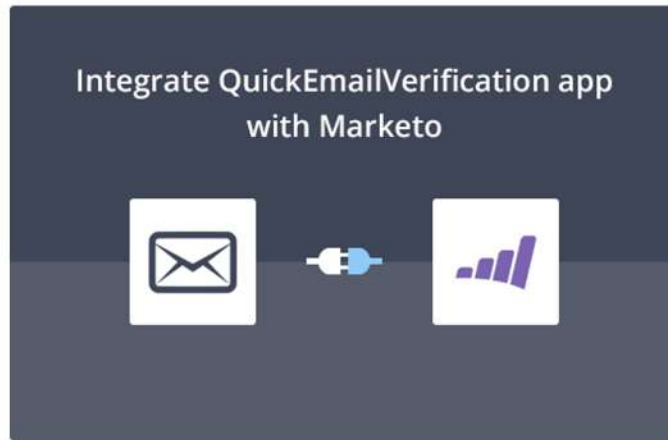


Integrating with Marketo



Contents

Getting Started	2
Create custom fields in Marketo	3
Configure the Webhook	5
Create the Form	8
Create the Landing Page	9
Create the Smart Campaign	10
Let's Test it!	12

Getting Started

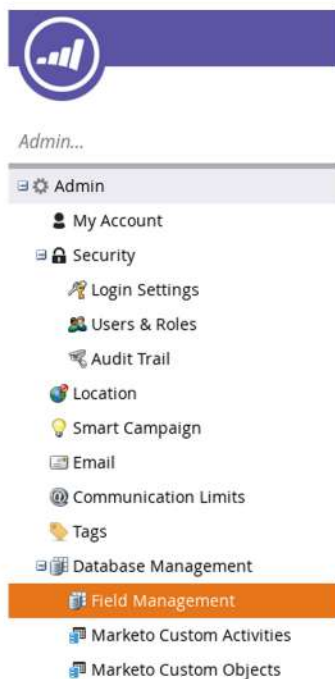
Integrating QuickEmailVerification with Marketo is a simple, one-time set-up. Once you have the QuickEmailVerification set up in Marketo, you will be able to use this agile and robust email verification service to verify email addresses in real time as they enter your Marketo database.

To connect QuickEmailVerification with Marketo, you will need a QuickEmailVerification account. If you haven't done so already, [Sign Up](#) on QuickEmailVerification and create your Free account before you get into this integration setting up process.

Create custom fields in Marketo

We will use Marketo's **Webhook** facility to integrate QuickEmailVerification API with Marketo for email verification. To store the QuickEmailVerification API result in Marketo, you will need to create some **Custom Fields**.

To create custom fields in Marketo, click on the **Admin** on the top bar of the screen. While on the Admin page, click on the **Field Management** option from the left.

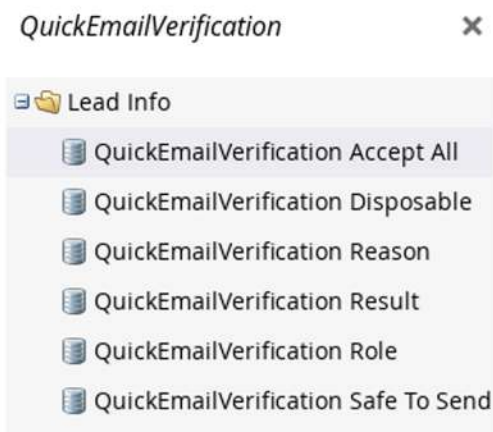


Now, click the **New Custom Field** button on the **Field Management** page and you will be able to start creating new custom fields.

The following list contains all the required field names and their respective type. You may choose any name as the **Field Name** that is easy to identify later on. While creating field, the **API Name** will be populated automatically but for simplicity we will set it as following.

Field Type	Field Name	API Name
string	QuickEmailVerification Result	QuickEmailVerificationResult
string	QuickEmailVerification Reason	QuickEmailVerificationReason
boolean	QuickEmailVerification Disposable	QuickEmailVerificationDisposable
boolean	QuickEmailVerification Disposable	QuickEmailVerificationDisposable
boolean	QuickEmailVerification Accept All	QuickEmailVerificationAcceptAll
boolean	QuickEmailVerification Role	QuickEmailVerificationRole
boolean	QuickEmailVerification Safe To Send	QuickEmailVerificationSafeToSend

After you create fields as required, you can find all of them on the right side. Enter **QuickEmailVerification** into Search and you can see all these custom fields listed, as shown below.

