

Integrating Scout Link for Marketo

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Overview

To enable usage-triggered communication and user synchronization with marketing automation systems, you can now integrate Scout Link with Marketo. This document walks through the steps to integrate your Scout Analytics account with Marketo. Review the steps outlined here before you begin the integration process.



This document assumes that you have defined the plays within Scout Playbook that you want to associate with your Marketo email campaigns.

Get Marketo SOAP API Credentials

To set up Scout Link with your Marketo account, you need to provide Scout Customer Support your Marketo API credentials.

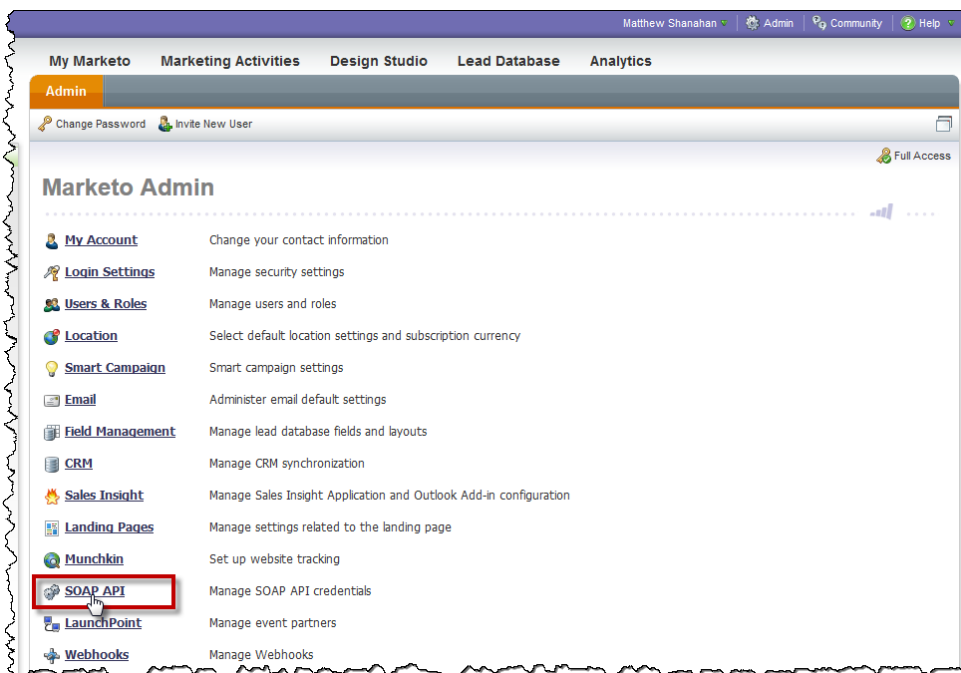
To access these credentials:

1. Log into Marketo with an account that has Admin privileges.
2. In the **My Marketo** page that displays, click the **Admin** tab.

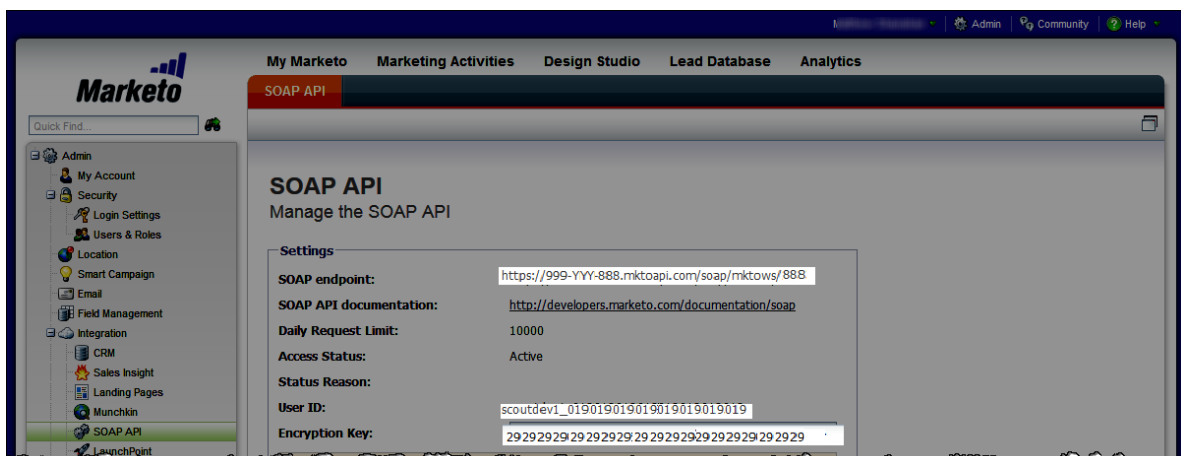


If you do not see the Admin tab, contact your Marketo account Administrator to get the SOAP API credentials listed below.

3. In the **Marketo Admin** page, click the **SOAP API** link.



4. From the SOAP API page, send the following information to your Scout Revenue Analyst: **SOAP endpoint**, **User ID**, and **Encryption Key**.



Scout will use these credentials to establish the connection between your Scout Link and Marketo accounts.

Define Destinations for Marketo

To synchronize your user data between your Scout and Marketo accounts, you need to create two destinations in Scout: one that enables you to periodically synchronize user email addresses, and the other that allows you to export Scout plays result set to Marketo.

! If your Scout Revenue Analyst has already defined definitions in Marketo, proceed to the next step.

To do so:

1. Log into your Scout account.
2. From the main menu, click **Platform**.
3. From the **Link** menu, select **Destinations**, then click the **Create Destination...** button.
4. In the **Define Destination** page, create a destination that will enable you to periodically synchronize user email address between Scout and Marketo accounts:

Enter **Destination Name**, select **Marketo Sync Users** as Destination Type, and enter the **user name**, **Marketo URL**, and **Encryption key** from the previous step.

