

## SAP Marketing Cloud Key Features & Extensibility (formerly HY760)

- Unit 1 – Onboarding and Getting Started
  - Introduction
  - Architecture
  - User Provisioning
  - Business Roles and Authorizations
  - Implementation Steps
- Unit 2 – Dynamic Customer Profiling
  - Overview and Key Capabilities
  - Data Model
  - Merging Logic
  - Best Practices for Data Sources
  - Extensibility
  - Custom Fields and Custom Logic
  - Hands-on Exercise
- Unit 3 - Segmentation
  - Overview and Key Capabilities
  - Target Groups
  - Segmentation Configuration
  - Creating Segmentation Profiles and Objects
  - Extensibility in Segmentation
  - Custom Fields, Custom Objects and Custom Views
  - Target Groups Configuration
  - Hands-on Exercise
- Unit 4 - Scores
  - Scores Overview
  - Architecture and Components
  - Rule-Based Scores
  - Extensibility of Rule-Based Scores
  - Hands-on Exercise
- Unit 4 – Scores (continued)
  - Predictive Scores
  - Creating a Model Fit
  - Success Reporting
  - Extensibility of Predictive Scores
  - Hands-on Exercise
- Unit 5 – Campaigns
  - Campaigns Overview
  - Campaign Types
  - Content Studio Features
  - Marketing Permissions
  - Suppression Rules
  - Extensibility
  - Marketing Areas in Campaign Execution
  - Integration
  - Hands-on Exercise