



Marketeto® Integration

When anonymous prospects abandon your webform but however download your gated-content using Hushly, Hushly publishes leads in your Marketo platform where the lead-source is set to Hushly.

For this to happen you need to do two things

1. Establish a Webservice connection between Hushly and Marketo
2. Map Hushly members profile attributes to Lead fields in Marketo

Establish a Webservice connection between Hushly and Marketo by following the steps accordingly.

Step No. 1

Click on the **Admin** tab in the Marketo header section > In the Left panel under Security > Click on the **User & Roles** link > Click on **Role** tab

The screenshot shows the Marketo Admin interface. At the top, the 'Admin' tab is highlighted in the header. In the left sidebar, the 'Users & Roles' link is highlighted. The main content area shows the 'Roles' tab selected, displaying a table of roles defined on the 'hushlydev' subscription.

Name	# of Users	Description
Admin	5	All permissions
Analytics User	0	Has access to Analytics
Hushly API	3	Hushly API Role.
Marketing User	0	All permissions except Admin
Standard User	0	All permissions except Admin
Web Designer	0	Has access to Design Studio except approval

Step No. 2

Click on the **New Role** Link > Create New Role dialogue box is displayed > Fill in the Role Name field > Description Field (optional) > Select “**Access API**” and Click on **Create** button and the Role is created

Create New Role [X]

Role Name: *

Description:

Permissions:

- Access Admin (0 of 25)
- Access API (0 of 8)
- Access Analytics (0 of 3)
- Access Design Studio (0 of 31)
- Access Lead Database (0 of 14)
- Access Marketing Activities (0 of 10)
- Workspace Administration (0 of 2)
- Access Mobile Application

[CANCEL] [CREATE]

Step No. 3

Under **Users** tab > Click on Invite **New User** link > Invite New User dialogue box is displayed > Fill the mandatory fields **First Name**, **Last Name**, **Email Address** > Select the **Role** (created earlier in the Role tab) > Select **API Only** and Click on **Invite** button