The screenshot shows the 'Define Destination' form for 'Marketo user synch'. It contains the following fields:

- Destination Name:** Marketo user synch
- User Id:** scoutdev1_019019019019019
- Destination Type:** Marketo Sync Users Destination (selected from a dropdown)
- Marketo Uri:** https://999-YYYY-8888.mktapi.comsoap/mktows/8888
- Encryption Key:** 292929292929292929292929292929292

At the bottom right, there are two buttons: 'Save Destination' (highlighted in blue) and 'Cancel'.

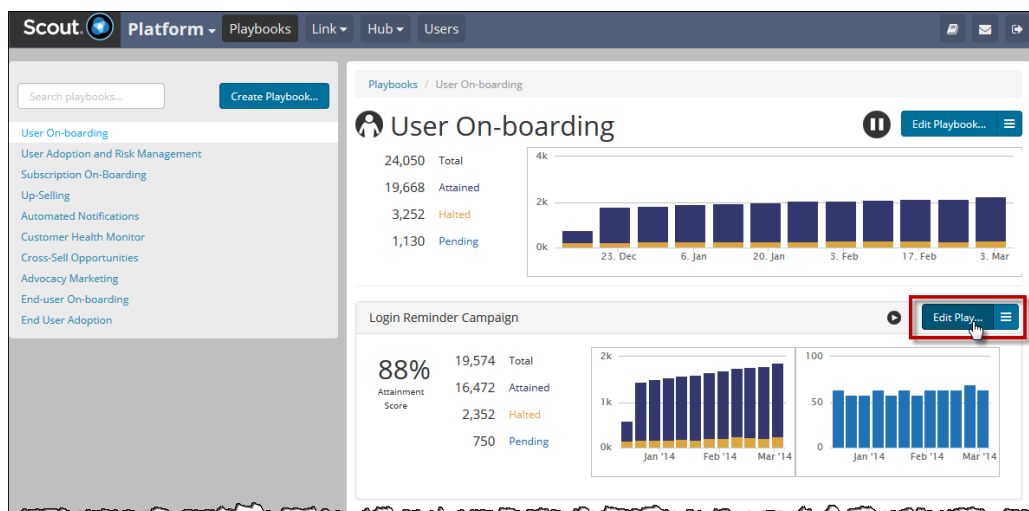
5. Click **Save Destination** when done.
6. Repeat the above process to create another destination that will enable you to export Scout plays result set to Marketo and set its **Destination Type** to **Marketo Add User to Campaign Destination**.
7. Verify that both these destinations display in the **Destination** page.

Link Marketo Campaigns to Scout Plays

To enable email automation based on Scout plays, you now need to link the Marketo campaign to the Scout play that triggers it.

To do so:

1. Log into your Scout account.
2. From the main menu, click **Suite** → **Platform**.
3. From the **Platform** menu, select the **Playbooks** tab.
4. Navigate to the play you want to link to a Marketo email campaign and click the **Edit Play...** button.



5. In the **Define Play** page that displays, enter the Marketo email campaign name you want to trigger with this play in the **Assignee** field. Ensure that this name matches exactly as entered in Marketo. Click **Save Play** when done.



- 1. Play
- 2. Triggers
- 3. Resolutions

Play Name

Assignee

Login Reminder Campaign in Marketo

Description

Users who have not had any use within 15 days of provisioning

Active

Eject After (days):

Entrance Frequency (days):

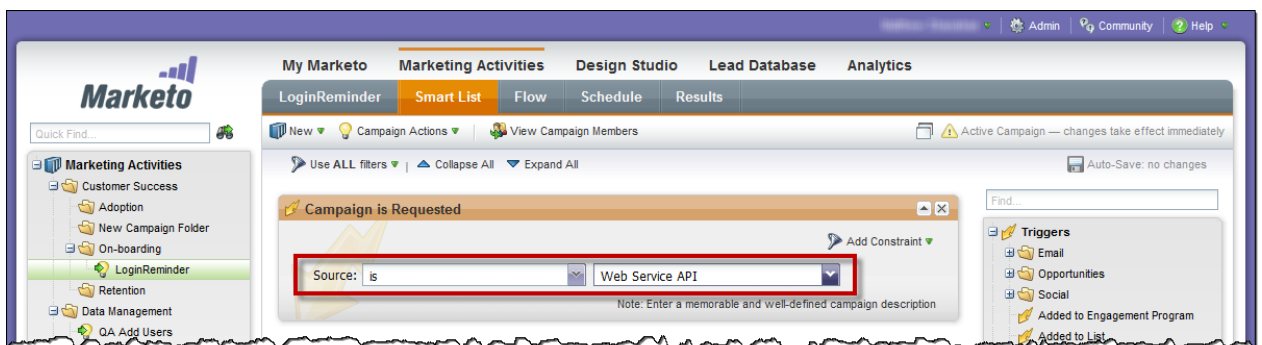
Determines for each entity how many days must have elapsed before the play can be entered again. For example, Bob enters a play and exits, if there is an entrance frequency of 5, then Bob cannot re-enter the same play for 5 days after his previous cycle ended.

Exports

1	Daily Add User to Campaign	✕
-- Add Export to Play --		

Cancel Next →

6. Now, log into your Marketo account and from **Marketing Activities**, navigate to the email campaign you just linked to a Scout play.
7. Click **Smart List**.
8. In the **Campaign is Requested** section, set **Source is Web Service API**.



If you performed these steps correctly, you have linked the Scout play to the Marketo email campaign.

You can follow this process to link other Scout plays to Marketo email campaigns.