

Integration of SAP Marketing with SAP Analytics Cloud

 **Marketing Cloud**

- All communication channels
- Single unified customer view
- Real time insights

 **Analytics Cloud**

- Enhanced analysis capabilities
- Rich set of functionalities
- Support in planning and prediction



**Reacting quickly
to marketing opportunities**

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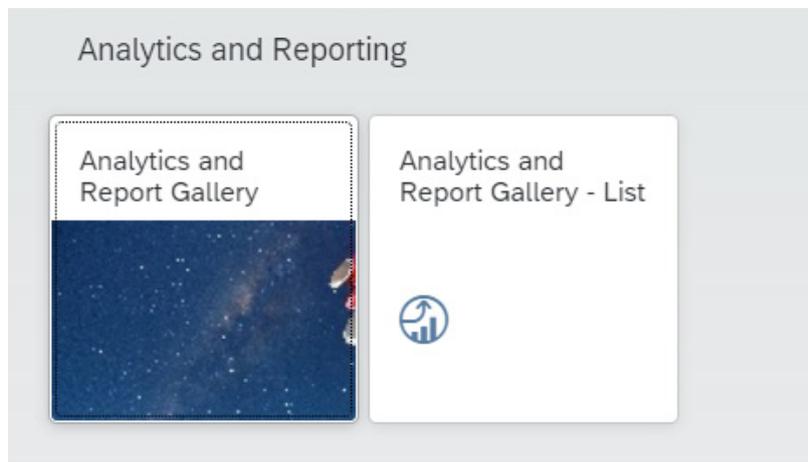
When targeting marketing communications to customers, we want it to be as effective as possible. To achieve that, we need to constantly monitor and analyze our marketing activities for their effectiveness depending on channel type, target group or the message itself.

SAP CX family systems have embedded, basic reporting capabilities, but only with SAP Analytics Cloud integration and the use of built-in or custom scenarios, we can take data analysis and presentation to a whole new level.

1. Standard reports in SAP Marketing

SAP Marketing allows you to use standard reports for, among other things, analyzing the effectiveness of your campaigns, analysis of customer data, their interactions, as well as the quality of this data. It does not require SAP Analytics Cloud and only needs an SAP Marketing license.

Launchpad applications



List of reports available in SAP Marketing

Name	Description	Information Area	Favorite	Visible
Campaign Performance Operational Report	This report analyzes the targets and actual success of campaigns – within one campaign or across campaigns and provides a break-down of the numbers by performance-related dimensions, such as Time, and by campaign-related dimensions such as Agency or Marketing Area.	✓ Campaign Analytics	☆	On
Campaign Success for Messages Operational Report	This report shows how successful your email and text message campaigns are, for example, you can see how many emails are opened or how many clicks are done. You get data as overview about the data quality, for example, you see how many addresses are bounced or run in communication limits.	✓ Campaign Analytics	☆	On
Campaign Success for Messages, Last 3 Month Operational Report	This report shows how successful your email and text message campaigns are, for example, you can see how many emails are opened or how many clicks are done. You get data as overview about the data quality, for example, you see how many addresses are bounced or run in communication limits.	✓ Campaign Analytics	☆	On
Mobile Push Notification Campaign Success Operational Report		✓ Campaign Analytics	☆	On
Marketing Campaigns by Status Operational Report	This report shows the campaign details based on lifecycle status. The view displays status of all campaign types.	✓ Campaign Analytics	☆	On
Spend and Aggregated Campaign Success Operational Report	This report allows you to analyze and compare the aggregated success of campaigns to the spend data.	✓ Campaign Analytics	☆	On
Campaign Performance by Tags Operational Report	This report analyzes the targets and actual success of campaigns filtered by one tag, and provides the same measures and dimensions as the Campaign Performance report.	✓ Campaign Analytics	☆	On
Aggregated Campaign Success Email Operational Report	New Report Available – use Campaign Performance with a filter by media type Email instead. This view analyzes and compares the success of email campaigns with a complete query restricted to a subset of measures and dimensions from Campaign Performance filtered by media type Email.	✓ Campaign Analytics	☆	On

