Marketo® 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

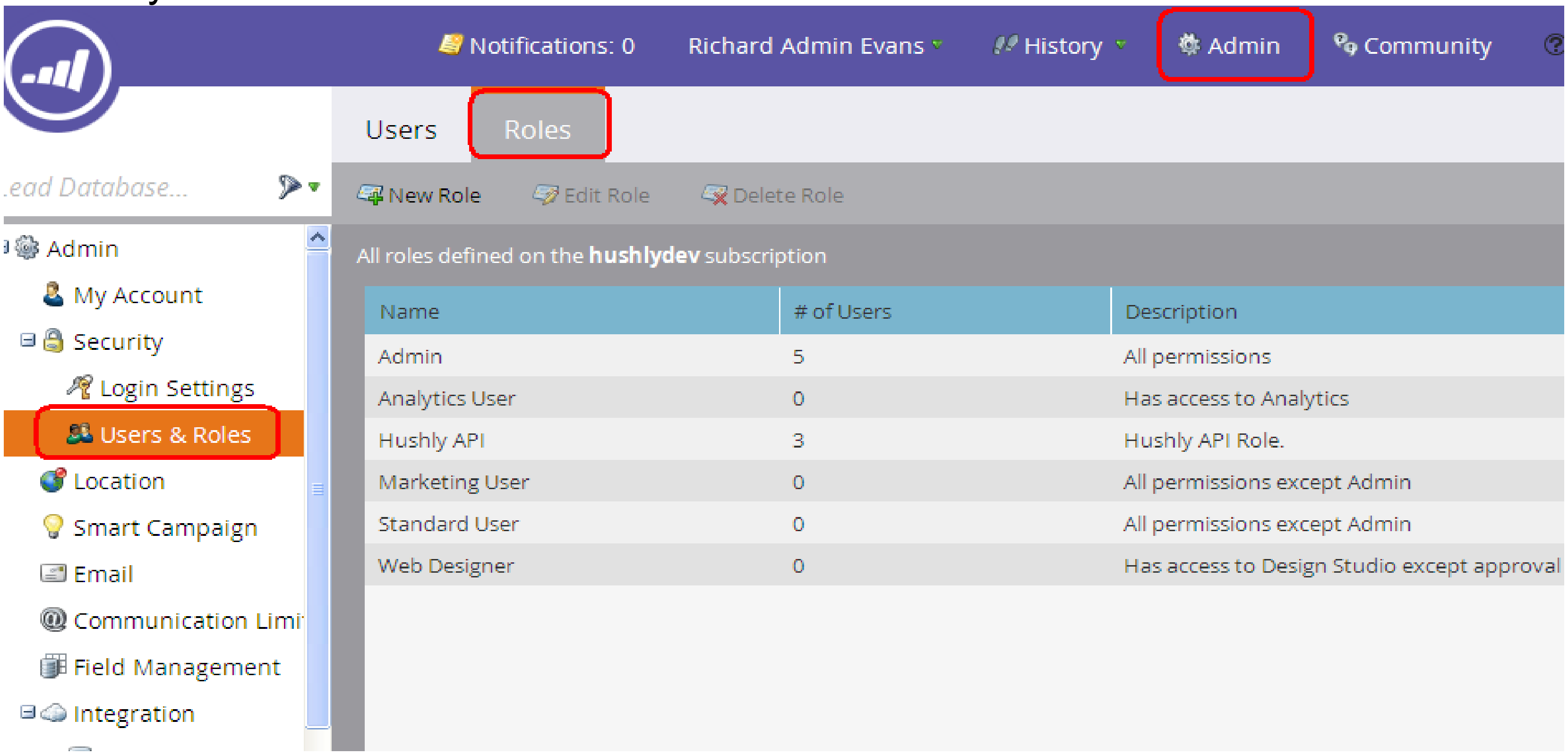
1. Establish a Webservice connection between Hushly and Marketo