Invite New User ✕

First Name: *

Last Name: *

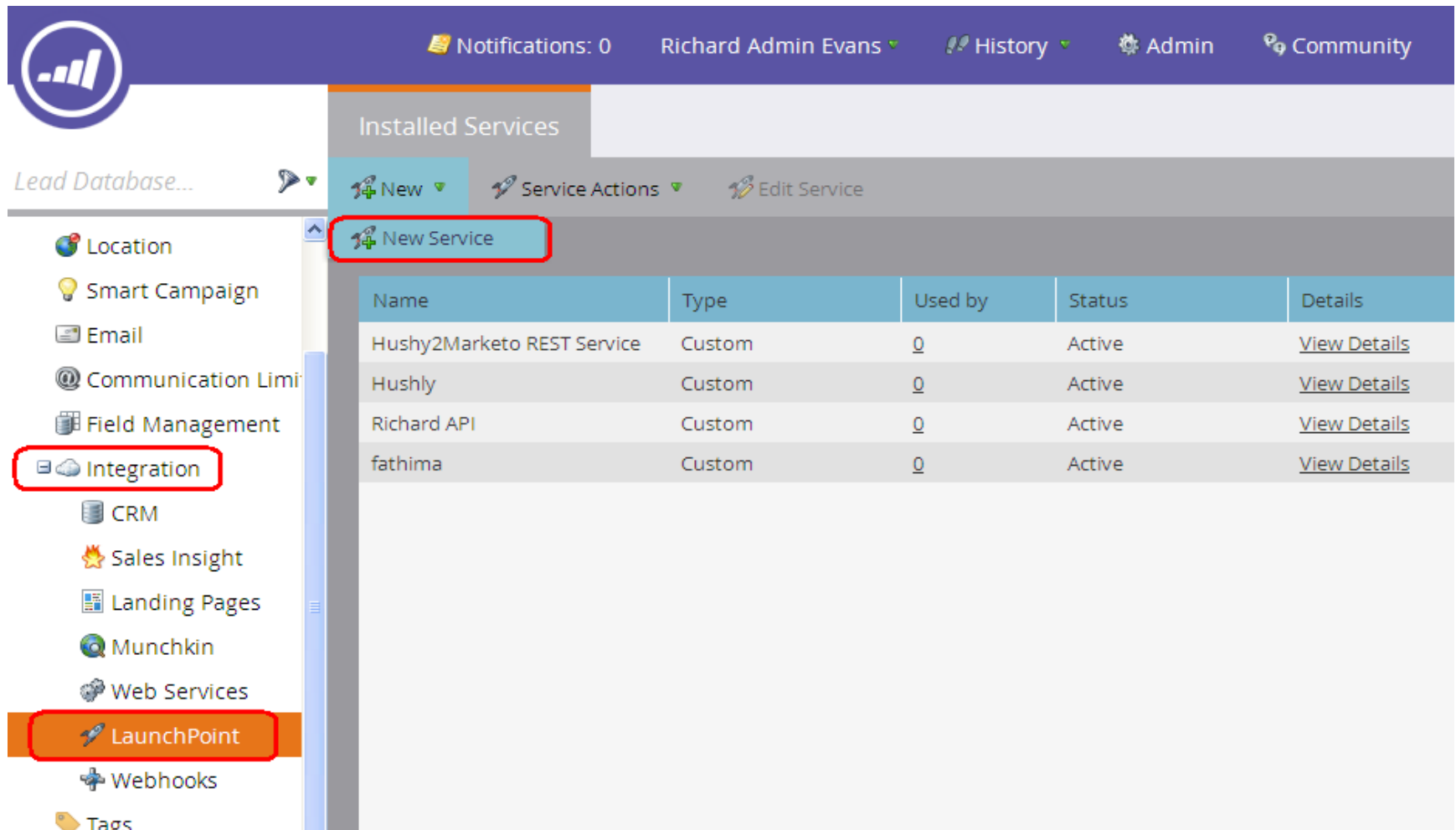
Email Address: *

Roles: * Admin
 Analytics User
 Hushly API
 Marketing User
 Standard User
 Web Designer

API Only:

Step No. 4

On the left panel > Click on **Integration** > Launch Point > Installed Services > Click on the **New Button** >> Select **New Service** in the drop down.



The screenshot displays the Hushly user interface. At the top, there is a navigation bar with a logo, a notification count (0), the user name (Richard Admin Evans), and links for History, Admin, and Community. Below this is a sub-header for 'Installed Services' with buttons for 'New', 'Service Actions', and 'Edit Service'. The 'New' button is expanded, showing a dropdown menu with 'New Service' selected and highlighted in red. On the left sidebar, the 'Integration' menu item is also highlighted in red. Below the sidebar, a table lists the installed services.

Name	Type	Used by	Status	Details
Hushy2Marketo REST Service	Custom	0	Active	View Details
Hushly	Custom	0	Active	View Details
Richard API	Custom	0	Active	View Details
fathima	Custom	0	Active	View Details

Step No. 5

New Service dialogue is displayed > Fill in the **Display Name** Field >> Select **Custom** from the drop down for the Service field > Add Description (Optional) > Select the **Email** (created earlier under Users tab) > Click on **Create** button

New Service [X]

Display Name: *

Service: * Custom [Learn More](#)

Settings

Description:





API Only User: * --choose--

CANCEL CREATE

Step No. 6

The New Service created is displayed with “**View Details**” link > Click on the “View Details” link