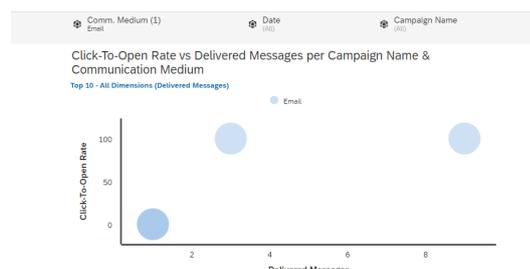
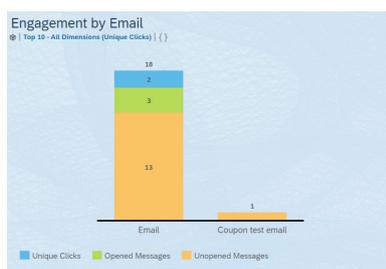
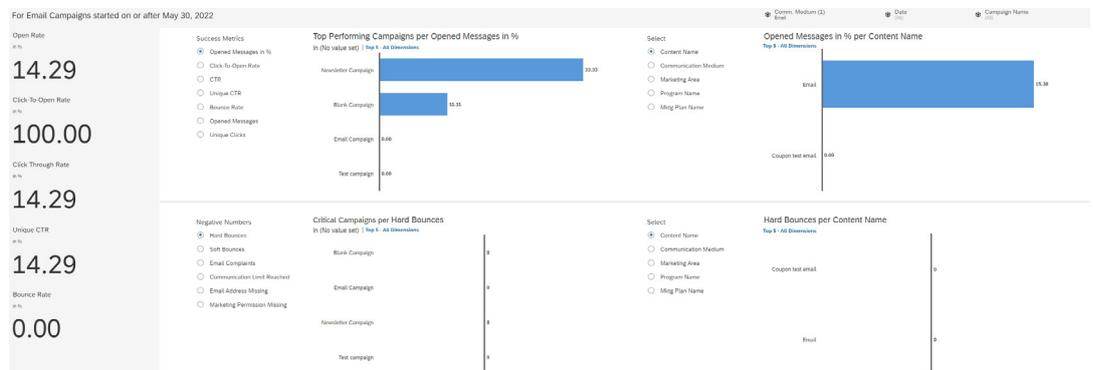
Sample report in SAP Marketing

Search	Columns	Rows	Campaign ID	Executed	Interact.	Impressions	Reach	Gross Rating Points	Clicks	Unique Clicks	Number of Orders	Video Views	Downloads	Registrations	Send
	Measures	133	10	0	0	0	0,00	0	0	0	0	0	0	0	0
	Ad Network	215	9	0	0	0	0,00	0	0	0	0	0	0	0	0
	Advertiser ID	216	8	0	0	0	0,00	0	0	0	0	0	0	0	0
	Advertiser Name	217	8	0	0	0	0,00	1	1	0	0	0	0	0	0
	Age Range	218	8	0	0	0	0,00	0	0	0	0	0	0	0	0
	Agency ID	219	9	0	0	0	0,00	1	1	0	0	0	0	0	0
	Agency Name	221	4	0	0	0	0,00	0	0	0	0	0	0	0	0
	Media-Search Term	222	9	0	0	0	0,00	2	2	0	0	0	0	0	0
	Media-Play Word	232	0	0	0	0	0,00	0	0	0	0	0	0	0	0
	Media-Search Term	246	9	0	0	0	0,00	0	0	0	0	0	0	0	0
	Calendar Year	248	9	0	0	0	0,00	0	0	0	0	0	0	0	0
	Campaign Cycle	251	9	0	0	0	0,00	0	0	0	0	0	0	0	0
	Campaign Cont. ID	253	9	0	0	0	0,00	0	0	0	0	0	0	0	0
	Campaign Cont. ID	254	0	0	0	0	0,00	0	0	0	0	0	0	0	0
	Campaign Cont. ID	255	1	0	0	0	0,00	0	0	0	0	0	0	0	0
	Campaign Cont. ID	256	1	0	0	0	0,00	0	0	0	0	0	0	0	0
	Campaign ID	251	5	0	0	0	0,00	0	0	0	0	0	0	0	0