2. Map Hushly members profile attributes to Lead fields in Marketo

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

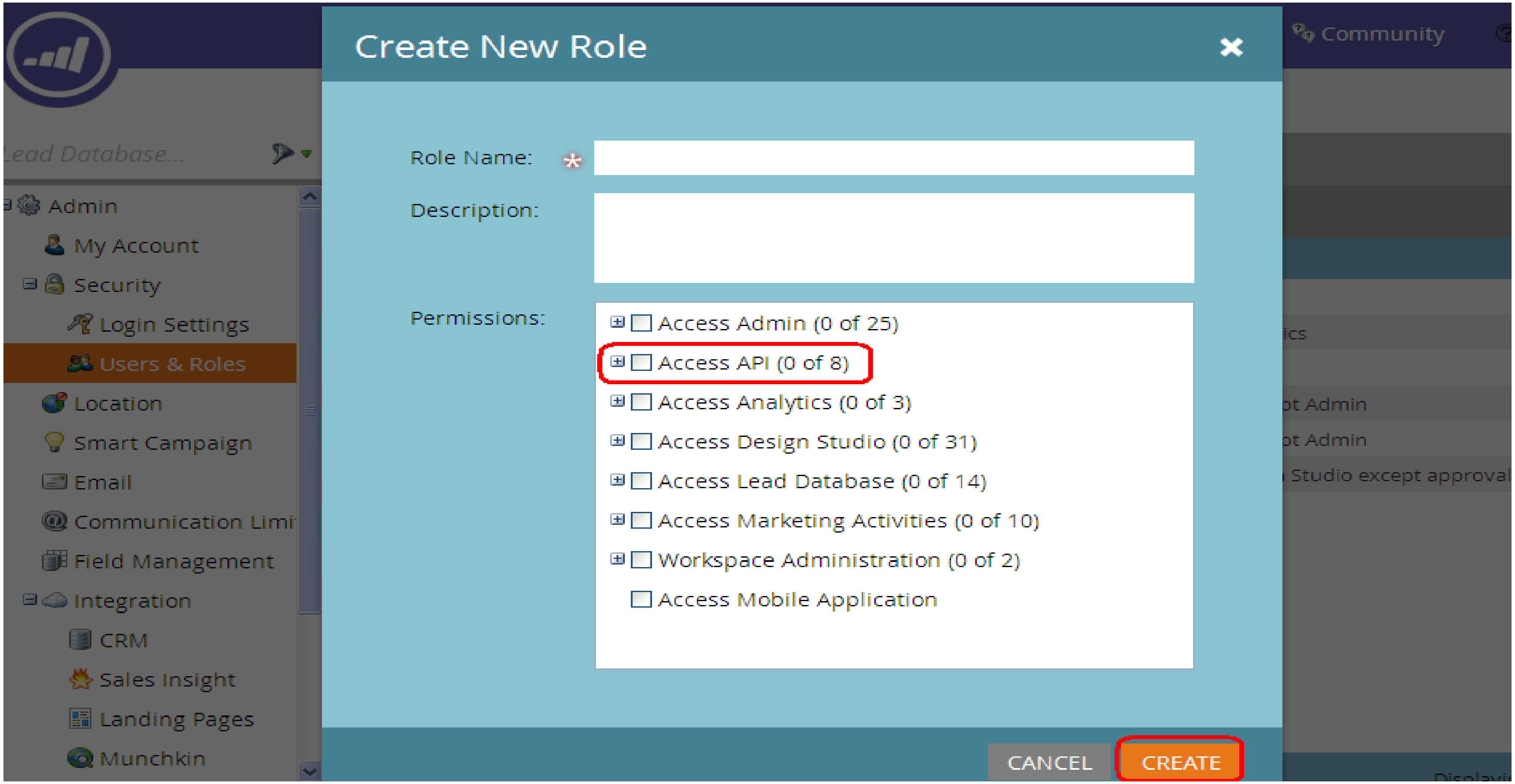
Step No. 1

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



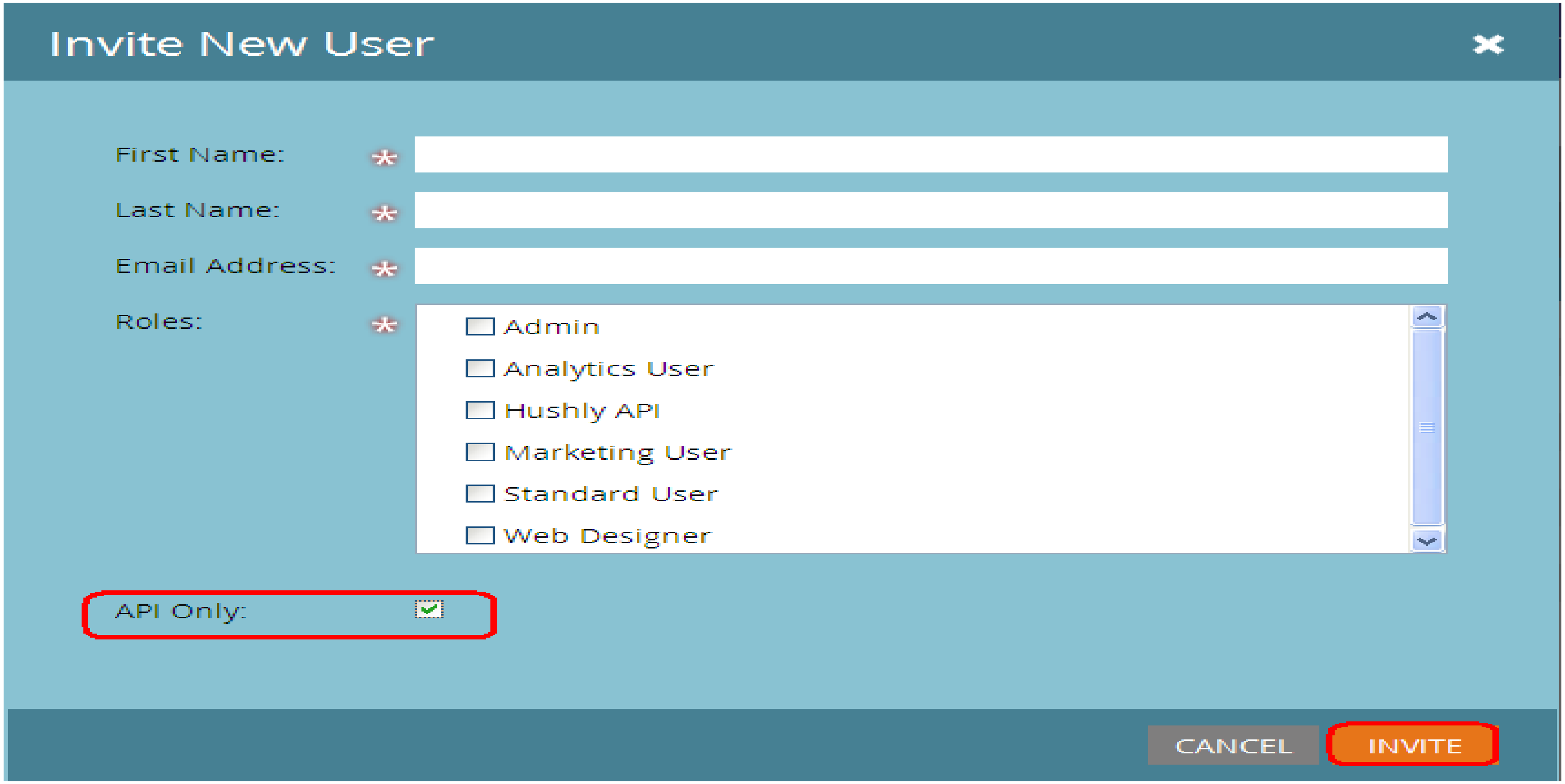
