

Integration Setup Guide

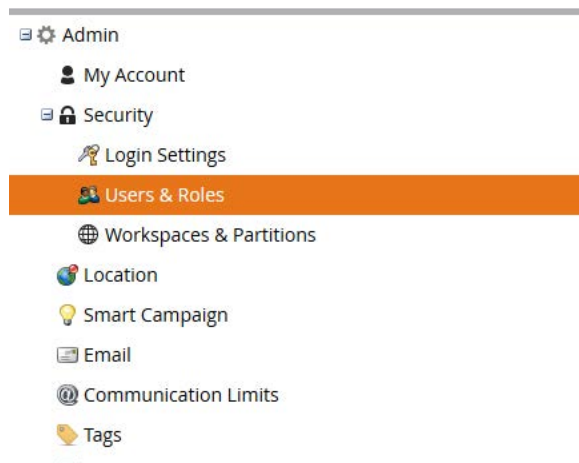
Integrating App Data Room and Marketo is easy. Follow these step-by-step instructions:

First, Setup your Marketo API - Create a Custom Service

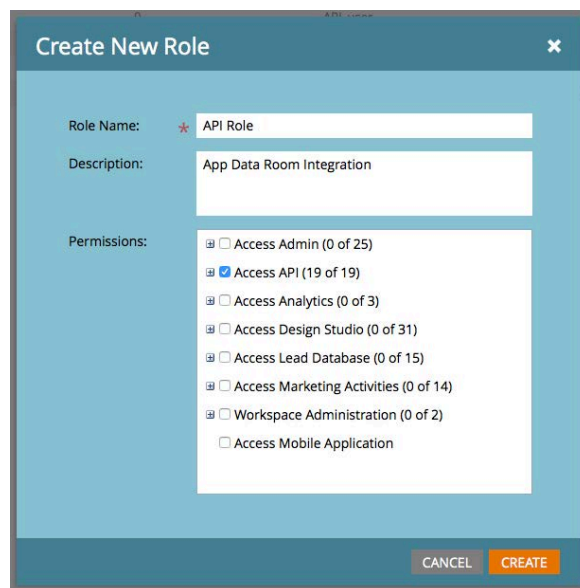
(The following steps can be performed only by a user with Marketo admin role)

Step 1. Login and navigate to the admin area of Marketo

Step 2. Click on the Users & Roles node on the left panel navigation



Step 3. Create a new role for API access



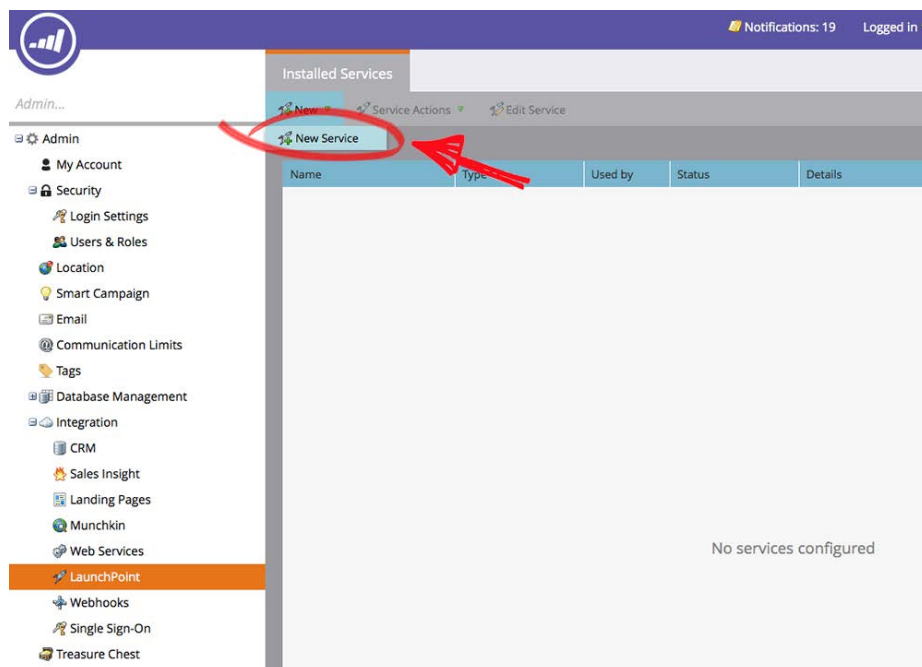
Step 4. Create an API only user and associate it with the API role that you created in Step 3. You can do so by checking the API Only user checkbox at the time of user creation.