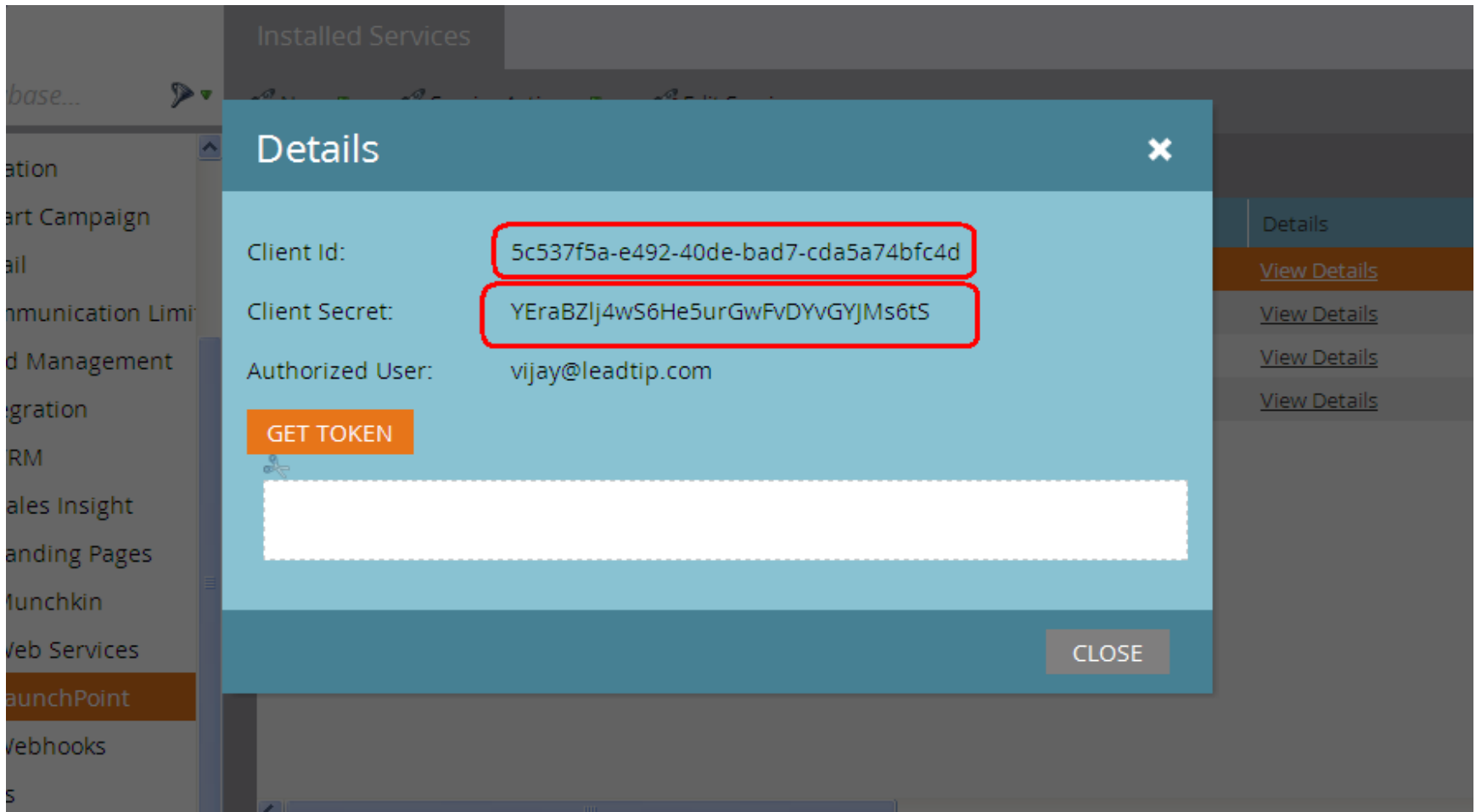
Installed Services

 New  Service Actions  Edit Service 

Name	Type	Used by	Status	Details
Hushy2Marketo REST Service	Custom	<u>0</u>	Active	View Details
Hushly	Custom	<u>0</u>	Active	View Details
Richard API	Custom	<u>0</u>	Active	View Details
fathima	Custom	<u>0</u>	Active	View Details

Step No. 7

Details dialogue box is displayed with **Client Id** and **Client Service Id** >> Copy both the ID's



Step No. 8

Click on the **Web Services** on the left panel >> Web Service page is displayed
>> scroll down to the **REST API** section and Copy the **End Point URL**

The screenshot shows the Hushly user interface. At the top, there is a navigation bar with a logo, notifications, and user information. The left sidebar contains a menu with various options, including 'Web Services' which is highlighted. The main content area displays the 'Web Services' configuration page. The 'REST API' section is expanded, showing the 'Endpoint' field with the value 'https://905-YUY-489.mktorest.com/rest' highlighted in red. Other fields include 'User ID', 'Encryption Key', and 'SOAP API documentation'. A 'SAVE CHANGES' button is visible at the bottom right of the configuration area.