Step No. 2

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



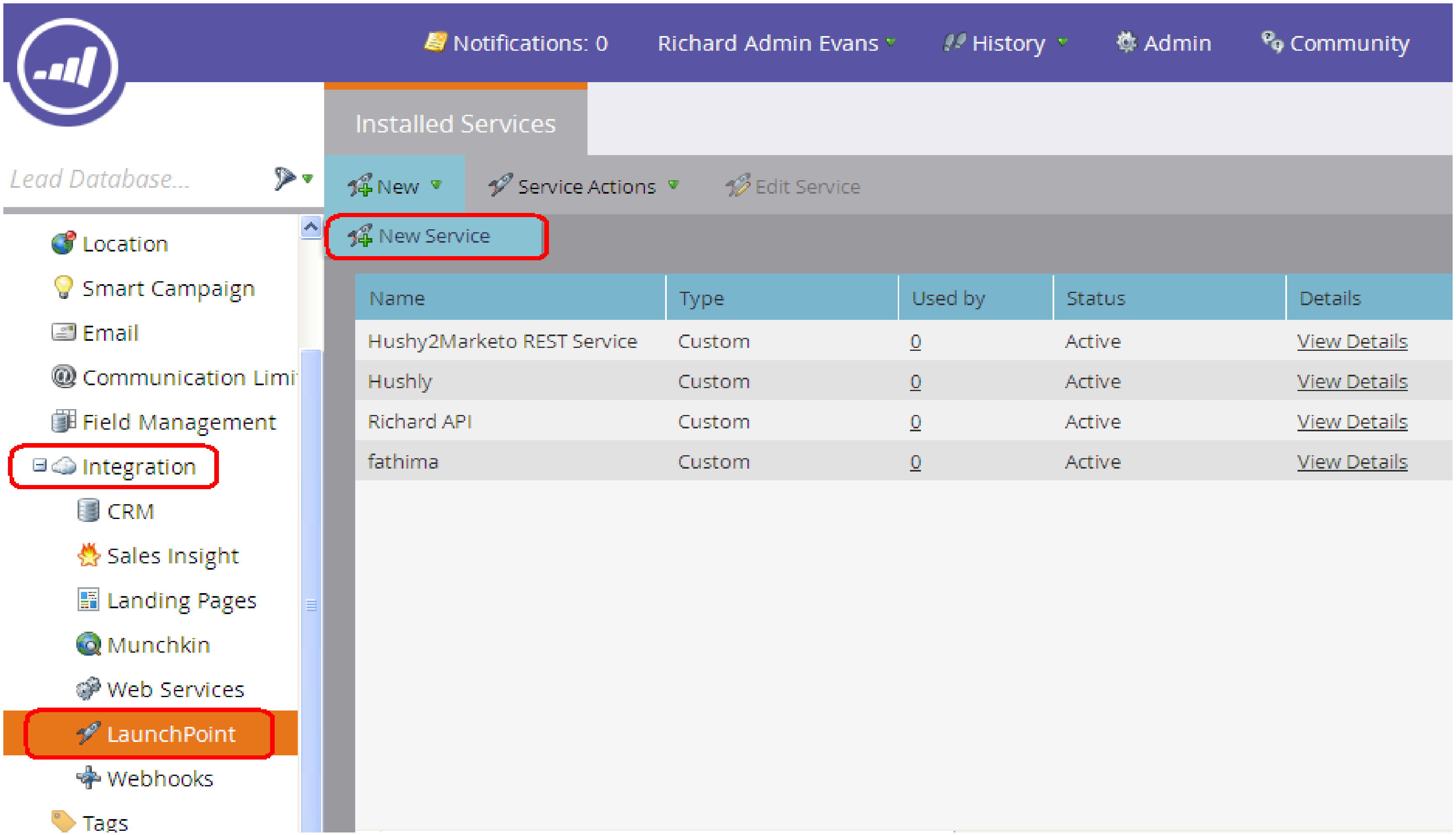
Step No. 3

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



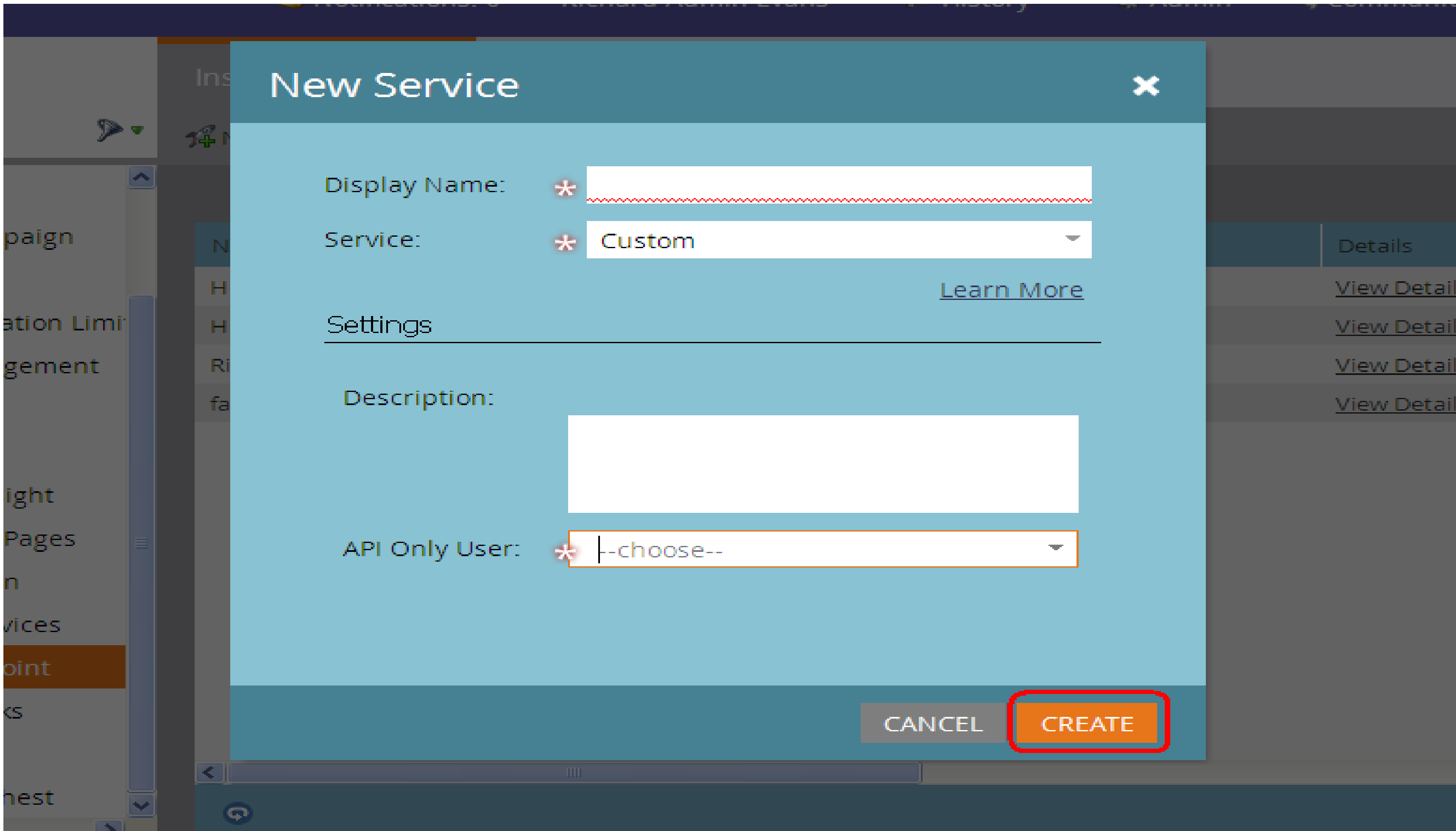
Step No. 4

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



