

## WeChat Integration with Marketo using Cloud App

### Configuration Steps:

1. Signup in Verticurl cloud app
2. Configure WeChat settings with prerequisites details which helps to integrate between WeChat and Verticurl cloud app for requests/response such as deriving follower's details and delivering target message to followers.

#### Wechat Configuration

Wechat Name \*

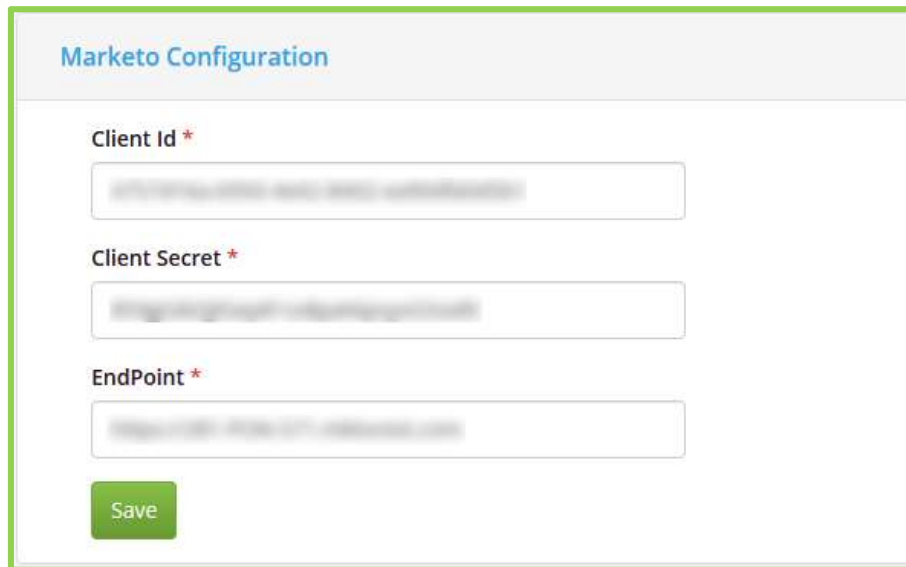
  

App Key \*

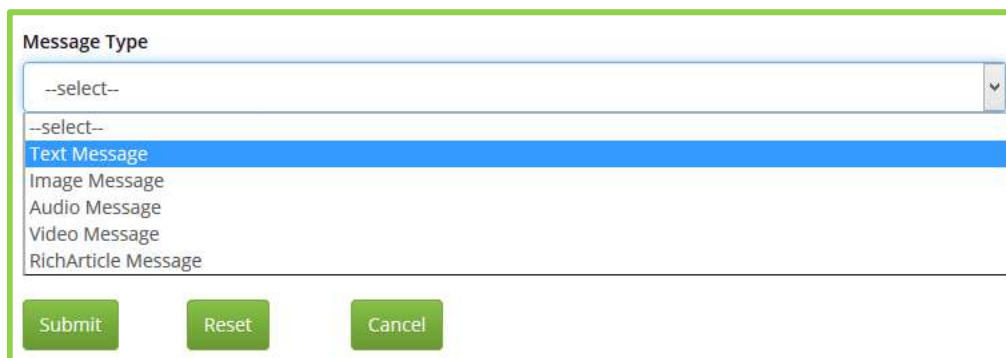
App Secret \*

3. Configure Marketo settings with prerequisites details which helps to integrate between Marketo and Verticurl cloud app for requests/response such as Lead Creation and delivers data to cloud app via Webhook for sending message.



The image shows a 'Marketo Configuration' form. It has a title bar at the top with the text 'Marketo Configuration'. Below the title bar, there are three input fields, each with a label and a red asterisk indicating it is required: 'Client Id \*', 'Client Secret \*', and 'EndPoint \*'. Each field contains a blurred, placeholder-like text. At the bottom left of the form, there is a green button labeled 'Save'.

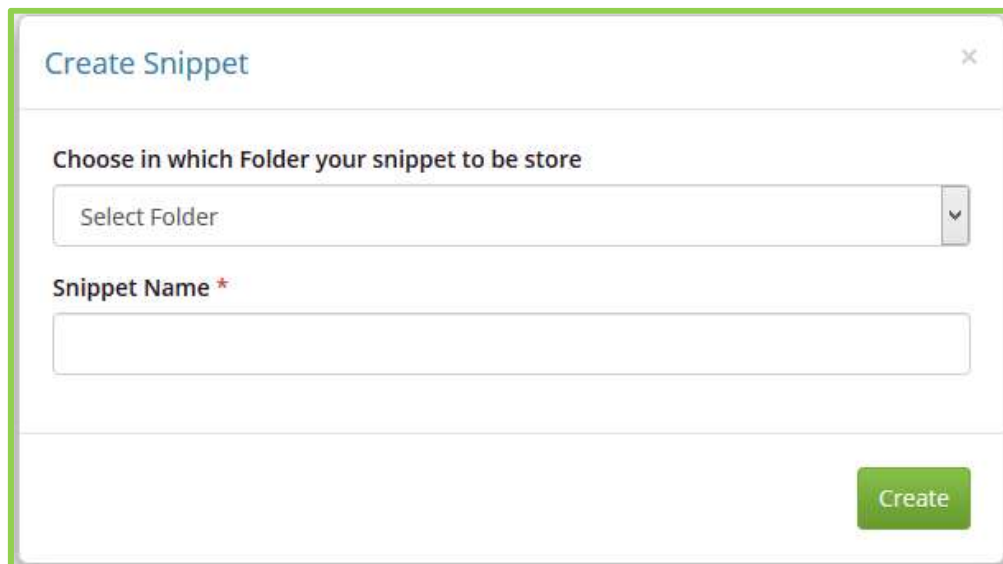
4. Message type supports in Verticurl Cloud app :



The image shows a dropdown menu titled 'Message Type'. The dropdown is currently open, showing a list of options. The top option is '--select--'. Below it, the following options are listed: 'Text Message', 'Image Message', 'Audio Message', 'Video Message', and 'RichArticle Message'. The 'Text Message' option is highlighted with a blue background. At the bottom of the dropdown, there are three green buttons: 'Submit', 'Reset', and 'Cancel'.

5. Configure welcome message for QR code.

6. Through Snippet as in the below screenshot which helps to display unique branded QR code in Marketo Landing page or Email Assets. When followers scan QR code, receives welcome message and Lead will be created in Marketo.



The screenshot shows a 'Create Snippet' dialog box with a close button (X) in the top right corner. The form contains the following elements:

- A label: "Choose in which Folder your snippet to be store"
- A dropdown menu with the text "Select Folder" and a downward arrow.
- A label: "Snippet Name \*"
- An empty text input field.
- A green "Create" button in the bottom right corner.

7. Configure message for WeChat followers.

8. Configure Webhook as in the below screenshot, which helps to communicate with Verticurl cloud APP to get the benefits of below services:

- Message Services
- Menu Services



**Note: - Please contact us at [bd@verticurl.com](mailto:bd@verticurl.com) for full integration manual.**