The screenshot shows a 'Users' management interface with a modal window titled 'Invite New User'. The modal contains the following fields and options:

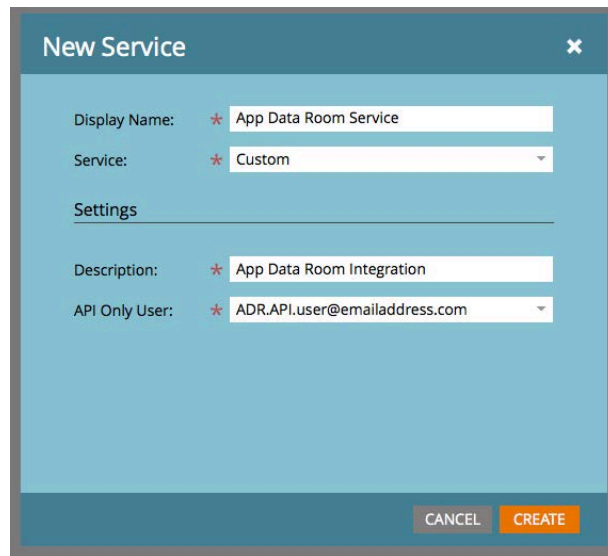
- First Name: API
- Last Name: User
- Email Address: ADR.API.user@emailaddress.com
- Roles: Admin (unchecked), Analytics User (unchecked), API Role (checked)
- API Only: (highlighted with a red arrow)

Buttons at the bottom of the modal are 'CANCEL' and 'INVITE'.

Step 5. A custom service is required to uniquely identify your client application. To create go to the Integration > LaunchPoint screen and create a new service.



Step 6. Choose "Custom" service type, provide the display name, description and the user created in Step 2. Click "Create".



New Service

Display Name: * App Data Room Service

Service: * Custom

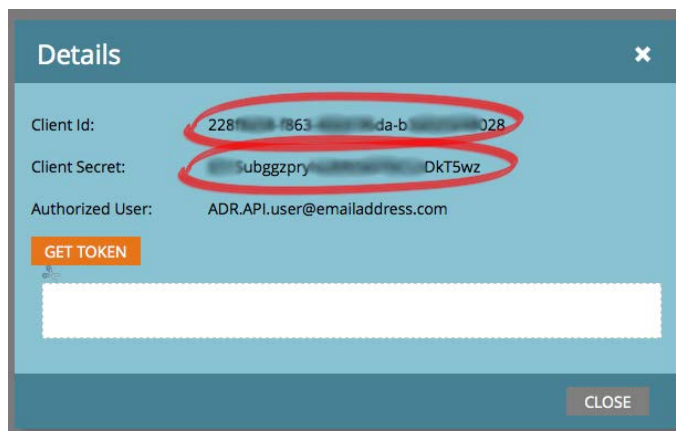
Settings

Description: * App Data Room Integration

API Only User: * ADR.API.user@emailaddress.com

CANCEL CREATE

Step 7. Click on "View Details" to get the Client ID and Client Secret. Copy this information as it will be used in the following steps to authenticate the integration.



