

Mura Experience Platform

Marketo Integration Guide

The Mura Experience Platform integrates with Marketo in the following ways:

- ✓ Custom forms can be created and mapped to lead data.
- ✓ HTML emails can be created in the CMS and then created in Marketo
- ✓ The Mura Experience Platform system can read lead data from Marketo
- ✓ A webhook can be triggered from Marketo campaigns to refresh the user's web experience on an MXP enabled site.

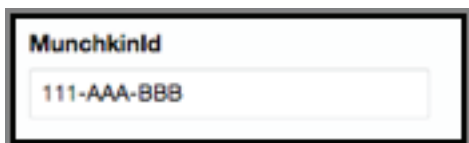
Steps to integrate

1. In the Mura admin, click on **Site Config > Edit Site**
2. Click on the Extended Attributes tab on the left
3. Enter your Marketo API credentials:
 - **Admin URL:** The URL that your Marketo instance resolves to after login (ex. app-1234.marketo.com)



A screenshot of a Marketo Admin interface showing a form field labeled "Admin URL". The field contains the text "https://app-1234.marketo.com".

- **Munchkin ID:** This ID can be found in your Marketo Admin under **Integration > Munchkin**

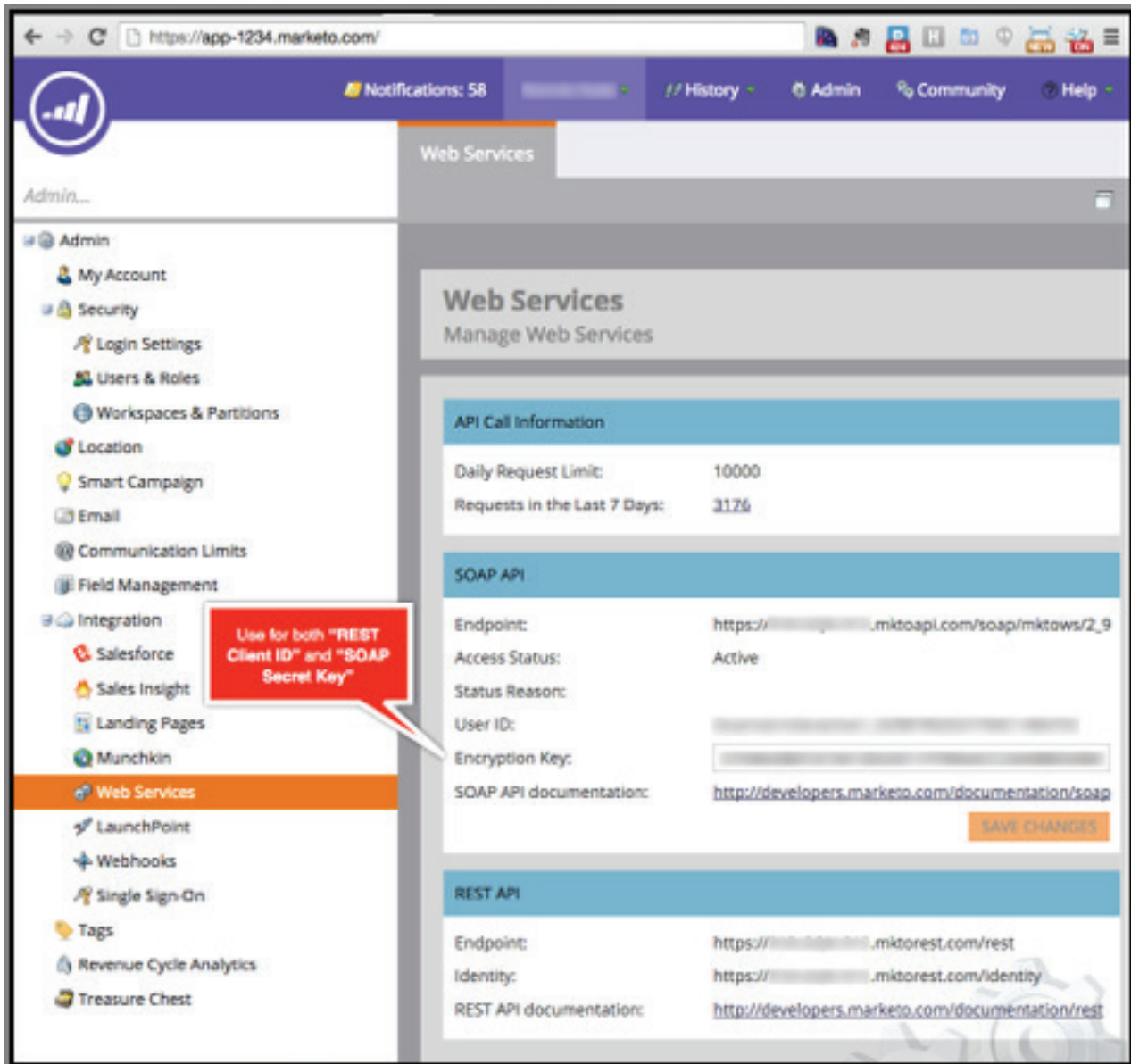


A screenshot of a Marketo Admin interface showing a form field labeled "Munchkinid". The field contains the text "111-AAA-BBB".