Field	Value
Status Reason:	
User ID:	hushlydev1_80104594546AF0D9EE6EF8
Encryption Key:	0815142215378170554466AAFF00DDABEEEE7871F
SOAP API documentation:	http://developers.marketo.com/documentation/soap
REST API	
Endpoint:	https://905-YUY-489.mktorest.com/rest
Identity:	https://905-YUY-489.mktorest.com/identity
REST API documentation:	http://developers.marketo.com/documentation/rest

Step No. 9

In the Hushly Application > Click on the Account Settings Icon > Select **Setup** from the list > Click on the **Integration** tab > Select **Marketo** >> **Marketo** Integration page is displayed

The screenshot displays the Hushly application interface. At the top, the Hushly logo is on the left, and navigation links for Activity, Prospect Evaluations, Assets, Widget, and Inbox are in the center. On the right, the user's name 'Richard Gapvak Seller' is shown with a gear icon for account settings. Below the navigation bar, the 'Marketo Integration' section is active. A horizontal menu contains 'Manage Users', 'Queues', 'Assignment Rules', and 'Integration', with 'Integration' highlighted. On the left sidebar, 'Salesforce' and 'Marketo' are listed, with 'Marketo' highlighted. The main content area features a 'Connect' button and a form titled 'Connect Hushly to Marketo to publish Buyers as Leads to'. The form has three input fields: 'User Id' (placeholder: Enter User Id), 'Secret' (placeholder: Enter Secret), and 'Endpoint' (placeholder: Enter Endpoint). A green 'Connect to Marketo' button is at the bottom of the form. The user profile dropdown menu is open, showing options: 'Richard Gapvak Seller richard@gapvak.com', 'Edit Seller Profile', 'Competitors', 'Analytics', 'Setup' (highlighted), 'Account Settings', 'Logout', and 'Switch to Buyer View'.

Step No.10

Enter the **Client Id** and **Client Secret Id** (copied earlier in Marketo) in the respected fields > Enter the **Endpoint URL**(Copied earlier in Marketo) and Click on **Connect to Marketo** button

Manage Users Queues Assignment Rules Integration

Salesforce

Marketo

Connect

Connect Hushly to Marketo to publish Buyers as Leads to Marketo

User Id

Secret

Endpoint

Connect to Marketo

Step No.11

Ater Clicking on the Connect to Marketo button > Status changes from **Not Connected** to **Connected** > All leads will be published to Marketo

The screenshot displays the Hushly user interface for Marketo integration. The top navigation bar includes the Hushly logo, menu items for Activity, Prospect Evaluations, Assets, Widget, and Inbox, and the user profile for Richard Gapvak Seller, Vendor. Below this is a 'Marketo Integration' section with tabs for Manage Users, Queues, Assignment Rules, and Integration. The Integration tab is active, showing a 'Connect' button with an external link icon. Below the button, the text reads 'Connect Hushly to Marketo to publish Buyers as Leads to Marketo'. A red-bordered box highlights the text 'Status : Connected' in green. Below this, there is a red button labeled 'Disconnect Marketo'. On the left side of the interface, there are sections for 'Salesforce' and 'Marketo'.



Turn Anonymous Prospects to Qualified Leads.

Map Hushly members profile attributes to Lead fields in Marketo by following the steps accordingly

