

# Setting Up Contact and Interaction Data Load for SAP Marketing Cloud



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# 1 Purpose

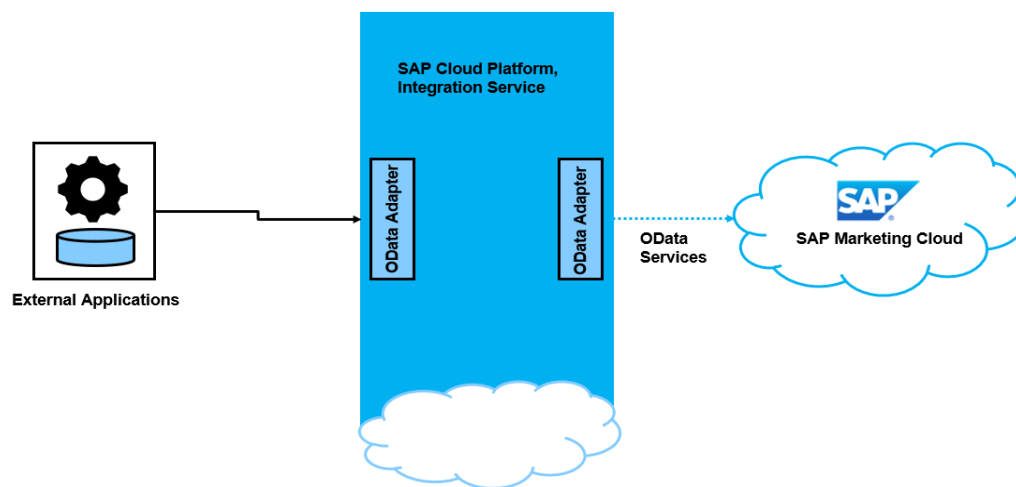
The purpose of this document is to describe the general configuration steps required to set up the configuration within the system landscape that has already been installed using the corresponding installation or configuration guides for installation.

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## 1.1 Overview

This integration package implements the integration of OData V2 based data into SAP Marketing Cloud. It allows you to create Contacts and Interactions into your SAP Marketing Cloud system. This integration package runs on the SAP Cloud Platform (SCP), integration service tenant, and connects to the SAP Marketing Cloud system via OData services.

The following figure illustrates the integration flow:



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## 2 Preparation

### 2.1 SAP Marketing Cloud Communication Management

For communication with the OData web service, two technical users need to be created in the SAP Marketing Cloud System. One for Contacts and one for Interactions. The technical user corresponding to contacts needs to have the communication scenario [SAP\\_COM\\_0206 - Marketing - Interaction Integration](#) assigned and the technical user corresponding to Interactions needs to have communication scenario [SAP\\_COM\\_0207 - Marketing - Interaction Contact Integration](#) assigned.

To carry out this activity an administrative business user is needed. The user must contain the business catalog [SAP\\_CORE\\_BC\\_COM \(Communication Management\)](#), for example the business role [SAP\\_BR\\_ADMINISTRATOR](#) (Administrator).

#### 2.1.1 SAP Marketing Cloud Technical Communication User Creation

1. Logon to your SAP Marketing Cloud System.
2. In the launchpad, select the [Maintain Communication Users](#) tile.
3. Choose [New](#) to create a new user (for example, yMkt\_Credential).
4. Assign a password for the user in the [Password](#) field for basic authentication.
5. Choose [Save](#).
6. Note down the user data for further steps.

Note:

It is also possible to use an existing user. In case an existing user is used, the password of this user is also required.

#### 2.1.2 SAP Marketing Cloud Communication System Creation

1. Logon to your SAP Marketing Cloud System.
2. In the launchpad, select [Communication Systems](#) tile.
3. Choose [New](#) to create a new system.
4. Enter a [System ID](#) and a [System Name](#).

Note:

The System ID and the System Name can be an alias name for the SAP Cloud Platform Integration system.

5. Choose [Create](#).

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6. In the *Technical Data* section, enter the details of your SAP Cloud Platform Integration tenant under the *Host Name* field (see SAP Cloud Platform Integration tenant provisioning mail).
  7. In the *User for Inbound Communication* section, add the technical user which was created in the chapter *SAP Marketing Cloud Technical Communication User Creation*.
  8. Choose *OK*.