2. Use of reports and stories in SAC

When integrated with SAP Analytics Cloud, the user, in addition to the previously mentioned reports, has also access to **Analytics Stories**. SAP Marketing contains only standard reports, which the user can view in the form of simple tables and summaries. However, after integration with SAC, we get access to pre-built, advanced charts and analysis on customers, campaigns, etc.

Example stories in SAC



Compared to standard reports generated by SAP Marketing, in this case the user gets a **friendlier interface** and **more data analysis capabilities**. An important element of data analysis are the so-called Success Metrics - KPIs that provide easier access to the the most relevant data.

Instead of browsing through a large number of rows, the user can get insight into the data he or she needs the most. In case of marketing activities, these might include:

- **Opened message rate** – this feature shows in which marketing campaigns the percentage of opened emails was the highest or lowest.
- **Hard Bounce rate, Soft Bounce rate** – shows campaigns with the highest percentage of emails that did not reach customers' inboxes. The user can easily find the ID numbers of campaigns with higher rejection rates, e.g. due to failures.
- **Opened messages per Content name** – indicates which mailing content was most/least opened. Knowing what email title makes customers more likely to open it, you can better tailor new messages to your recipients.

When integrating **SAP Service Cloud** with SAP Analytics Cloud, the following KPIs can be presented in a similar manner.

a) Customer service center agent effectiveness data:

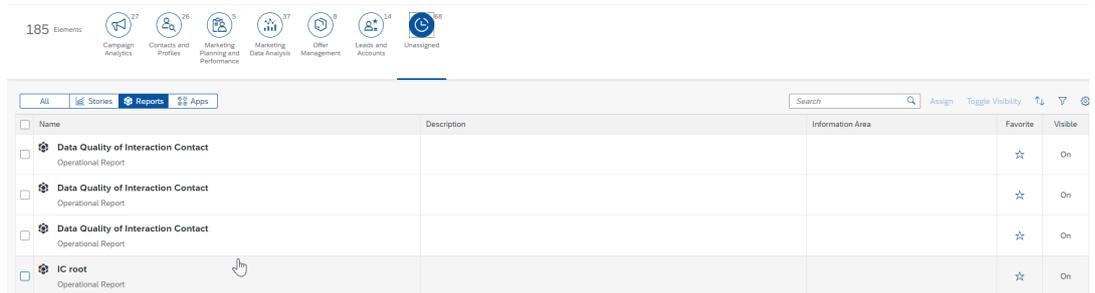
- number of service requests per agent,
- number of service requests per priority,
- number of service requests per month,
- number of resolved service issues per agent.

b) Similarly, in the case of integration with **SAP Sales Cloud**, we can analyze the data related to the effectiveness of salespeople:

- number of sales processes,
- number of sales processes won,
- the average amount of sales,
- the percentage of sales processes won.

3. Creating custom services/models

On the SAP Marketing side, it is possible to create custom CDS views, which then after being issued as Odata services, can be used in the same way as standard reports in SAP Marketing, meaning they are available in the Analytics and Report Gallery application and in SAC, where they can be used to build new *Analytic stories*.



To extend or modify standard reports, you can copy them from the CUAN_CDS_ANALYTICS package and then modify them as needed.