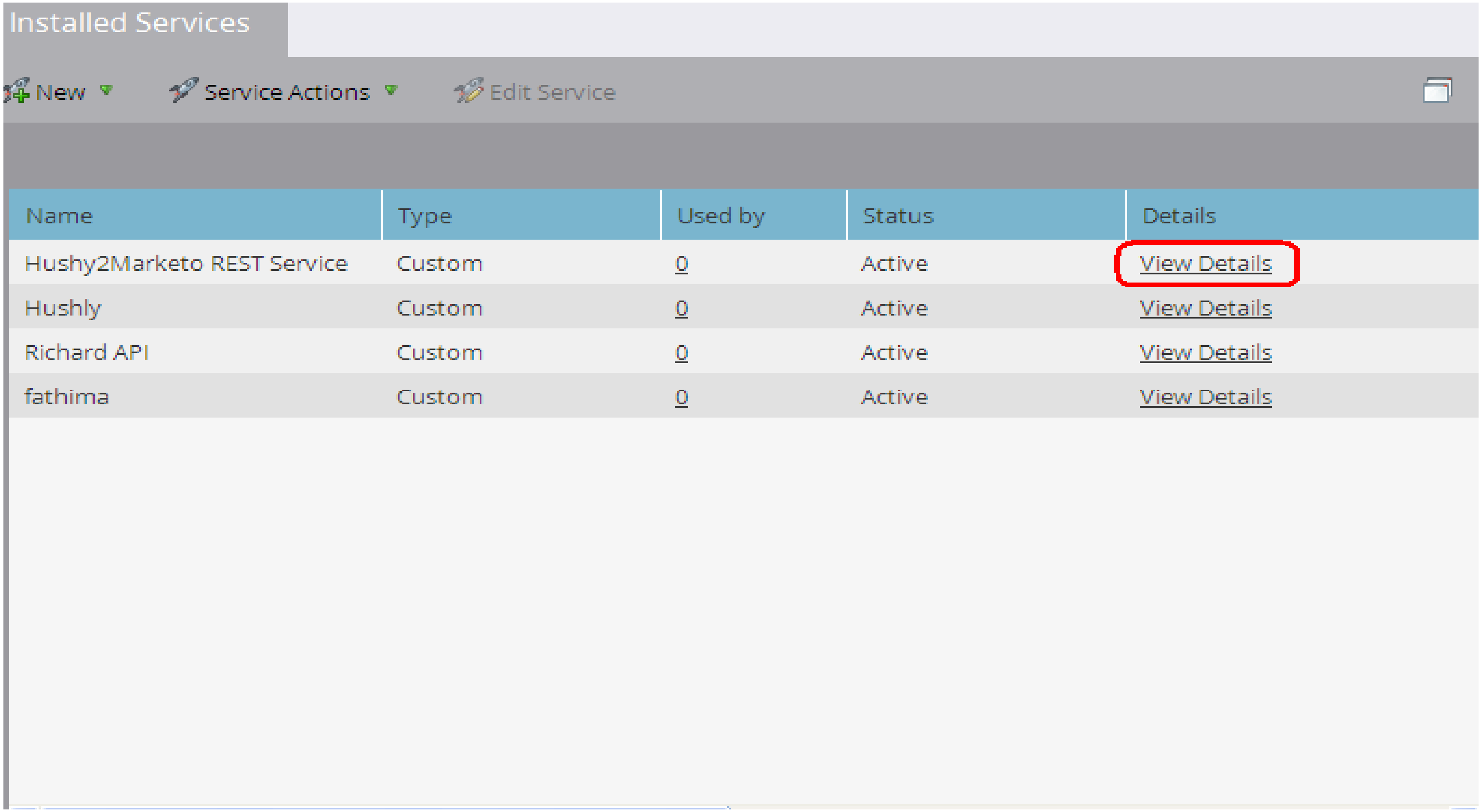
Step No. 5

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



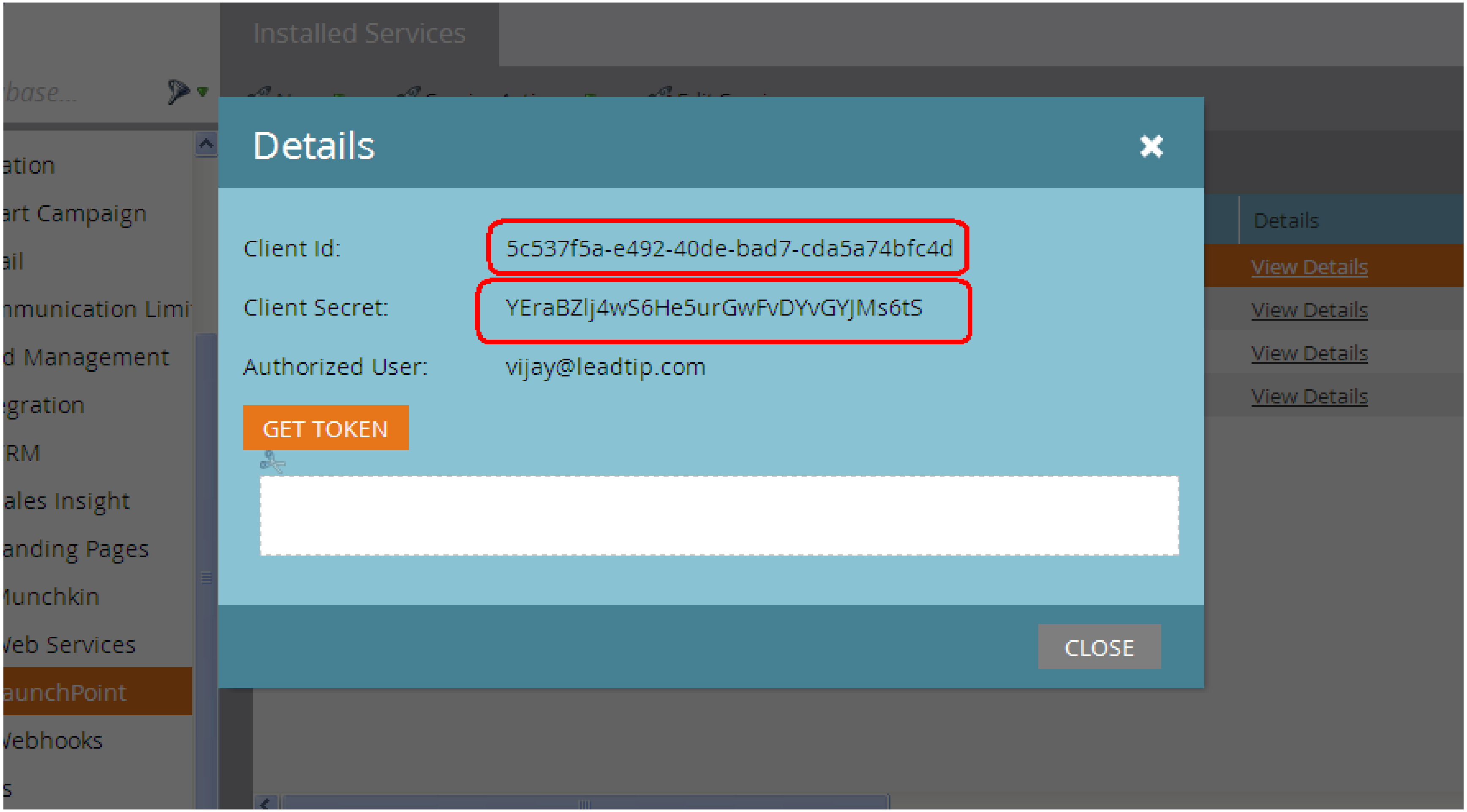
Step No. 6

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



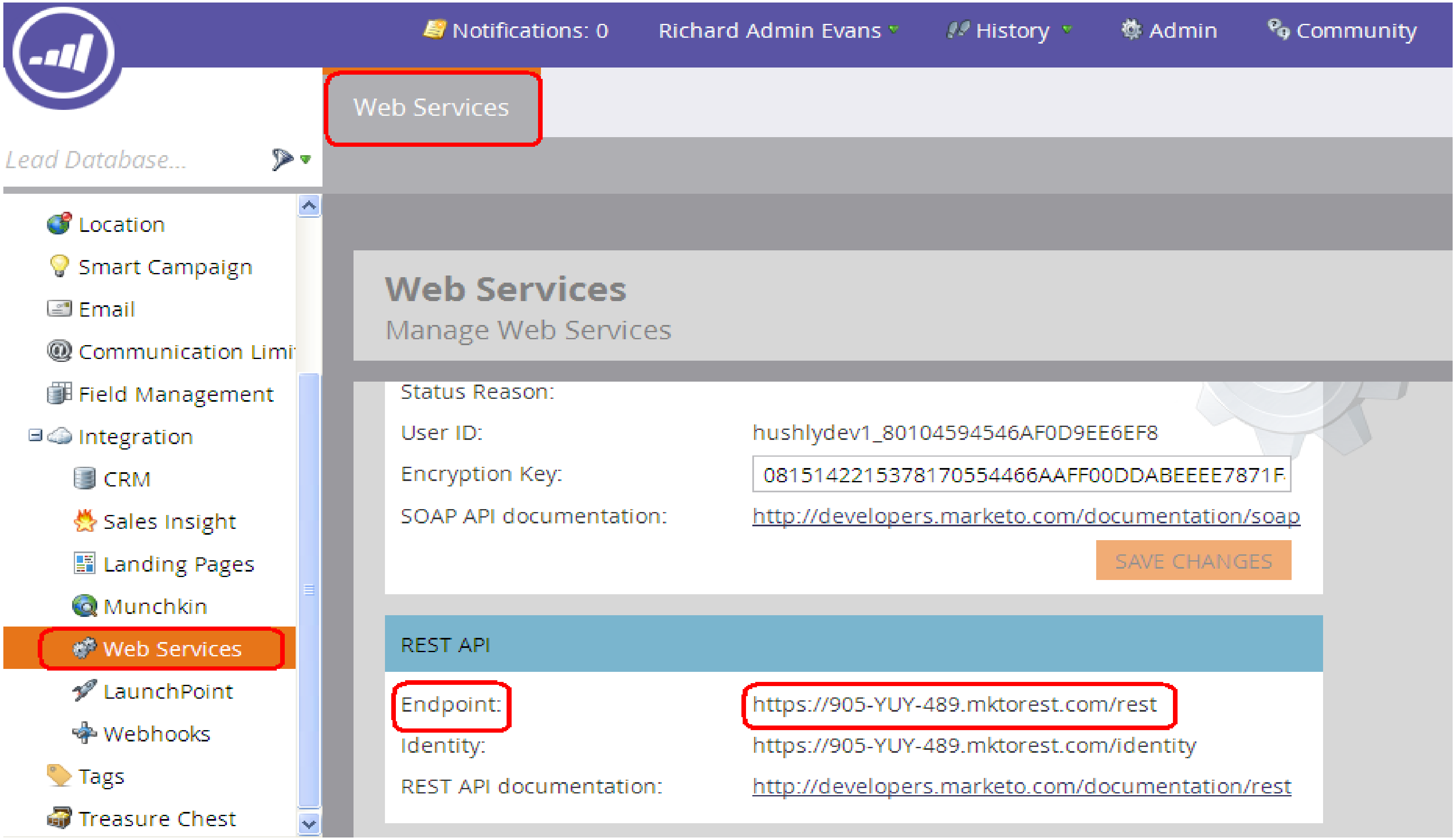