## 2.1.3 SAP Marketing Cloud Communication Arrangement Creation

### 2.1.3.1 Communication Scenario: Marketing - Interaction Integration

1. Logon to your SAP Marketing Cloud system.
2. In the launchpad, select the *Communication Arrangements* tile.
3. Choose *New* to create a new communication arrangement.
4. Select *SAP\_COM\_0206 (Marketing - Interaction Integration)*.
5. Choose *Create*.
6. Under *Common Data*, select the *Communication System*, using the value help which was created in the chapter *SAP Marketing Cloud Communication System Creation*.
7. The technical user which was created in the chapter *SAP Marketing Cloud Technical Communication User Creation* should be automatically added under *Inbound Communication*.
8. Choose *Save*.

### 2.1.3.2 Communication Scenario: Marketing - Interaction Contact Integration

1. Logon to your SAP Marketing Cloud System.
2. In the launchpad, select the *Communication Arrangements* tile.
3. Choose *New* to create a new communication arrangement.
4. Select *SAP\_COM\_0207 (Marketing - Interaction Contact Integration)*.
5. Choose *Create*.
6. Under Common Data, select the *Communication System*, using the value help which was created in the chapter *SAP Marketing Cloud Communication System Creation*.
7. The technical user which was created in the chapter *SAP Marketing Cloud Technical Communication User Creation* should be automatically added under *Inbound Communication*.
8. Choose *Save*.

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## 3 Configuration and Deployment of the Integration Package

To work with the integration flows of this package, the pre-packaged integration flow scenario must be copied to your workspace. This is described in [Create a Copy of the Pre-Packaged Integration Scenario](#). In the next step, the integration flows need to be configured. This is described in [Configuration of the Integration Flows](#). Finally, to activate the integration flows they must be deployed. This is described in [Deployment of the Integration Flows](#). The configuration and deployment must be processed for each integration flow.

### 3.1 Create a Copy of the Pre-Packaged Integration Scenario

The following integration flow is a part of the pre-packaged integration flow scenario:

- Create Contacts and Interaction in SAP Marketing Cloud
1. In your preferred web browser, open the web UI of your SAP Cloud Platform Integration tenant: <https://your\_tenant\_URL/itspaces>.
  2. On the *Discover* page, select *All* to navigate through the available pre-packaged integration scenarios.
  3. Enter **<contacts and interaction in sap marketing>** in the *Search* field and choose *Enter*.
  4. To copy the integration package from the catalog to your customer workspace, mouse-over the integration package tile and choose *Copy to workspace*.
  5. The message *Integration package copied* confirms that the package was copied to your workspace
  6. Choose the pen icon to choose the *Design* page to work with the copied package and its integration flows.

### 3.2 Configuration of the Integration Flows

1. On the *Design* page, select the *SAP Marketing Cloud – Contacts and Interaction data interaction with SAP marketing cloud* package that contains the integration content.
2. An overview of the artifacts available in the selected integration package is shown.
3. To configure an integration flow, choose *Configure* in the *Actions* column for the integration flow.
4. Each integration flow has two configuration parts, one for the *Receiver* and the other for additional *Parameters*.
5. Provide the relevant details on the *Receiver* tab page for receiver SAP Marketing Cloud:
  - Receiver: Mkt\_Contact

| Field Name          | Entry Value  |
|---------------------|--|
| Receiver            | Mkt_Contact  |
| Adapter Type        | OData  |
| Address             | For example: https://<hostname>-api.s4hana.ondemand.com/sap/opu/odata/sap/API_MKT_CONTACT_SRV?v=0002<br>(This is the Link to the OData Service of your SAP marketing cloud edition System. See Inbound Service URL in Communication Arrangement in SAP Marketing Cloud Communication Management) https://my123456-api.s4hana.ondemand.com/sap/opu/odata/sap/API_MKT_CONTACT_SRV?v=0002 |
| Proxy Type          | Internet   |
| Authentication Type | Basic authentication   |
| Credential Name*    | For example, MKT_Credential_Contact (refer section 3.4)  |