The following can be found under **Integration > Web Services** in the Marketo Admin

- Rest Identity
- Rest Endpoint

- REST Client ID
- SOAP Endpoint:
- SOAP User ID
- SOAP Secret Key



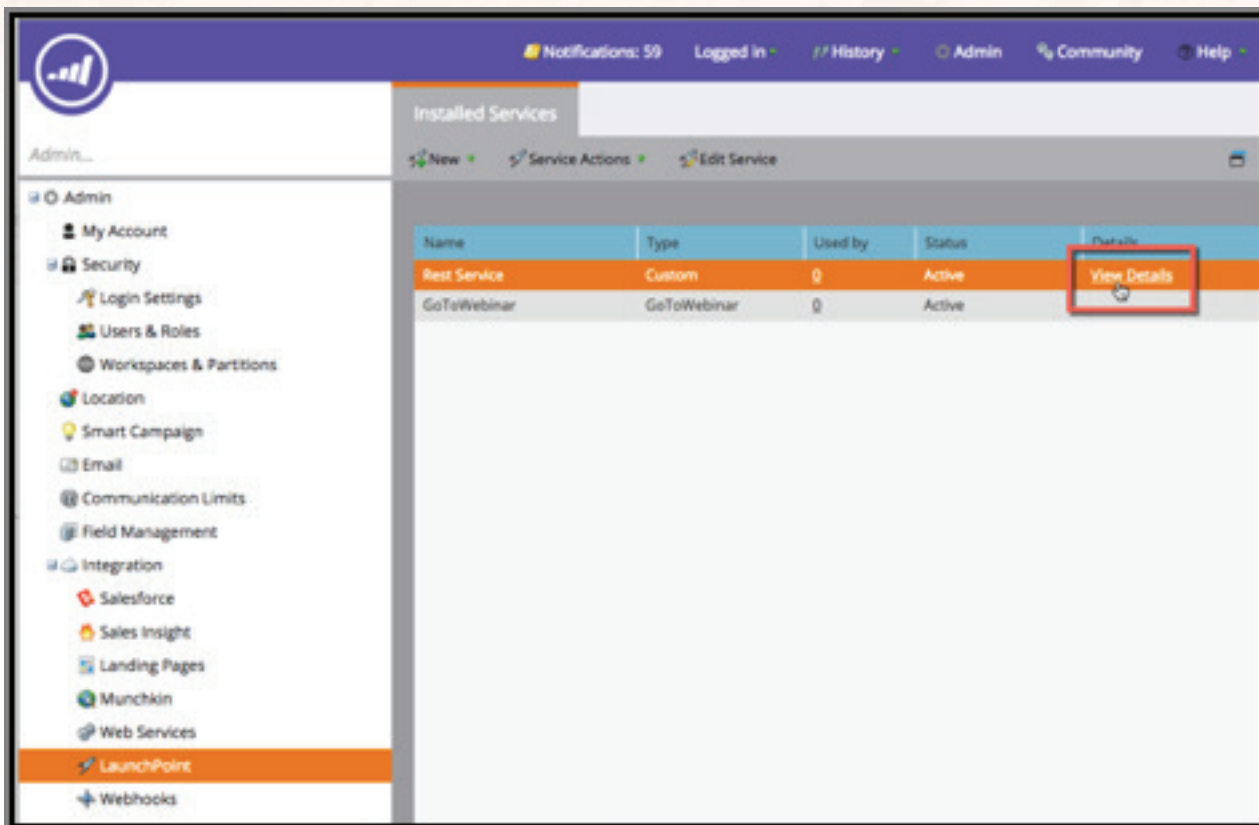
The screenshot shows the Marketo Admin interface for Web Services. The left sidebar contains a navigation menu with categories like Admin, Integration, and Web Services. The main content area is titled 'Web Services' and 'Manage Web Services'. It displays configuration details for both SOAP and REST APIs. A red callout box points to the 'User ID' and 'Encryption Key' fields, stating: 'Use for both "REST Client ID" and "SOAP Secret Key"'. The SOAP API section shows an active endpoint with a request limit of 10,000 and 3,176 requests in the last 7 days. The REST API section shows an endpoint and identity URL. A 'SAVE CHANGES' button is visible at the bottom right of the SOAP API configuration area.