Step No. 7

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



Step No. 8

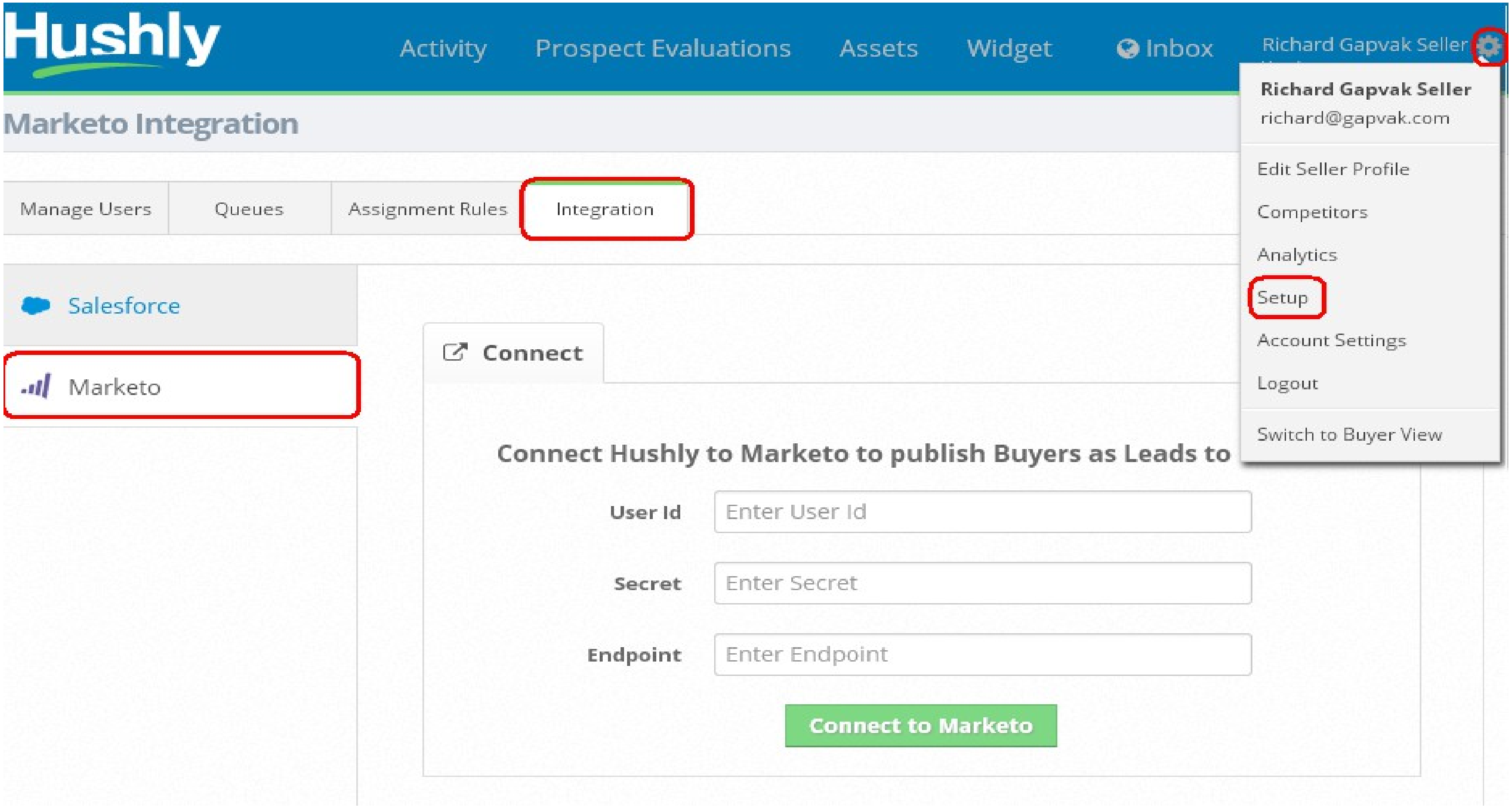
Click on the **Web Services** on the left panel >> Web Service page is displayed >> scroll down to the **REST API** section and Copy the **End Point URL**