- o Receiver: Mkt\_Interaction

| Field Name          | Entry Value  |
|---------------------|--|
| Receiver            | Mkt_Interaction  |
| Adapter Type        | OData  |
| Address             | For example: <a href="https://&lt;hostname&gt;-api.s4hana.ondemand.com/sap/opu/odata/sap/API_MKT_INTERACTION_SRV">https://&lt;hostname&gt;-api.s4hana.ondemand.com/sap/opu/odata/sap/API_MKT_INTERACTION_SRV</a><br>(This is the Link to the OData Service of your SAP marketing cloud edition System. See Inbound Service URL in Communication Arrangement in <a href="#">SAP Marketing Cloud Communication Management</a> ) https://my123456-api.s4hana.ondemand.com/sap/opu/odata/sap/API_MKT_INTERACTION_SRV |
| Proxy Type          | Internet   |
| Authentication Type | Basic authentication   |
| Credential Name*    | For example, <a href="#">MKT_Credential_Contact</a> (refer section 3.4)  |

6. Provide the relevant details on the [Receiver](#) tab page for SAP Marketing Cloud error mail notification:

| Field Name   | Entry Value  |
|--------------|--|
| Receiver     | ErrorReceiver  |
| Adapter Type | Mail   |
| Address      | <smtp.server.com:port> Enter SMTP mail server details (e.g. smtp.gmail.com:587) by |

| Field Name       | Entry Value   |
|------------------|---|
|                  | default port 587 (SMTP+ STARTTLS) and 465 (SMTPS) are supported.                          |
| Protection**     | STARTTLS Mandatory  |
| Authentication** | Plain User/Password   |
| Credential Name* | MailUserCredential (refer section 3.4)  |
| From             | <from@mail.com>   |
| To               | <to@mail.com>   |
| Subject          | Error while creating Contact/Interaction  |
| Mail Body        | `\${in.body}` Keep the mail body unchanged if you want to receive the complete error log. |

\* Enter the name from Deploy Technical Communication User Data with a Credential Artifact.

\*\* Settings depend on the email provider

7. Choose Save.

### 3.3 Deployment of the Integration Flows

1. On the *Design* page, select the *SAP Marketing Cloud – Contacts and Interaction data interaction with SAP marketing cloud* package that contains the integration content.
2. In the *Actions* column for the integration flow choose *Deploy*.
3. A message confirms that the integration flow was deployed.
4. Choose *Monitor* in the tenant menu.
5. Select the *All* tile in the *Manage Integration Content* section.
6. The integration flow should have the *started (1)* status in the *Status* column.
7. In case of errors, check whether you have set up the sender and receiver parameters properly in *Configuration of the Integration Flows*.

### 3.4 Deploy Technical Communication User Data with a Credential Artifact

In the chapter SAP Marketing Cloud Communication Management, you created a technical user in your SAP Marketing Cloud system. These user credentials need to be stored in your SAP Cloud Platform Integration tenant as User Credentials.

1. To store the user credentials, open your SAP Cloud Platform Integration tenant WEB UI, for example, [https:// <your SAP Cloud Platform Integration tenant URL> /itspaces](https://<your SAP Cloud Platform Integration tenant URL>/itspaces))
2. On the tenant menu, choose *Monitor*.
3. Select the *Security Material* tile in the *Manage Security Material* section.
4. Choose *Add*.
5. Select *User Credentials*.



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6. Enter the following values in the *Add Users Credential* dialog box window:

| Field Name       | Entry Value   |
|------------------|---|
| Name             | For example, <b>MKT_Credential_Contact</b>            |
| Description Type | optional  |
| User*            | <b>&lt;User Alias Name of your technical user&gt;</b> |
| Password         | <b>&lt;Password of your technical user&gt;</b>        |

7. Choose *Ok* to save the user credentials.

Note: In case the email notification is used with plain username or password, the username and password of the email account must be stored in the same manner.

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## 4 Configuration and Addition of Language Based Texts

To work with the integration flows of this package in different languages, you should configure the languages and add the respective translated text in the groovy script file (**LanguageBasedTexts**).

Note:

As SAP Cloud Platform Integrations do not support a translation process, translated text should be added manually to view the integrations in different languages.