In case we create the report from scratch, we need to build two views. In the first one, we define where the report will pull data from, as well as define the measures that will be used in the report. The view should have the following parameters:

```

1=@AbapCatalog.sqlViewName: 'ZMWTESTCOMP'
2 @EndUserText.label: 'Interactions with contacts'
3 @AbapCatalog.compiler.compareFilter: true
4 @AccessControl.authorizationCheck: #CHECK
5 @Analytics.dataCategory: #CUBE
6 @VDM.viewType: #COMPOSITE
7 @ClientHandling.algorithm: #SESSION_VARIABLE
8 @Metadata.allowExtensions: true
9 @Metadata.ignorePropagatedAnnotations: true
10 @ObjectModel.usageType: {serviceQuality: #D, sizeCategory: #XL, dataClass: #MIXED}
11 define view ZMW_TEST_COMP as select from cuand_ce_ic_root
    
```

Then we build a second view that will only read from the first, but its parameters will allow us to build an OData service to insert into the SAP Marketing/SAC system:

```

1=@AbapCatalog.sqlViewName: 'ZMWROOT'
2 @AbapCatalog.compiler.compareFilter: true
3 @AccessControl.authorizationCheck: #PRIVILEGED_ONLY
4 @OData.publish: true
5 @Analytics.query: true
6 @VDM.viewType: #CONSUMPTION
7 @ClientHandling.algorithm: #SESSION_VARIABLE
8 @ObjectModel.usageType: {serviceQuality: #D, sizeCategory: #XL, dataClass: #MIXED}
9 @EndUserText.label: 'IC root'
10 define view ZMW_IC_ROOT as select from ZMW_TEST_COMP {
    
```

Once the views are activated and tested, they can be listed as an OData service in the transaction /iwfnd/maint_service

BEP	ZMW_CMPGN_CUST_CDS	1 Campaign Performance	ZMW_CMPGN_CUST_CDS		
BEP	ZMW_CMPGN_SUCC_CDS	1 Campaign Performance	ZMW_CMPGN_SUCC_CDS		
BEP	ZMW_IC_CONSUME_CDS	1 Data Quality of Interaction Contact	ZMW_IC_CONSUME_CDS		
BEP	ZMW_IC_CONSUME2_CDS	1 Data Quality of Interaction Contact	ZMW_IC_CONSUME2_CDS		
BEP	ZMW_IC_CONSUME3_CDS	1 Data Quality of Interaction Contact	ZMW_IC_CONSUME3_CDS		
BEP	ZMW_IC_ROOT_CDS	1 IC root	ZMW_IC_ROOT_CDS		
BEP	ZMW_INT_CONTACTS_CDS	1 Data Quality of Interaction Contact	ZMW_INT_CONTACTS_CDS		

Once the service has been tested, the report is available in SAC (as a new data source that can be used to build the model) and in SAP Marketing in the Analytics and Report Gallery application.

4. Benefits of integration

-  **Ability to build highly customized Analytic Applications** and various types of charts for better data visualization.
-  **Ability to look at data from different angles** by changing filters or using predefined variables and parameters created in Analytic Applications.
-  **Ability to compare data** over time.
-  **Built-in intelligent insight** – easily discovering the main contributor to a selected data point using machine learning.
-  **Ability to quickly communicate with other employees** through comments, report sharing and collaboration.

5. Summary

SAP Marketing offers integrated reporting capabilities, but they are limited to displaying data from tables. For example, the system can show campaign success data, but it will not directly indicate which campaigns had the highest or lowest effectiveness, how they changed over time, etc.

- When integrating and technically connecting with SAC, the user gets the ability to use standard Stories, which extends both the data analysis and UX capabilities of the reports and Stories.
- In case standard Stories or reports do not meet requirements or do not provide all the data needed, it is possible to extend them by modifying the current ones or building new.
- After reviewing the available reports, it was not found that any part of the functionality of SAP Marketing was not reflected in the reporting applications – there are – for example, Agreements, Agreement Terms, Surveys available. It can therefore be assumed that most requirements will be able to be mapped using standard views, views extended with custom fields or additional measures according to the customer's needs.
- Apollogic offers to customize reports according to the client's needs and build the views needed.



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Questions? Let`s talk!



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