Hushly

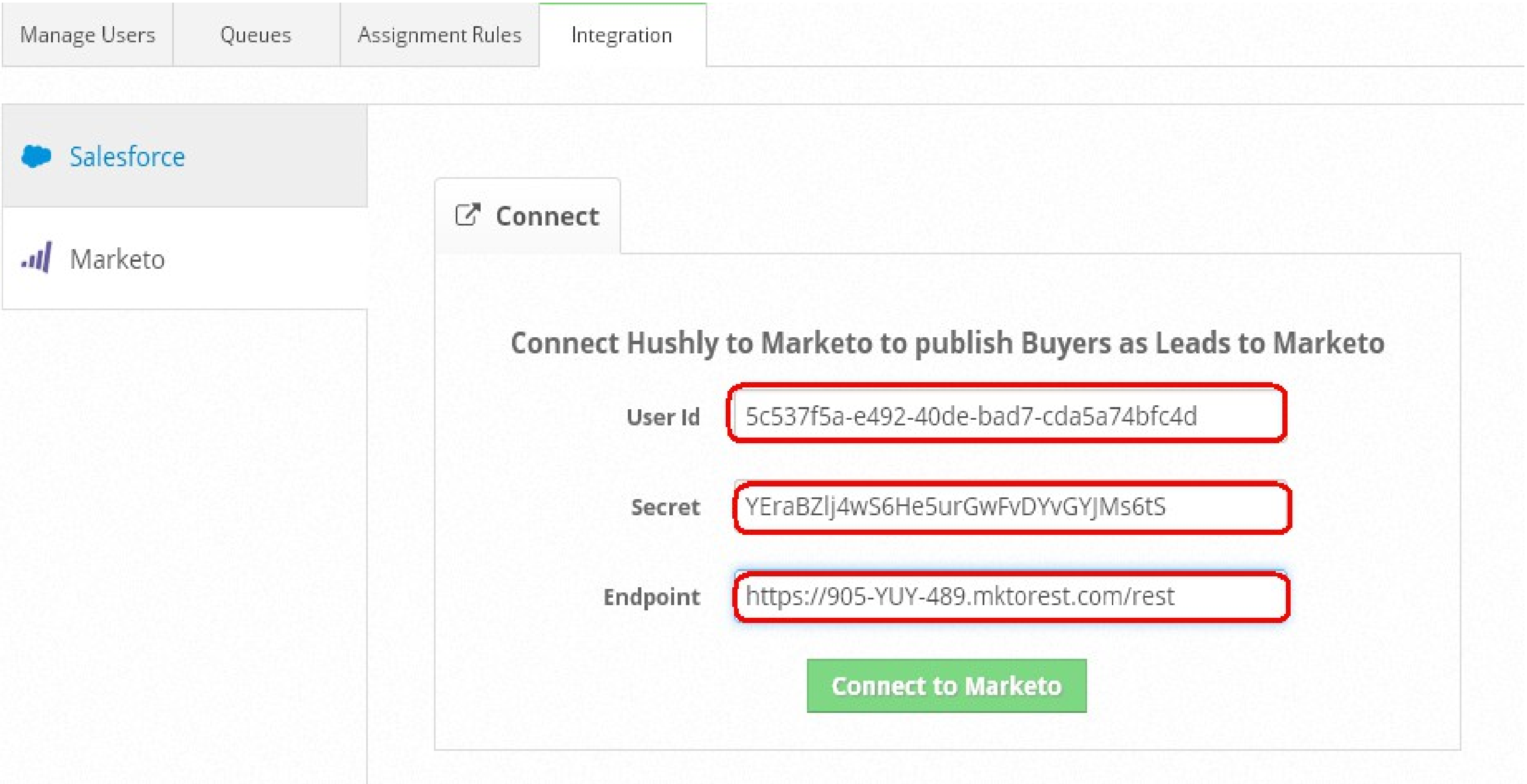
Step No. 9

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



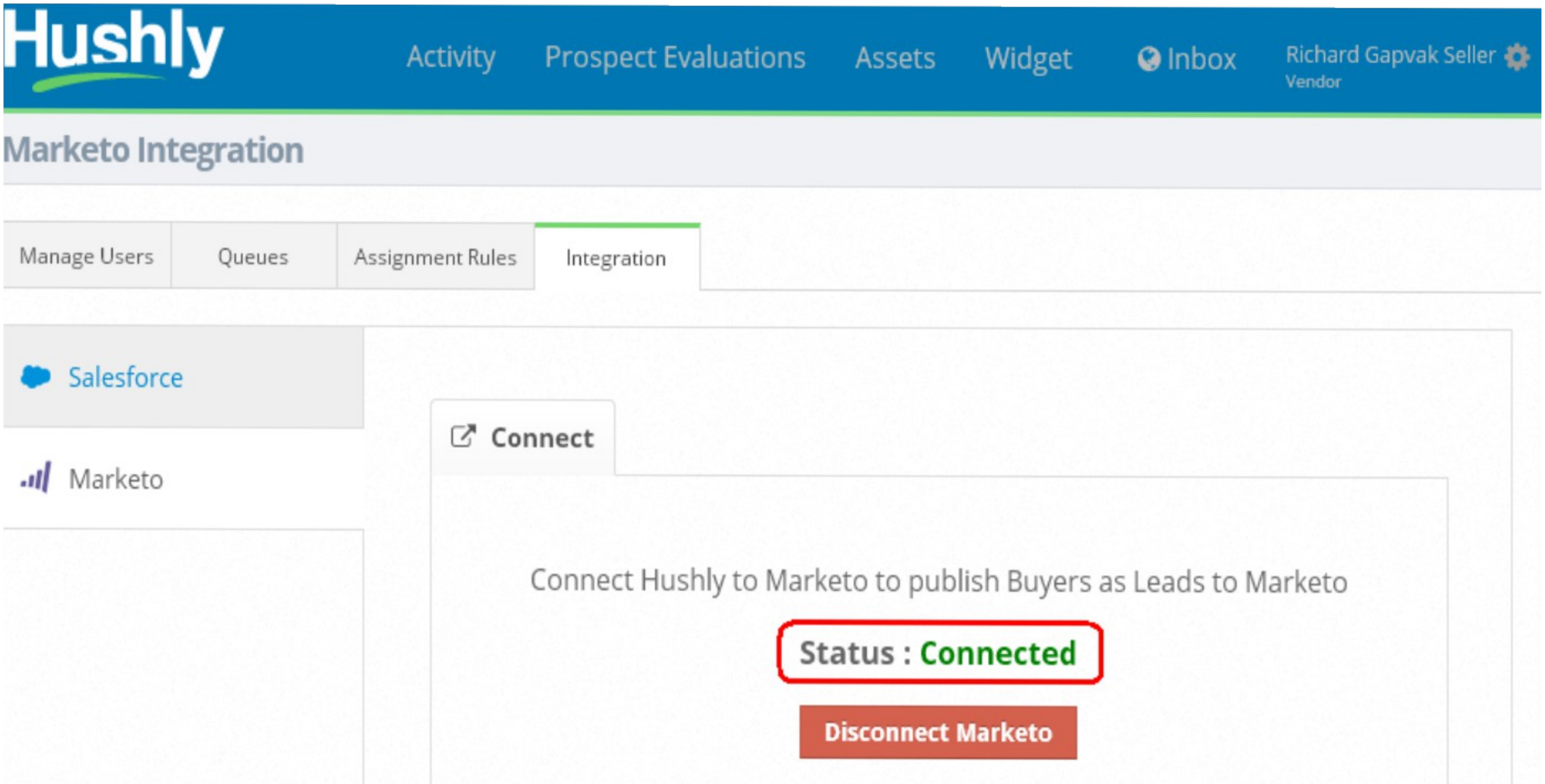
Step No.10