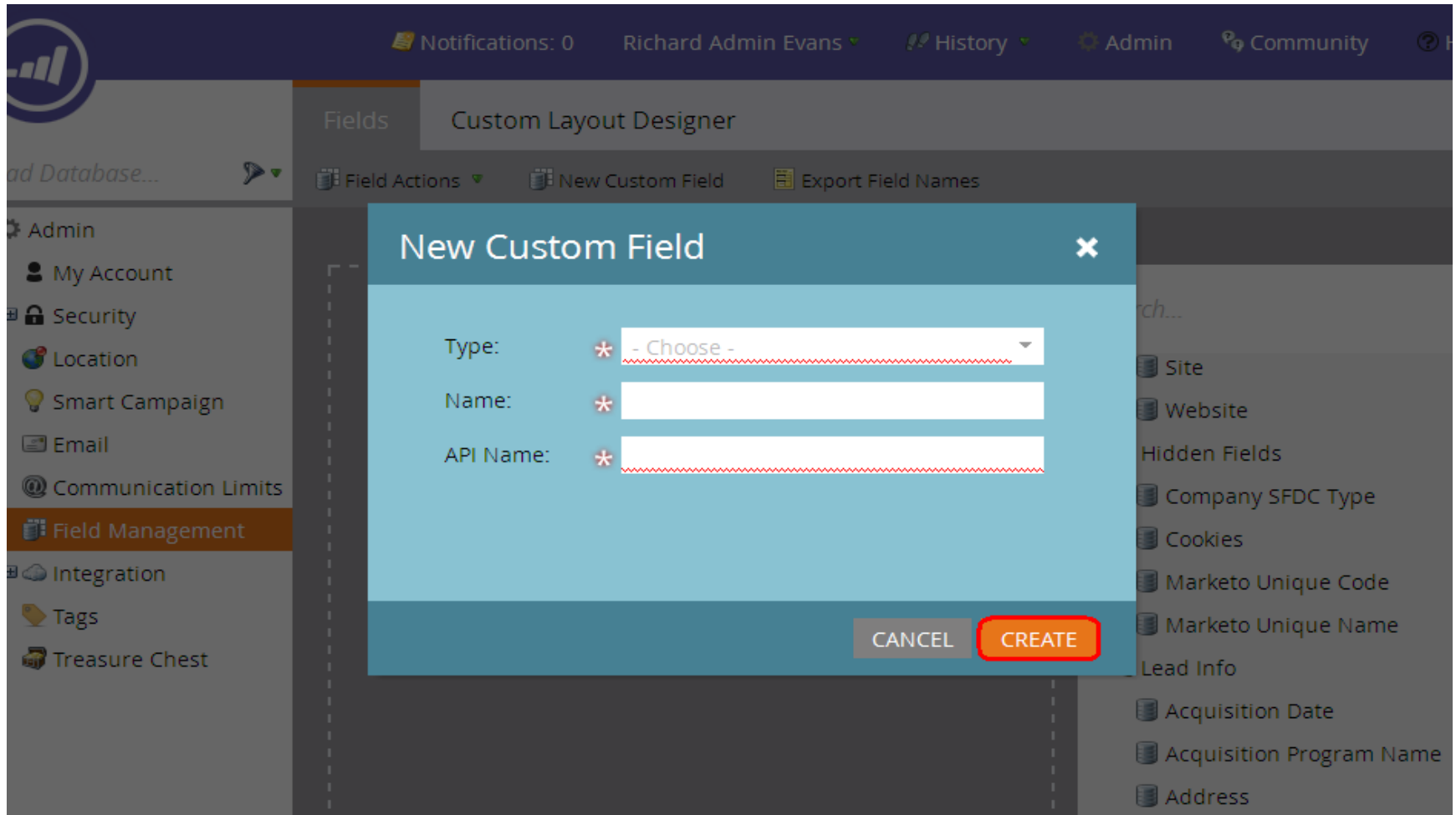
Step No.1

Click on the **Admin** tab in the Header section > On the left panel under Admin > **Field Management** Link > Click on the **New Custom Field** tab

The screenshot displays the Hushly Admin dashboard. At the top, the navigation bar includes 'Notifications: 0', 'Richard Admin Evans', 'History', 'Admin' (highlighted with a red box), and 'Community'. Below this, the 'Fields' section is active, with 'Custom Layout Designer' selected. The 'New Custom Field' button is highlighted with a red box. On the left sidebar, the 'Admin' menu is expanded, and 'Field Management' is highlighted with a red box. The main content area shows a large dashed box with the text 'Select a field from the right'. On the right side, a search bar is present above a list of fields: 'Site', 'Website', 'Hidden Fields', 'Company SFDC Type', 'Cookies', 'Marketo Unique Code', 'Marketo Unique Name', 'Lead Info', 'Acquisition Date', 'Acquisition Program Na', 'Address', and 'Anonymous IP'.

