



EXTERNAL

## **FAQ – SAP Marketing Cloud: Marketing Events**

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# SCOPE, ROLE, INTEGRATION SCENARIO, AND COMMUNICATION ARRANGEMENT

**Why can't I find an integration scenario for the Marketing Events app?**

**Answer:** Marketing events scope (03ZE) must be activated in the system. You must raise an incident to the component (XX-S4C-OPR-SRV) for the activation of the integration scenario.

**What are the inbound and outbound integration scenarios relevant for Marketing Events and when to use them?**

**Answer:** You can use the inbound communication scenario: SAP\_COM\_0371 while accessing the API. You can use the outbound communication scenario: SAP\_COM\_0541 while scheduling the application job template 'Marketing Events: Import Marketing Events'.

**What is the scope for connecting with multiple platforms?**

**Answer:** Same contact origin cannot be used for connecting to multiple systems. You must create unique contact origins to communicate with multiple systems.

**Is it possible to restrict the download of the participant list based on the role?**

**Answer:** Yes, it's possible. You should remove the business catalog: SAP\_CEC\_BC\_MKT\_EVT\_DNLD\_PC from the business user to restrict the download of the participant list.

If you create a business user by copying the MARKETING\_EXPERT user roles, then by default, the business catalog to download the participant list from UI will be added. To restrict the download of the participant list, you must remove this business catalog from the user role.

If you create a business user differently, then based on the business catalog SAP\_CEC\_BC\_MKT\_EVT\_DNLD\_PC availability, the download option will either be enabled or disabled.

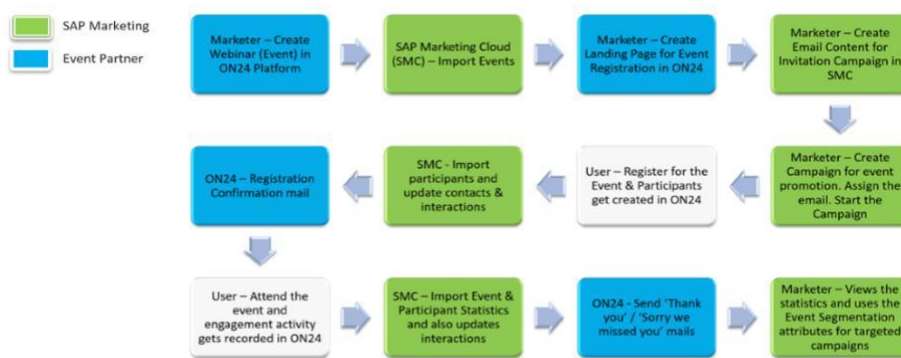
For more information on the integration scenario, see [Setting Up Communication Management in SAP Marketing Cloud](#).

# PROCESS FLOW ON THE EVENT PROVIDER PLATFORM

What are the activities performed on the event provider platform?

**Answer:** The marketing expert needs to perform the following steps on the event provider platform for the promotion of a new event:

- Create an event (webinar) on the event provider platform.
- Create an associated landing page for the participants to register for the event.
- Set up email notifications for confirming registration of participants or sending reminders for the event.
- After the event is completed, set up a thank you email or a marketing email for future communication.



For more information on the activities performed in the SAP Marketing Cloud system, see [Business Scenario-Marketing Events](#).

# INTEGRATION FLOW FOR INTEGRATING EVENTS WITH SAP MARKETING CLOUD

**Which integration package is used to configure the iFlows for integrating events with SAP Marketing Cloud?**

**Answer:** Third Party Marketing Events Integration with SAP Marketing Cloud.

For more information on how to copy the integration package, see [Copy Integration Package to Customer Workspace](#).

**Which iFlows should be configured to achieve this integration?**

**Answer:** You must configure and deploy the following iFlows to achieve this integration:

- Fetch Marketing Events Data from Event Provider Platforms
- Fetch Registration Data from Event Provider Platforms
- Fetch Participation Data from Event Provider Platforms
- Fetch Participant Engagement Data from Event Provider Platforms

For more information on how to configure and deploy the iFlows, see [Setting Up SAP Cloud Platform Integration](#).