### 4.1 Configuration of Language Based Texts

1. On the *Design* page, select the *SAP Marketing Cloud – Contacts and Interaction data interaction with SAP marketing cloud* package that contains the integration content.
2. An overview of the artifacts available in the selected integration package is shown.
3. To configure language-based texts, choose *Configure* in the *Actions* column for the integration flow.
4. Each integration flow has two configuration parts, one for the *Receiver* and the other for additional *Parameters*.
5. On the *More* tab page, enter the language in the *Language* field,
6. Choose *Save*.

### 4.2 Addition of Language Based Texts

1. On the *Design* page, select the *SAP Marketing Cloud – Contacts and Interaction data interaction with SAP marketing cloud* package that contains the integration content.
2. In the *Actions* column for the integration flow choose *Edit*.
3. In the *Design* screen area, select the block for language- based texts.
4. In the *Groovy Script* screen area, choose the *Processing* tab page and click on the script file.
5. Add texts for different languages in this file.
6. Choose *Save* and deploy the integration flow (see, [Deployment of the Integration Flows](#)).

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## 5 Configuring Marketing Permissions

In the Marketing Permissions fine-tune activity you maintain your communication medium and the communication permission for countries with an explicit opt-in. These settings are required to track whether your customers opt-in or opt-out for a specific communication medium.

### Procedure

1. In the *Manage Your Solution* app open *Configure Your Solution*.
2. Access the configuration item "Contacts and Profiles" by full text search or the selection fields.
3. To access the corresponding set of configuration steps, click in the row of the configuration item.  
The list of configuration steps is provided in a specified sequence.
4. To start the configuration, choose *Configure* in the dropdown list for *Outbound Marketing Permission*.
5. In the configuration view, you can change and add new entries with implicit and explicit communication permissions for your country.
6. When you have finished your configuration choose *Save*.

# 6 OData End Point

## 6.1 ContactInteraction

| Input Field            | Type         | Max. Length | Mandatory | Description            |
|------------------------|--------------|-------------|-----------|------------------------|
| ContactOrigin          | Edm.String   | 20          |           | Contactorigin          |
| ContactID              | Edm.String   | 255         |           | Contactid              |
| BirthDate              | Edm.DateTime | 0           |           | Birthdate              |
| Latitude               | Edm.Decimal  | 0           |           | Latitude               |
| Longitude              | Edm.Decimal  | 0           |           | Longitude              |
| CreationDateTime       | Edm.DateTime | 0           |           | Creationdatetime       |
| SpatialReferenceSystem | Edm.String   | 10          |           | Spatialreferencesystem |
| FirstName              | Edm.String   | 40          |           | Firstname              |
| LastName               | Edm.String   | 40          |           | Lastname               |
| Department             | Edm.String   | 40          |           | Departmentname         |
| FunctionDescription    | Edm.String   | 40          |           | Contactfunctionname    |
| MaritalStatus          | Edm.String   | 20          |           | Maritalstatusname      |
| City                   | Edm.String   | 40          |           | Cityname               |
| StreetName             | Edm.String   | 60          |           | Streetname             |
| HouseNumber            | Edm.String   | 10          |           | Addresshousenumber     |
| Language               | Edm.String   | 16          |           | Languagename           |
| EmailAddress           | Edm.String   | 241         |           | Emailaddress           |
| PhoneNumber            | Edm.String   | 30          |           | Phonenumber            |
| MobileNumber           | Edm.String   | 30          |           | Mobilenumber           |
| FaxNumber              | Edm.String   | 30          |           | Faxnumber              |
| Country                | Edm.String   | 50          |           | Countryname            |
| AddressRegion          | Edm.String   | 3           |           | Addressregion          |
| GenderCode             | Edm.String   | 40          |           | Gendername             |
| ContactPostalCode      | Edm.String   | 10          |           | Contactpostalcode      |
| TitleDescription       | Edm.String   | 30          |           | Formofaddressname      |
| WebsiteURL             | Edm.String   | 1.000       |           | Websiteurl             |
| Industry               | Edm.String   | 40          |           | Industryname           |

