

Insights: Marketing Cloud Integration Use Cases via CPI

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Within the customer engagement space, businesses look towards leveraging cloud solutions for rapid automation, to improve operational efficiency and deliver the best of customer experience, whilst optimizing revenue generation. Often, the entry point and approach towards cloud adoption present questions that businesses try to find answers to. One of such steps is deciding to adopt the SAP Cloud Platform applications, which is a robust platform for supporting various businesses and their automation requirements. In this blog, we will highlight essential use cases that can help businesses in the adoption journey, of the SAP Marketing Cloud (SaaS) application.

Use Case 1: Members | Customers | Contacts

Front-end applications of various types are often deployed by businesses as the entry to onboard and engage customers. Within this context, actions performed within this front-end engagement could include account creation, account update, account deletion, subscriptions and opting in/out for specific ads or newsletters. Marketing Cloud serves a robust back-end platform to manage data generated in these processes. On this basis, it empowers the business to maximize the opportunities and deliver satisfying customer experience.

This scenario shows how to capture and enrich customer information and create a single view of your customers' profile in real-time. Customer/member data are loaded directly into SAP Marketing Cloud (SAP MC). The aim of this is in the creation of the Golden Record or primarily the single source of truth for customer data.

Integration via CPI:

The process of uploading/syncing of customer/member data from the front-end is real-time using the Contacts Upload/Import API. SAP CPI is an integration platform, via which front-end applications communicate with SAP Marketing Cloud. As an iPaaS, CPI takes care of security, connectivity, transformation, and routing needed to communicate seamlessly in this scenario.

The API OData available for this integration is highlighted below, the version can vary, depending the Marketing Cloud Release.

API OData:

SAP Member|Customer|Contact API integration

The following API is used to create the Member|Customer in Marketing in real-time (Sync) as Contact.

Type	Method	URL (Endpoint)	API Documentation
OData	POST	/sap/opu/odata/sap/API_MKT_CONTACT_SRV_0004	https://api.sap.com/api/API_MKT_CONTACT_SRV_0004/resource

Use Case 2: Interactions

As customers and members interact with the front-end applications, this provides an opportunity to capture more data and have better insights on customers' behavior. In a nutshell, Interactions are all the actions a customer performs regularly or sporadically. These interactions are a vital element of the SAP Marketing Cloud solution, serving as inputs for the following functionalities in SAP Marketing Cloud; segmentation, campaigns and reporting. Typically, a list of interactions is predefined, such that this captures the actions of the customer/member on the front-end. An interaction scenario can consist of the following elements as the baseline

- Origin: (Source)
- Interaction Type: (events)
- Content
- Communication medium: (e.g. web / email / facebook)
- Channel: what channel is used (e.g social media / app /web)
- Timestamp
- Marketing Area

The API OData available for this integration is highlighted below, the version can vary, depending the Marketing Cloud Release.

API OData:

SAP Member-Interaction API integration

The following API is used to create the Interaction in Marketing in real-time (Sync).

Type	Method	URL (Endpoint)	API Documentation
OData	POST	/sap/opu/odata/sap/API_MKT_INTERACTION_SRV/resource	https://api.sap.com/api/API_MKT_INTERACTION_SRV/resource

Integration via CPI:

Interactions data from the front-end is real-time and it is inserted into Marketing Cloud via the Interactions API. SAP CPI is integration platform, via which front-end applications communicate with Marketing Cloud. As an iPaaS, CPI takes care of security, connectivity, transformation, and routing needed to communicate seamlessly in this scenario.

Conclusion

Several scenarios are available in the Marketing Cloud to support various use cases. SAP CPI is positioned to support the integration of these uses and scenarios between the front-end apps and Marketing cloud. To deliver memorable customer experience to your customers and members, we can support you to drive this!