**How is the extension of iFlows supported in SAP Marketing Cloud?**

**Answer:** You can extend your integration flow when you have a requirement to have additional fields in marketing events, along with SAP standard fields. In the extended integration flow, you can map the data from the third-party event provider platforms to the custom fields in Marketing Events.

The advantage of using iFlow extensions is to ensure better lifecycle management of prebuilt integration flows. If you make custom changes to a standard integration flow (prebuilt by SAP), this has an impact on lifecycle management, as you will not receive future updates related to modified artifacts on your tenant. Additionally, if you copy the updated standard package from the content catalog to the Design workspace of your tenant that contains the modified packages, you will overwrite all changes that have been made to that package. Therefore, defining all required changes in a dedicated integration flow helps you to better manage the lifecycle of your integration packages.

For more information on the iFlow extension, see [Integration Flow Extension](#).

# APPLICATION JOB

**What is the logic for the initial and incremental scheduling of the application job?**

**Answer:** You can use this application job to schedule jobs with the following job frequency:

- Initial: Imports all the events and their participants' data from the date "Load Data from Date" provided in the job parameter from the event provider platform.
- Delta: Imports only the data that was modified after the last run and updates it.

**Is there a frequency restriction based on the application job completion time?**

**Answer:** At a time, only one job can be executed. If you try to create more jobs simultaneously, the system will throw an error.

For more information on the application job, see [Marketing Events: Import Marketing Events](#).

# EXTENSIBILITY

**Which are the supported business contexts for the Marketing Events app?**

**Answer:** The following business contexts are supported:

Business Context	Field Suffix
Marketing: Marketing Events	EVT
Marketing: Marketing Event Participants	PRT

**Apart from the standard mapping, can additional fields from registration be mapped to contact fields?**

**Answer:** No, additional fields from registration or attendees cannot be mapped to contact fields. The following are the standard fields supported in the 'Contact' facet:

- Name
- Email
- Company Name
- Title
- Gender
- Country
- Region
- City
- Postal Code
- Street
- House Number
- Department
- Function
- Phone Number

Until the SAP Marketing Cloud release 2008, only the classic version of the contact structure (corresponding to 1.0.6 version of the **Fetch Registrant Data from Event Provider Platforms** iFlow) was available for mapping, however, starting the SAP Marketing Cloud 2011 release, a new contact structure (corresponding to 1.0.7 version of the **Fetch Registrant Data from Event Provider Platforms** iFlow) is available for mapping the fields. You can now map additional fields for contacts through the new contact facet (structure) available in the **Fetch Registrant Data from Event Provider Platforms** integration flow. For more information, see: [Data Mapping in Marketing Events](#).

**Can interaction fields be updated (apart from the standard mapping) as a part of the Application Job run?**

**Answer:** Yes, interaction fields can be updated apart from standard mapping.

To update the interaction fields, you need to map the interaction fields in the SAP Marketing Cloud system using iFlows by providing the technical field names of interactions.

# INTERACTIONS

**Which are the default interactions provided in the SAP Marketing Cloud system?**

**Answer:** The following interactions are created by default without the need of being added in the iFlow as custom interactions:

- EVENT\_REGISTERED: For registrants
- EVENT\_ATTENDED: For Attendees



## **SURVEYS AND POLLS**

**Can custom interactions be supported as part of the application job?**

**Answer:** The default interactions 'Registered' and 'Attended' are supported as a part of the application job. You can also create custom interactions, for example, surveys and polls