Details

Client Id: 2281b363da-b028

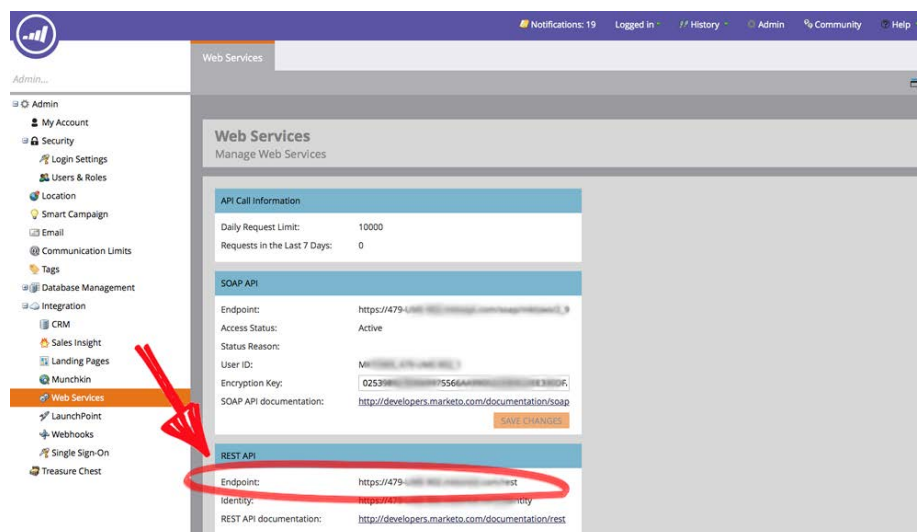
Client Secret: SubggzpryDKT5wz

Authorized User: ADR.API.user@emailaddress.com

GET TOKEN

CLOSE

Step 8. Click on Integration > Web Services and copy the REST API Endpoint. It will be used in the following steps to authenticate the integration.



Web Services

Manage Web Services

API Call Information

Daily Request Limit: 10000

Requests in the Last 7 Days: 0

SOAP API

Endpoint: https://479-.../api/soap

Access Status: Active

Status Reason:

User ID: M...

Encryption Key: 02530e...

SOAP API documentation: http://developers.marketo.com/documentation/soap

SAVE CHANGES

REST API

Endpoint: https://479-.../api/rest

Identity: https://479-.../identity

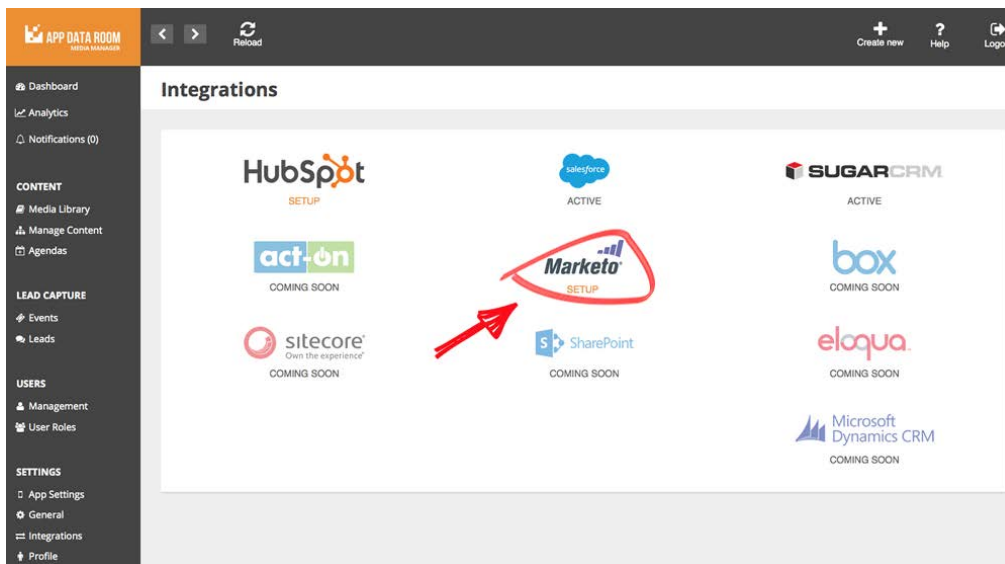
REST API documentation: http://developers.marketo.com/documentation/rest

Next, Setup the App Data Room - Marketo Integration

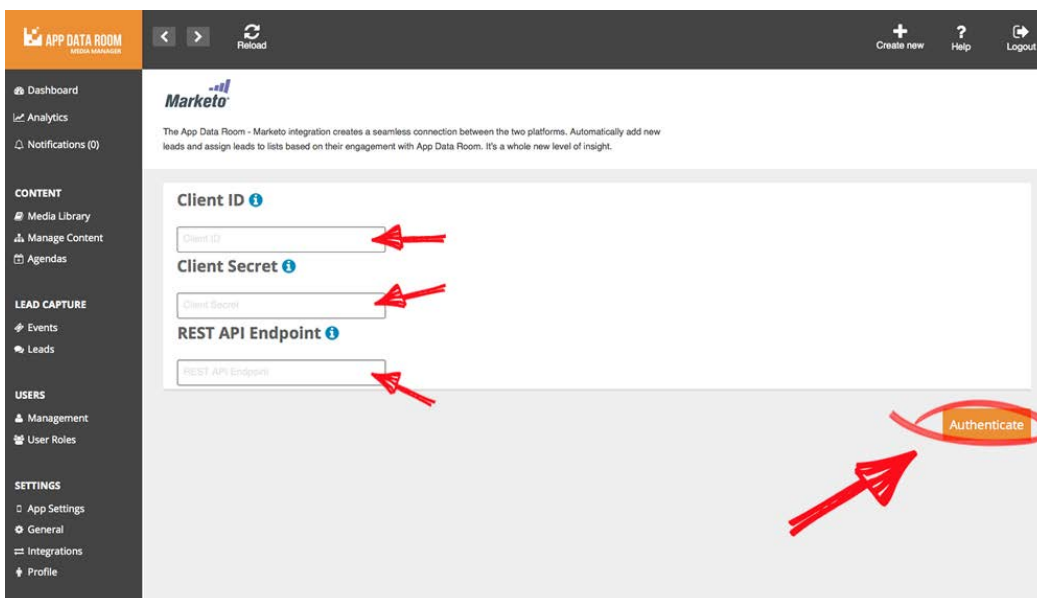
Step 1. Login to your App Data Room account