| Input Field                   | Type               | Max. Length | Mandatory | Description                     |
|-------------------------------|--------------------|-------------|-----------|---------------------------------|
| CompanyName                   | Edm.String         | 40          |           | Companyname                     |
| CorporateAccountOrigin        | Edm.String         | 20          |           | Corporateaccountorigin          |
| CompanyId                     | Edm.String         | 255         |           | Corporateaccountid              |
| EMailOptIn                    | Edm.Boolean        | 0           |           | Emailoptin                      |
| PhoneOptIn                    | Edm.Boolean        | 0           |           | Phoneoptin                      |
| MobilePhoneOptIn              | Edm.Boolean        | 0           |           | Mobileoptin                     |
| MobileSMSOptIn                | Edm.Boolean        | 0           |           | Smsoptin                        |
| CommunicationMedium           | Edm.String         | 20          |           | Communicationmedium             |
| InteractionType               | Edm.String         | 20          |           | Interactiontype                 |
| InteractionTimeStampUTC       | Edm.DateTimeOffset | 0           |           | Interactiontimestamputc         |
| InteractionSourceObjectType   | Edm.String         | 30          |           | Interactionsourceobjecttype     |
| InteractionSourceObject       | Edm.String         | 50          |           | Interactionsourceobject         |
| MarketingArea                 | Edm.String         | 40          |           | Marketingarea                   |
| CampaignID                    | Edm.String         | 10          |           | Campaignid                      |
| InteractionSentimentValue     | Edm.Int16          | 0           |           | Interactionsentimentvalue       |
| InteractionReason             | Edm.String         | 40          |           | Interactionreason               |
| InteractionIsAnonymous        | Edm.Boolean        | 0           |           | Interactionisanonymous          |
| InteractionAmount             | Edm.Decimal        | 0           |           | Interactionamount               |
| InteractionCurrency           | Edm.String         | 3           |           | Interactioncurrency             |
| InteractionLatitude           | Edm.Decimal        | 0           |           | Interactionlatitude             |
| InteractionLongitude          | Edm.Decimal        | 0           |           | Interactionlongitude            |
| SourceSystem                  | Edm.String         | 255         |           | Sourcesystem                    |
| InteractionSourceObjectAddlID | Edm.String         | 50          |           | Interactionsourceobjectadlidlid |
| InteractionSourceDataURL      | Edm.String         | 0           |           | Interactionsourcedataurl        |
| InteractionContentSubject     | Edm.String         | 255         |           | Interactioncontentsubject       |
| InteractionContent            | Edm.String         | 0           |           | Interactioncontent              |

## 6.2 InteractionTag

| Input Field             | Type               | Max. Length | Mandatory | Description             |
|-------------------------|--------------------|-------------|-----------|-------------------------|
| TagOrigin               | Edm.String         | 20          |           | Tagorigin               |
| TagType                 | Edm.String         | 75          |           | Tagtype                 |
| TagName                 | Edm.String         | 200         |           | Tagname                 |
| ContactOrigin           | Edm.String         | 20          |           | Contactorigin           |
| ContactID               | Edm.String         | 255         |           | Contactid               |
| CommunicationMedium     | Edm.String         | 20          |           | Communicationmedium     |
| InteractionType         | Edm.String         | 20          |           | Interactiontype         |
| InteractionTimeStampUTC | Edm.DateTimeOffset | 0           |           | Interactiontimestamputc |

## 6.3 InteractionInterest

| Input Field                      | Type               | Max. Length | Mandatory | Description                      |
|----------------------------------|--------------------|-------------|-----------|----------------------------------|
| ItemOfInterest                   | Edm.String         | 40          |           | Itemofinterest                   |
| InteractionIntrstWeightingFactor | Edm.Int16          | 0           |           | Interactionintrstweightingfactor |
| InteractionIntrstSentimentValue  | Edm.Int16          | 0           |           | Interactionintrstsentimentvalue  |
| ContactOrigin                    | Edm.String         | 20          |           | Contactorigin                    |
| ContactID                        | Edm.String         | 255         |           | Contactid                        |
| CommunicationMedium              | Edm.String         | 20          |           | Communicationmedium              |
| InteractionType                  | Edm.String         | 20          |           | Interactiontype                  |
| InteractionTimeStampUTC          | Edm.DateTimeOffset | 0           |           | Interactiontimestamputc          |





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