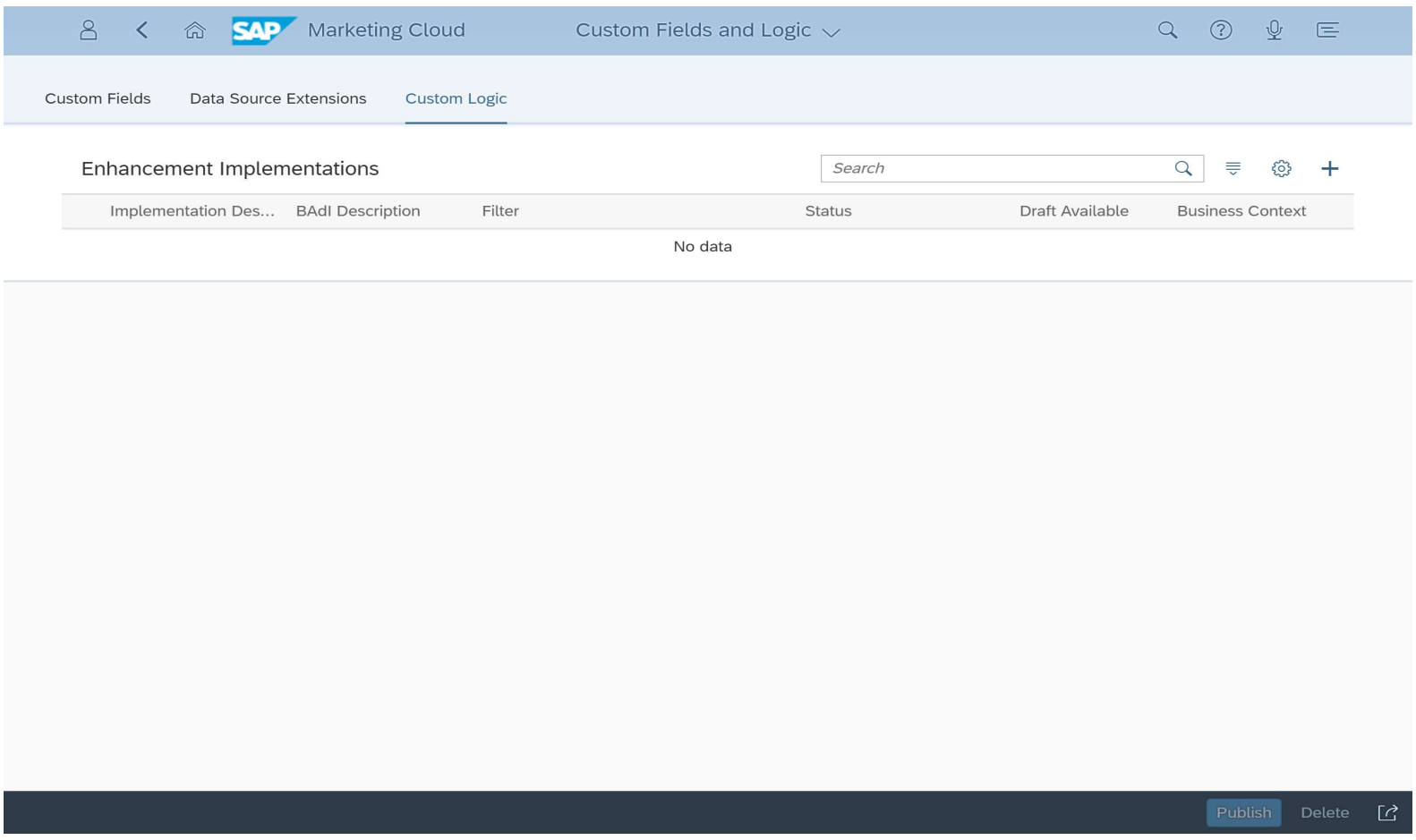
And then the field priority appears on Segmentation Model. And you can create your target group based on this new field.