Step 2. Click Integrations on the navigation bar

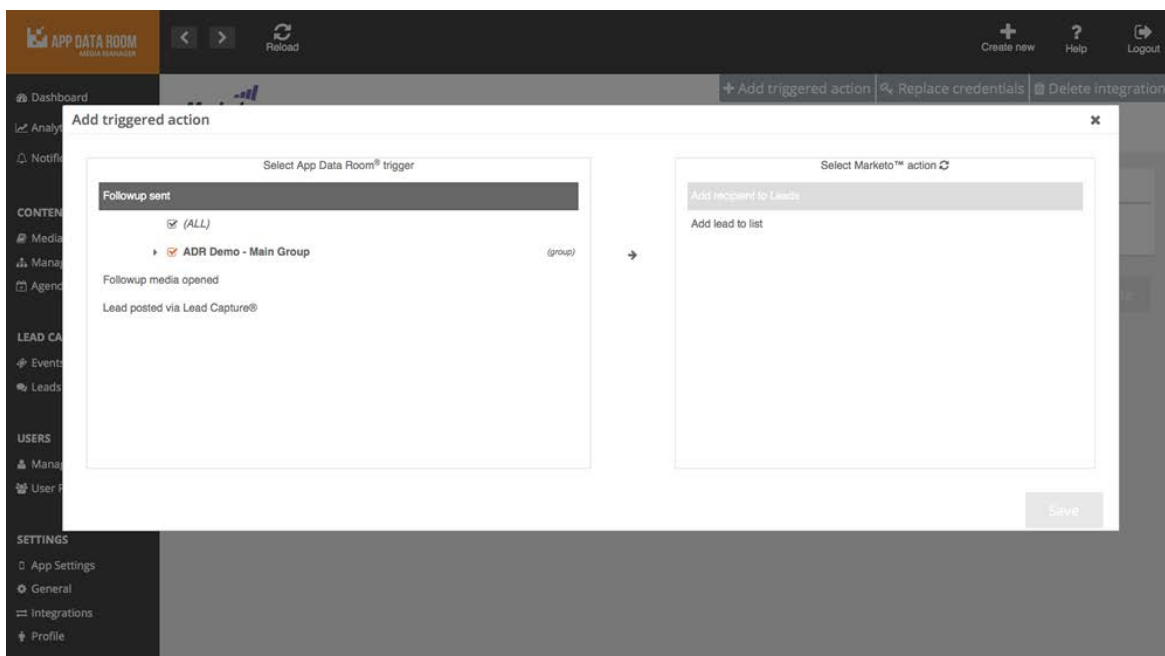
Step 3. Under Marketo click "Setup"



Step 4. Enter your Client ID, Client Secret and REST API Endpoint, then click "Authenticate"



Step 5. Add your first triggered action to finalize the integration. Click “Add Triggered Action”, then choose the App Data Room trigger, the corresponding Marketo action to perform when conditions match and click “Create” to finish adding a triggered action.



Engagement data will now flow from App Data Room into your Marketo account! **Enjoy!**

Still have questions? We're excited to help you get maximum value from your App Data Room - Marketo integration. Contact us today.

App Data Room is a breakthrough mobile sales enablement platform that allows any business to build, brand and manage a professional mobile app for sales presentations and engagement. Mobile technology can unite sales and marketing organizations toward common goals. App Data Room helps businesses achieve sales & marketing alignment and today services more than 50,000 users across hundreds of companies doing business around the world in multiple languages.