# SEGMENTATION

**Which event attributes are available for segmentation?**

**Answer:** The following event attributes with their corresponding UI labels are available for segmentation:

<b>Event Attributes</b>	<b>UI Labels</b>
MKTGEVENT	Marketing Event ID
MKTGEVENTNAME	Marketing Event Name
MKTGEVENTPARTICIPANTSTATUS	Participant Status
MKTGEVENTPROVIDER	Marketing Event Provider
MKTGEVENTSTARTDATETIME	Start Timestamp of Event
MKTGEVENTSTATUS	Marketing Event Status
TOTALNUMBEROFMINUTESATTENDED	Total Participation Time
TOTALNUMBEROFMINUTESLIVE	Live Participation Time
TOTALNUMBEROFMINUTESREPLAY	On-demand Participation Time
MKTGENGAGEMENTSCORE	Participation Score

## DELETING EVENT DATA

**What happens when an event is deleted from the event provider platform and the data is synced through the application job?**

**Answer:** If an event is deleted from the event provider platform before the scheduled event time, the event status is set as 'Cancelled'. If an event is deleted from the event provider platform after the scheduled event time, the event status is set as 'Archived' and the event data is maintained in the SAP Marketing Cloud system.

**What happens when a participant is deleted from the event provider platform and the data is synced through the application job?**

**Answer:** If a participant is deleted from the event provider platform, the corresponding data in the marketing event gets deleted from the SAP Marketing Cloud system. If the participant requests for his/her details to be forgotten, this would require the contact's facet to be marked end-of-purpose. In such cases, the participant data will remain in the marketing event and the participant appears as 'Anonymous'. There will be no linkage with a contact for such participant entries.

# APIS AND VALIDATIONS

## Why can't I find an option to delete marketing events from the user interface or API?

**Answer:** A marketing event is referenced in a related entity like interactions of participants registering, attending, or providing poll responses. Deleting an event will have incorrect references. Therefore, the references should also be deleted along with the deletion of the event. If there is a need to delete an event, please raise a support request under the component CEC\_MKT\_EVT.

With the SAP Marketing Cloud 2102 release, you now have the capability to delete events via an application jobs template **Marketing: Delete Marketing Events** to delete the events.

**NOTE:** You must note that when you delete an event from the system, the corresponding interactions and surveys are also deleted.

## What is the sequence of API execution for events data without scheduling an application job?

**Answer:** The sequence of API executions for **Create** scenario is as follows:

1. Create contacts (synchronous / batch)
2. Create event deep create with event and registrant data
3. Alternatively, create an event and update registrant data subsequently
4. Create interactions: EVENT\_REGISTERED / EVENT\_ATTENDED
5. Update participant data by reading the participant UUID
6. Once all event and participant data is created in the system, you can execute the OData API – CUAN\_SURVEY\_IMPORT\_SRV to create survey and poll responses of the participants.

The sequence of API executions for **Update** scenario is as follows:  
(updating participants with further activities like attending the event)

1. Read participants from SAP Marketing Cloud system using the registered email IDs and event provider platform details
2. Buffer the participant GUID/key
3. Use this key to update operations of participants
4. Create interactions in SAP Marketing Cloud system using participant's email ID, event provider platform, and account details.
5. Once all events and participants' data is updated in the system, you can execute the OData API – CUAN\_SURVEY\_IMPORT\_SRV to update the survey and poll responses of the participants.

For more information on the API, see [Marketing Events OData API](#).

## What are the validations to be considered while implementing the marketing events OData API?

**Answer:** The following table shows if you can create participants based on the status of the event:

Participant Status	Event Status				
	In Preparation	Ready	Conducted	Cancelled	Archived
Attended	No	No	Yes	No	No
Registered	No	Yes	Yes	No	No
No show	No	No	Yes	No	No
Invited	No	No	No	No	No

For more information on the API, see [Marketing Events OData API](#).

# HELP DOCUMENTATION

You can see the following help documentation for detailed information:

- [Administration Guide](#)
- [Integration Guide](#)
- [Application Help \(Business Features\)](#)
- [Extensibility Guide](#)
- [Integration Flow Package Published on the API Business Hub](#)
- [API Business Hub](#)

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