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



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

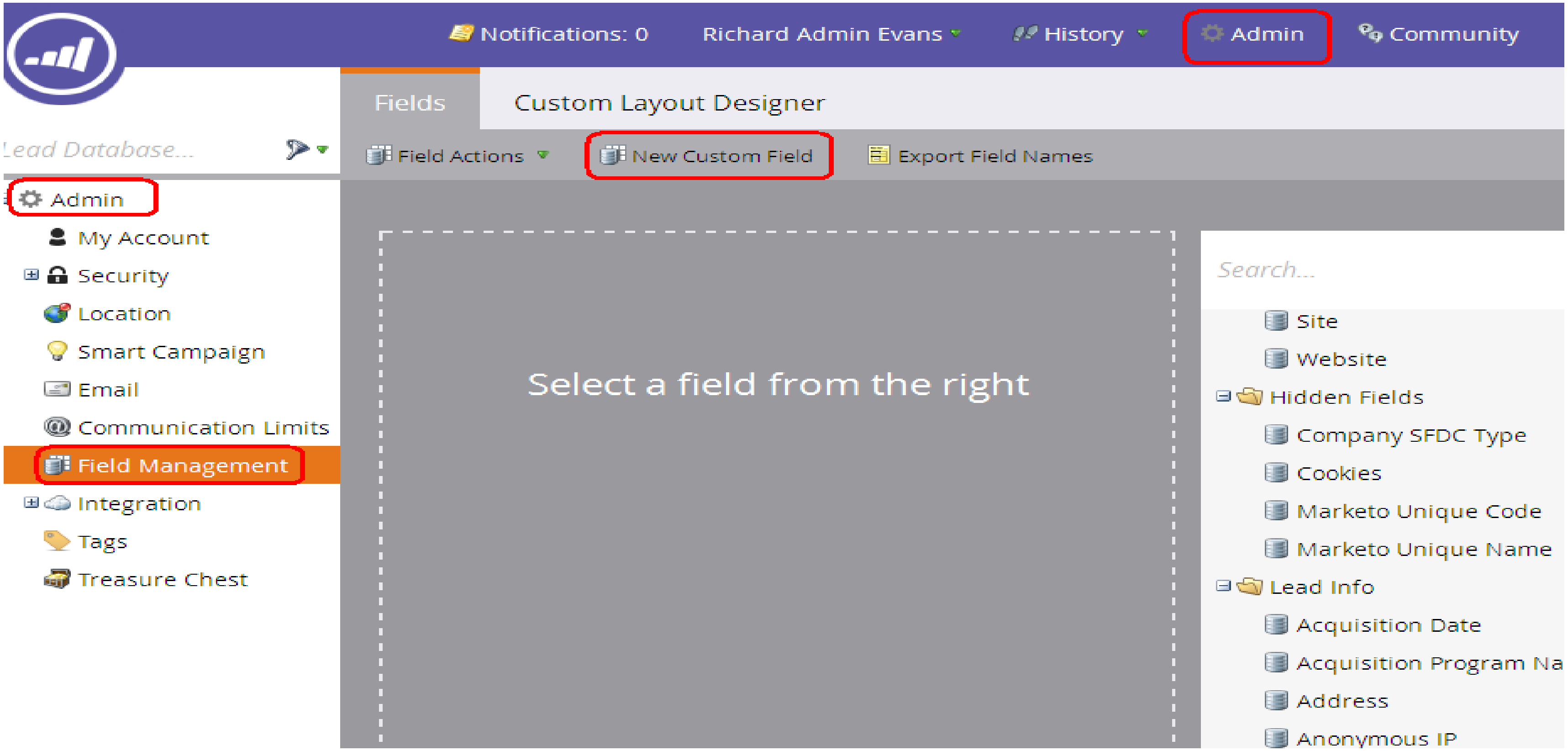


Turn Anonymous Prospects to Qualified Leads.