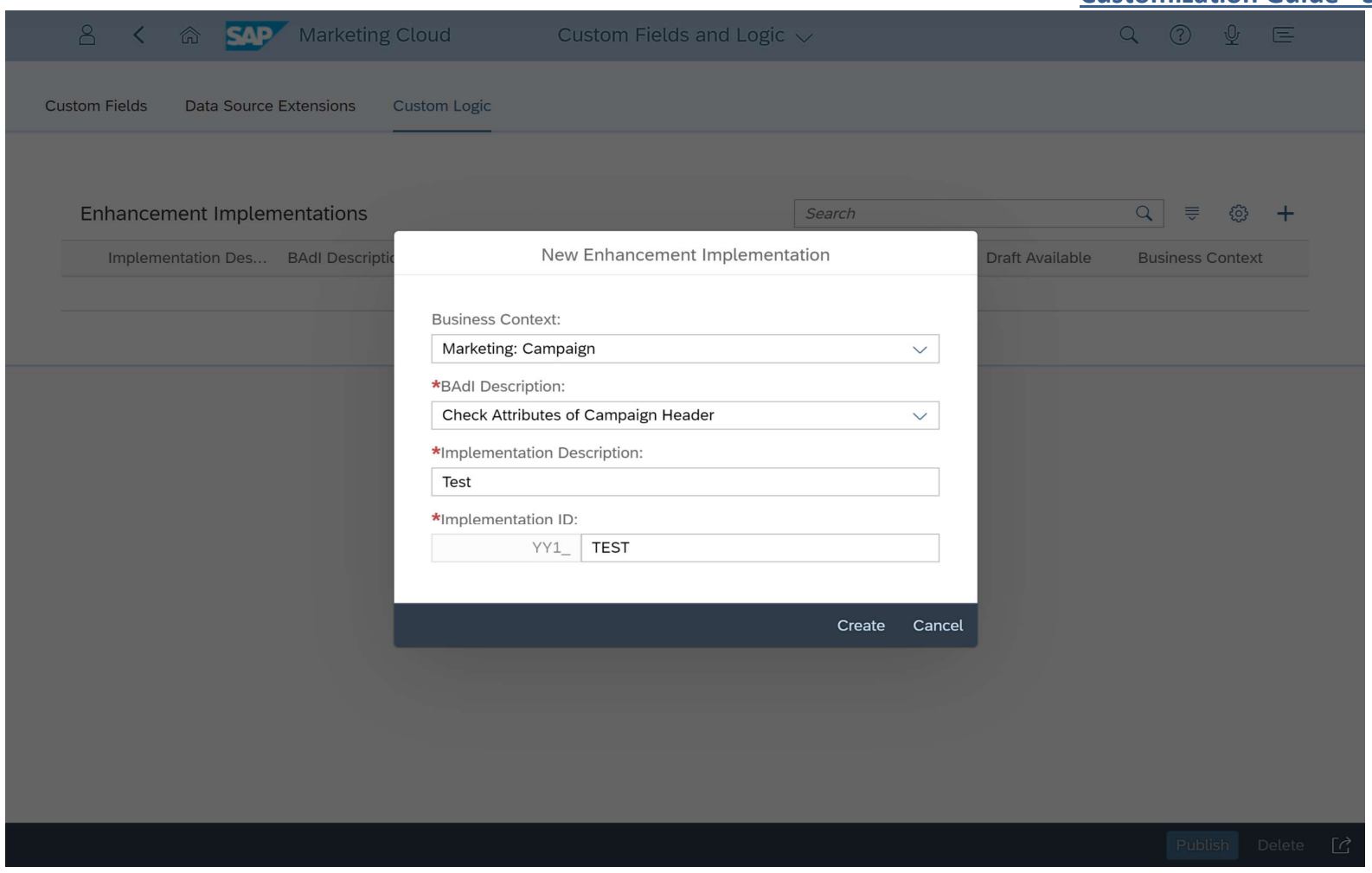
1.7. Small Validations

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

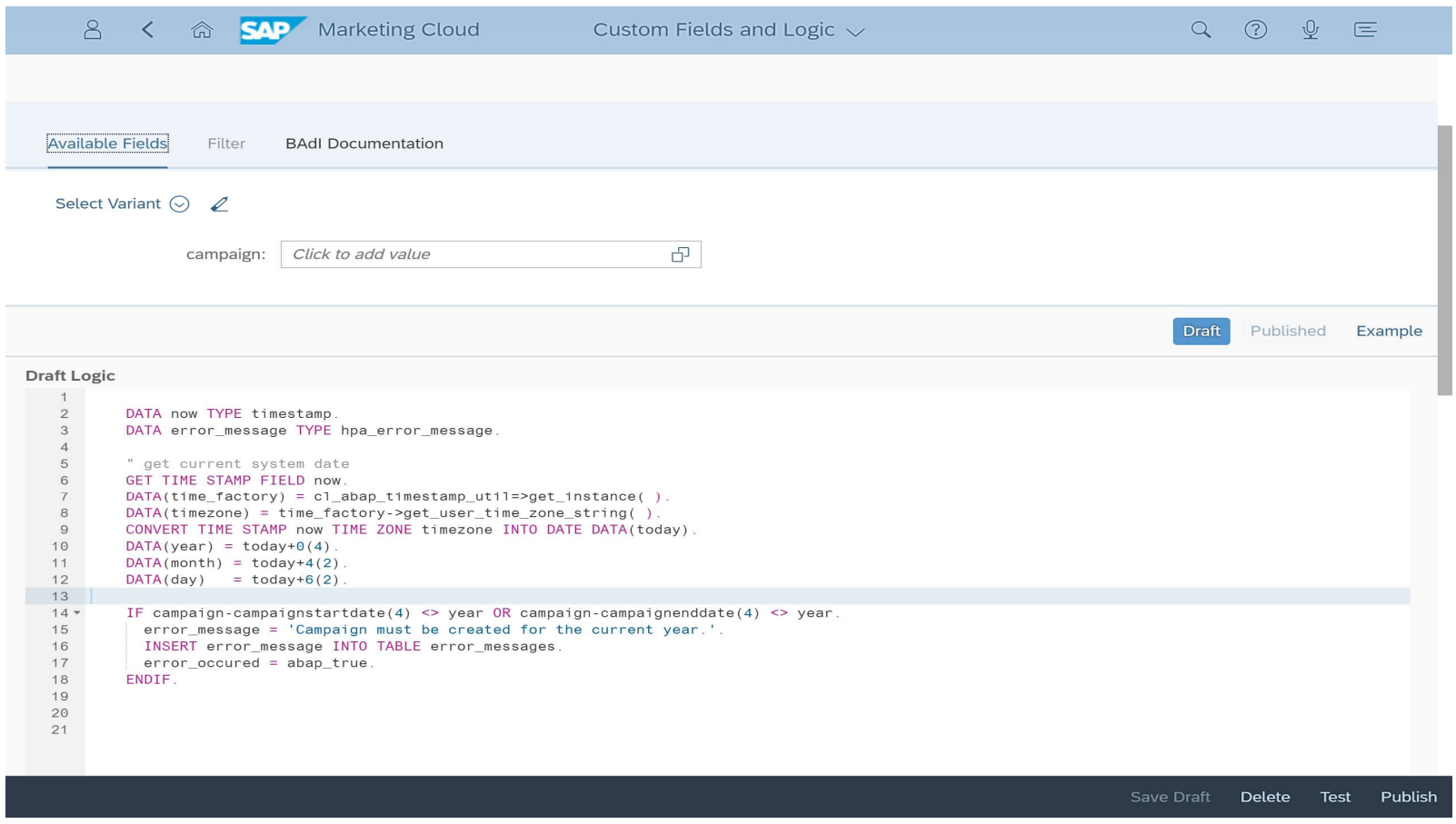
You can create small validations on Marketing Cloud, on page “Custom Logic” click on +.



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



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



I hope you enjoy !!