

Marketo SOAP API Integration

You can extend leads—with inferred, form-collected and behavioral data from the ion platform to Marketo in realtime using the Marketo SOAP API. ion can set up the integration for you!

What we'll need from you:

You can find these within the Admin/Integration/SOAP API section of Marketo:

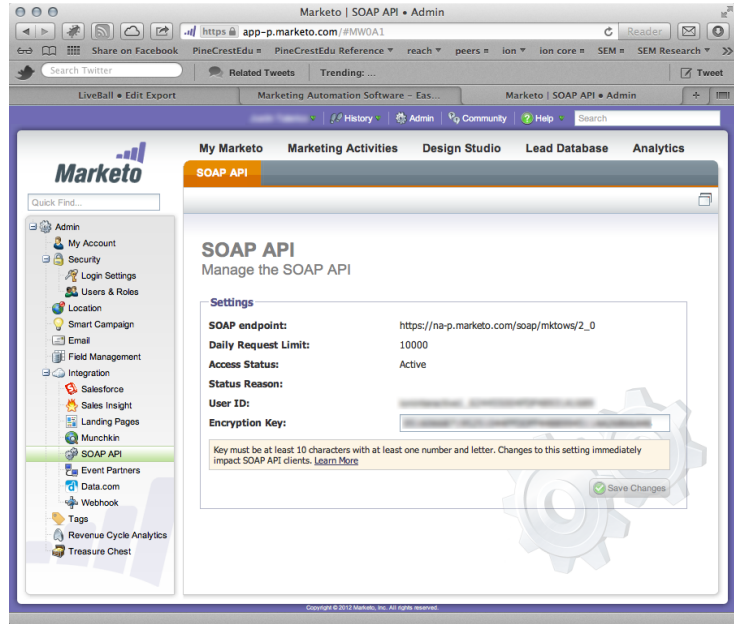
- Marketo SOAP endpoint
- Marketo User ID
- Marketo Encryption Key
- Marketo API Field Names

And you can find your Marketo Munchkin tracking code within Admin/Integration/Munchkin.

- Marketo Munchkin Tracking Code

What you can expect from us:

- Marketo Visitor Tracking ion ion's Script Library
- Marketo Data Export Implementation



We'll add the Marketo SOAP integration to the creatives we produce for you. Moving forward, it will be easy to add this integration to all of your ion pages—making it automatic and easy for your ion inferred, behavioral and form-collected data to seamlessly get leveraged in Marketo! Here's how it's done—without code or developers:

Insert script at the campaign level:

1. Navigate to the “campaign management” screen and click on the pencil icon beside the campaign label.
2. Select Marketo > Campaign- visitor tracking from the </body> editor
3. Save

</body> scripts or html
You can add custom <script> blocks or links, tracking pixels, or other custom HTML to the bottom of the page, before the closing </body> tag here.

Library Script:

Marketo	Campaign- visitor tracking	🗑️
Category	Script	↕️

[Add another script](#) or drag pod handles to reorder scripts.

Custom Script:

Add an advanced rule to trigger the data export behind your forms:

1. Navigate to your form page
2. From the creative studio, click on your form
3. Click to add an advanced rule:
 Condition: No conditions required
 Action: Export immediately - Marketo SOAP API
4. Save

We recommend testing your Marketo integration prior to launching any new creatives. Your dedicated account manager is always available to address any “how-to” questions.