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

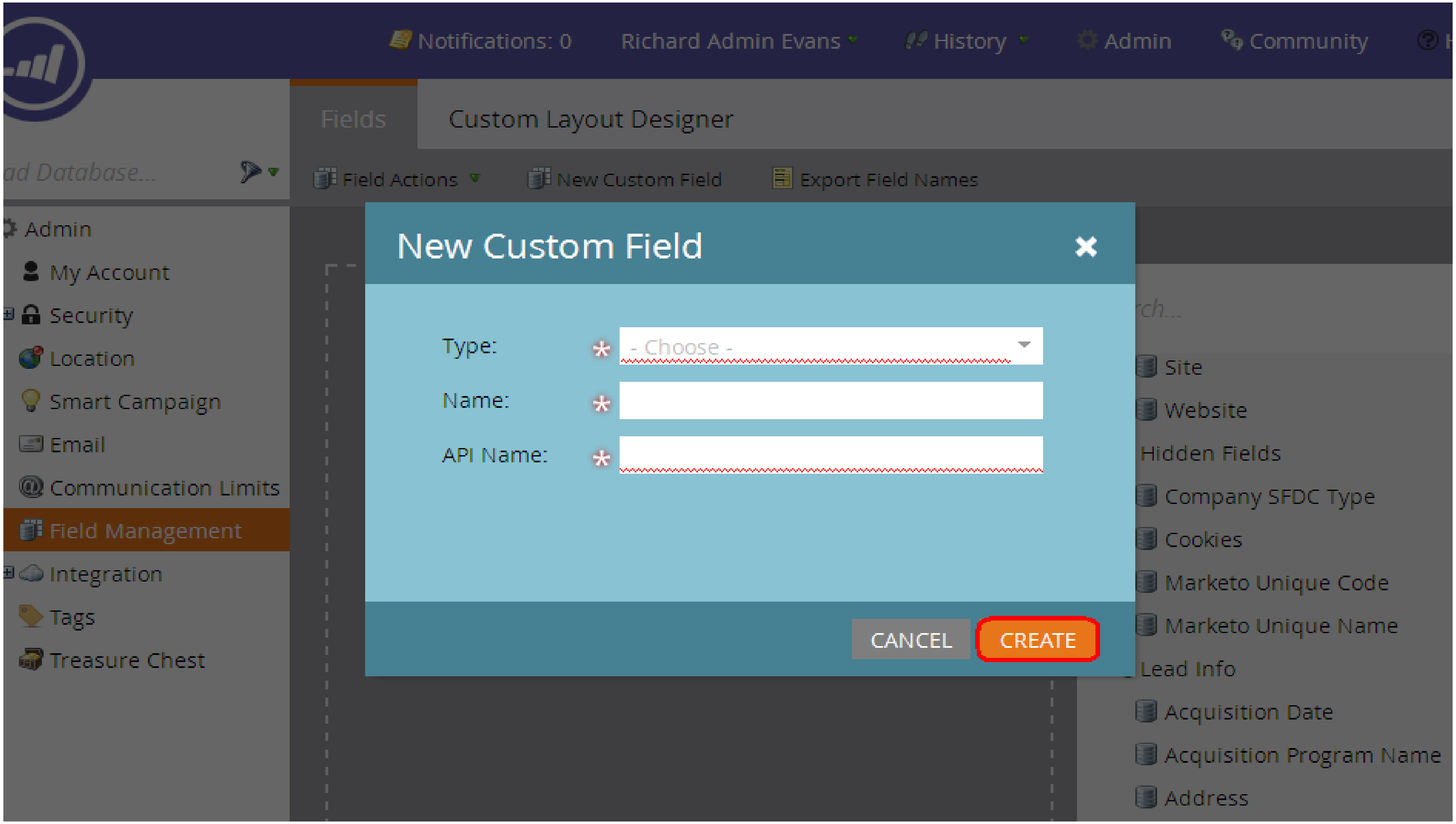
Step No.1

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



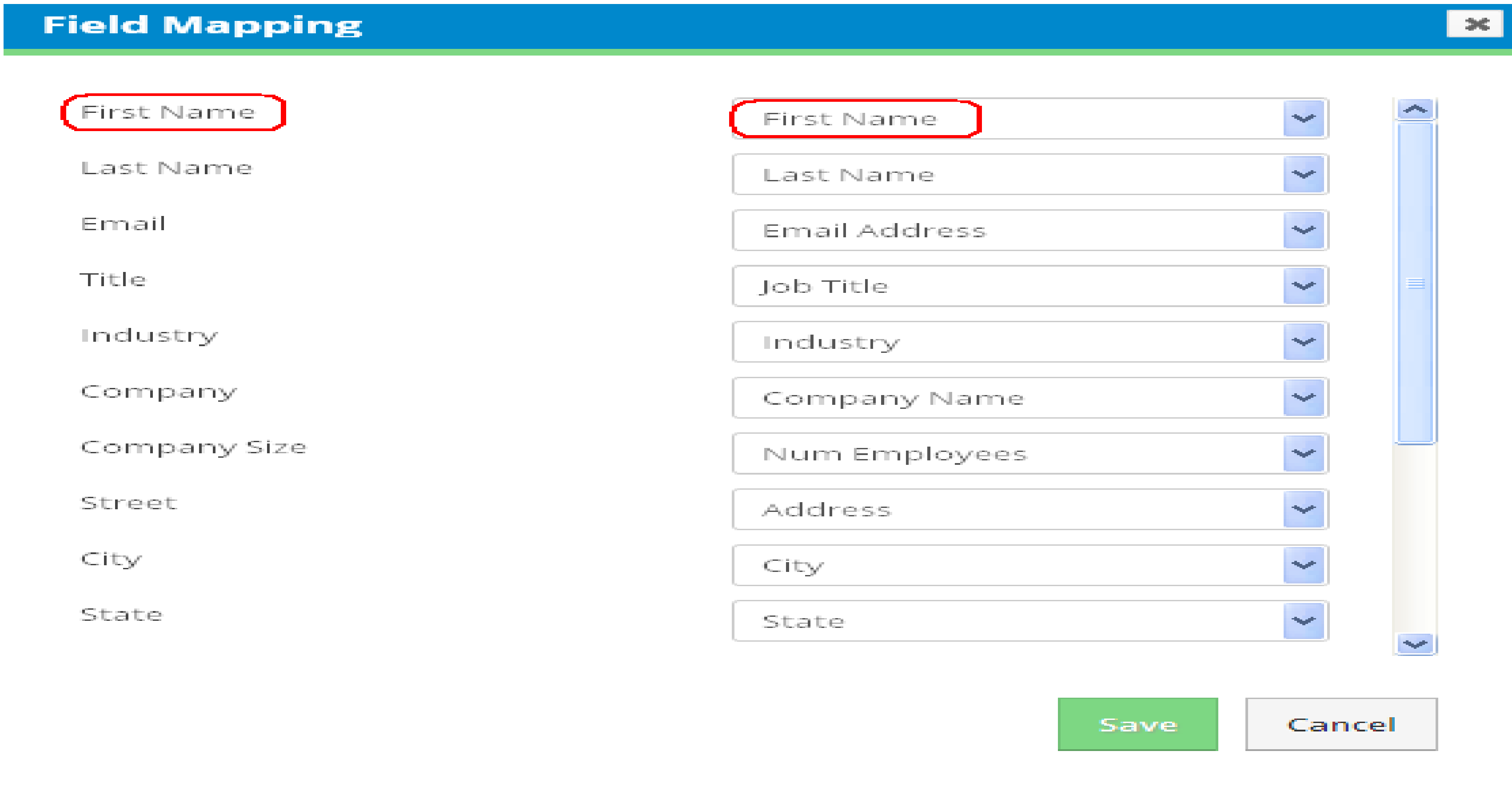
Step No. 2

New Custom Field dialogue box is dispalyed > 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**



Hushly

Turn Anonymous Prospects to Qualified Leads.