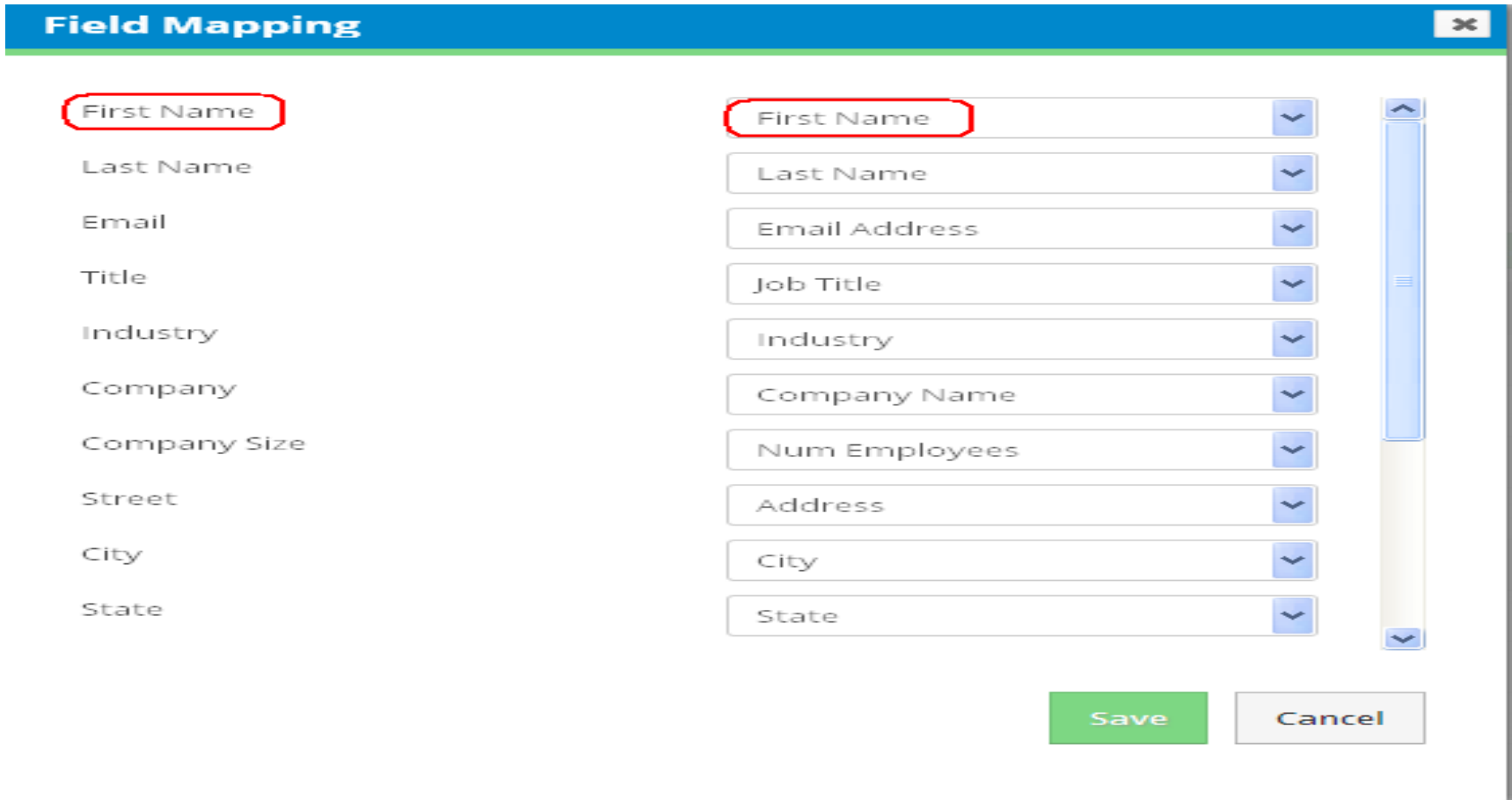
Step No. 2

New Custom Field dialogue box is displayed > Select the **Field type** from the drop down list > Fill in the **Name field** > Fill in the **API Name** field and click on **Create** button > The Custom Field is created



Step No.3

The Custom field created in Marketo is displayed in Hushly > **Set Up** > **Integration** tab > **Marketo** > **Edit Field Mapping** button > The Custom field is displayed in the drop down list >> Map the fields accordingly and click on **Save**



The image shows a 'Field Mapping' dialog box with a blue header and a close button in the top right corner. The dialog is divided into two columns. The left column lists various fields: First Name, Last Name, Email, Title, Industry, Company, Company Size, Street, City, and State. The right column contains a list of available fields to map to, each in a dropdown menu: First Name, Last Name, Email Address, Job Title, Industry, Company Name, Num Employees, Address, City, and State. A vertical scrollbar is on the right side of the dropdown list. At the bottom right, there are two buttons: a green 'Save' button and a grey 'Cancel' button. Red boxes highlight the 'First Name' field in both columns.

Field	Available Field
First Name	First Name
Last Name	Last Name
Email	Email Address
Title	Job Title
Industry	Industry
Company	Company Name
Company Size	Num Employees
Street	Address
City	City
State	State



Turn Anonymous Prospects to Qualified Leads.