API Call Information	
Daily Request Limit:	10000
Requests in the Last 7 Days:	3176

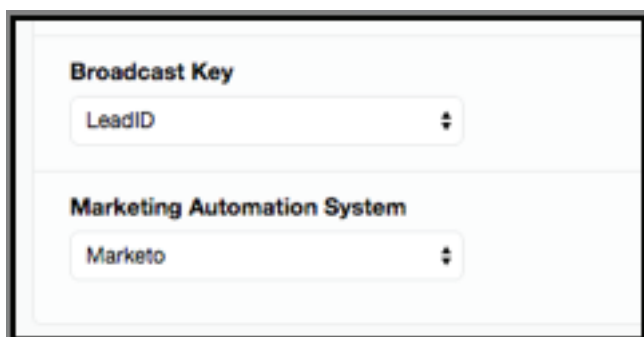
SOAP API	
Endpoint:	https://[redacted].mktosapi.com/soap/mktows/2_9
Access Status:	Active
Status Reason:	
User ID:	[redacted]
Encryption Key:	[redacted]
SOAP API documentation:	http://developers.marketo.com/documentation/soap

REST API	
Endpoint:	https://[redacted].mktorest.com/rest
Identity:	https://[redacted].mktorest.com/identity
REST API documentation:	http://developers.marketo.com/documentation/rest

The **REST Client Secret** can be found by clicking on the Launchpoint tab in the Marketo Admin and selecting “View Details” on the Rest account you have created:



4. Scroll down until you see Broadcast Key and Marketing Automation System under Mura Experience Platform section. Select Lead ID for the Broadcast Key, and Marketo for the Marketing Automation System

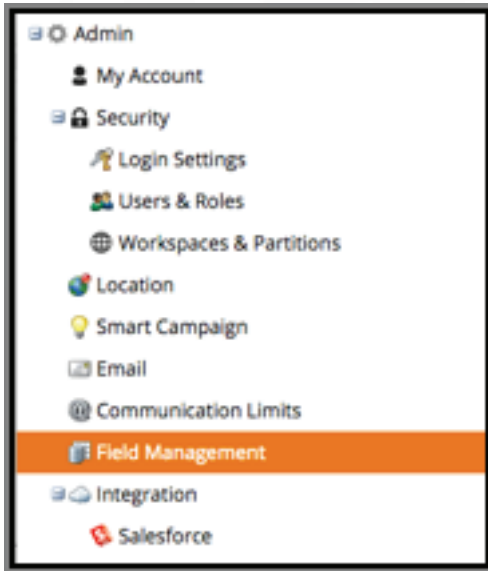


5. Click **Update**

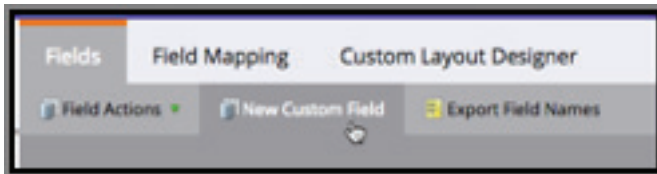
Setting up Persona and Stage fields

To be able to sync leads to their respective Personas and Stages you have defined in your Experience Matrix, you will need to create those custom fields in Marketo.

1. In your Marketo Admin, click on the “**Field Management**” tab



2. Select “**New Custom Field**”

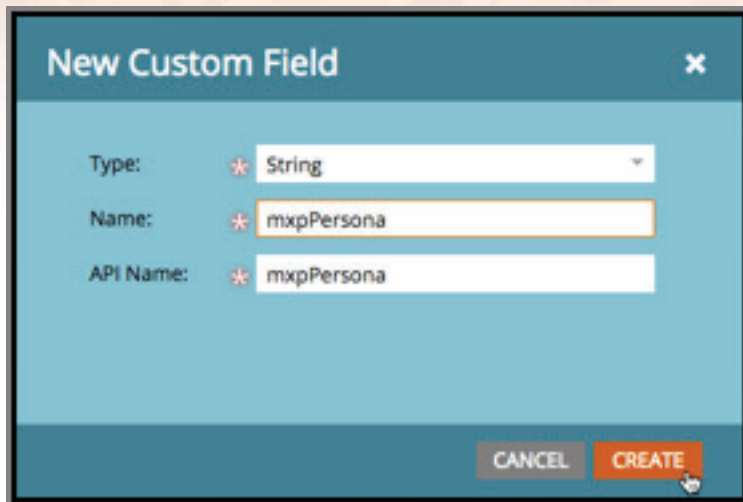


3. For **Type** select “**String**”, and enter “**mxpStage**” for the **Name** and click “**Create**”.



A screenshot of the 'New Custom Field' form. The form has three input fields: 'Type' with a dropdown menu set to 'String', 'Name' with the text 'mxpStage', and 'API Name' with the text 'mxpStage'. At the bottom right, there are two buttons: 'CANCEL' and 'CREATE'. A mouse cursor is pointing at the 'CREATE' button.

4. Repeat the previous step for “mxpPersona”

A screenshot of a 'New Custom Field' dialog box. The dialog has a teal header with the title 'New Custom Field' and a close button 'x'. Below the header, there are three fields: 'Type' with a dropdown menu showing 'String', 'Name' with a text input field containing 'mxpPersona', and 'API Name' with a text input field containing 'mxpPersona'. At the bottom right, there are two buttons: 'CANCEL' and 'CREATE'.

Your Mura Experience Platform instance should now be integrated with Marketo and you can start pushing leads through the Experience Matrix based on their Stage and Persona.