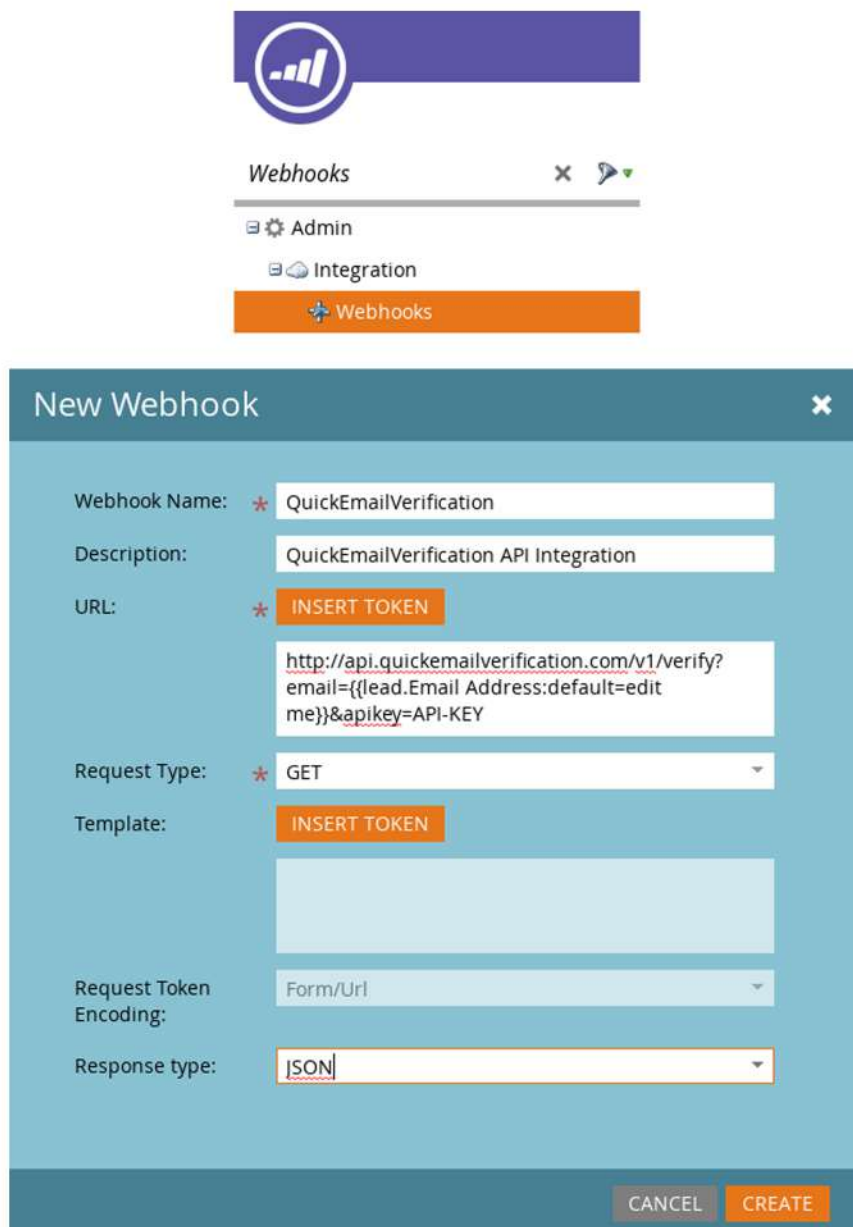


Configure the Webhook

To configure the Webhook in Marketo for integrating the QuickEmailVerification API, you will need the QuickEmailVerification API key. So from here, you will need to switch to your QuickEmailVerification account and navigate to the **API Settings** page. If you have not created an API key already, click the **Add API Key** button to create the API key.

After creating the API key, copy it and head back to your Marketo account. Within your Marketo account, follow the steps given below to configure Webhook.

Click on **Admin** from the top bar again and select **Webhooks** from the left. While on the Webhook page, click the **New Webhook** button.



The image shows a screenshot of the Marketo interface. At the top, there is a purple header with a white bar chart icon. Below it, the word "Webhooks" is displayed with a close button (X) and a refresh button (circular arrow). A navigation menu on the left includes "Admin" (with a gear icon), "Integration" (with a cloud icon), and "Webhooks" (with a plus icon and highlighted in orange). Below the navigation menu, a "New Webhook" modal window is open. The modal has a title bar with "New Webhook" and a close button (X). The form fields are as follows:

- Webhook Name:** * QuickEmailVerification
- Description:** QuickEmailVerification API Integration
- URL:** * INSERT TOKEN
`http://api.quickemailverification.com/v1/verify?email={{lead.Email Address:default=edit me}}&apikey=API-KEY`
- Request Type:** * GET
- Template:** INSERT TOKEN
- Request Token Encoding:** Form/Url
- Response type:** JSON

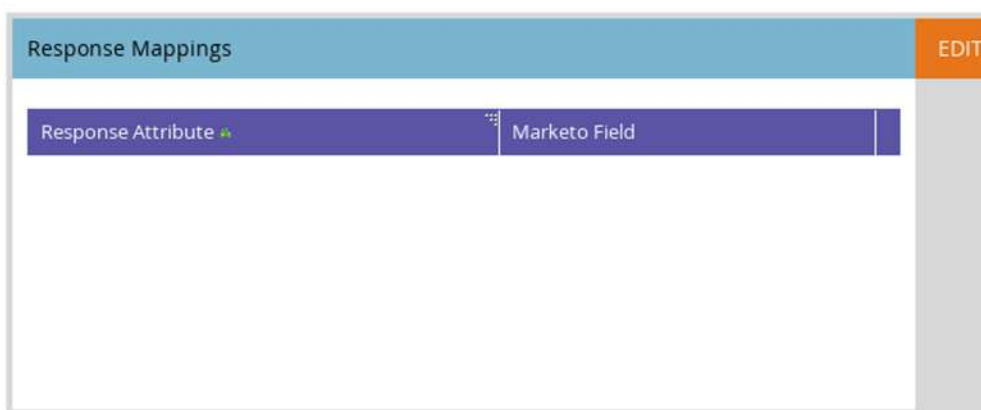
At the bottom right of the modal, there are two buttons: "CANCEL" and "CREATE".

As shown above, fill in the required information to create a new webhook for email verification.

The **Webhook Name** and **Description** can be anything that helps you identify the purpose of the webhook later on. The **URL**, **Request Type** and **Response Type** must be same as following. Replace **API-KEY** in URL with the real API key generated in your QuickEmailVerification account.

- **URL** : <http://api.quickemailverification.com/v1/verify?email={{lead.Email Address:default=edit me}}&apikey=API-KEY>
- **Request Type** : GET
- **Response Type** : JSON

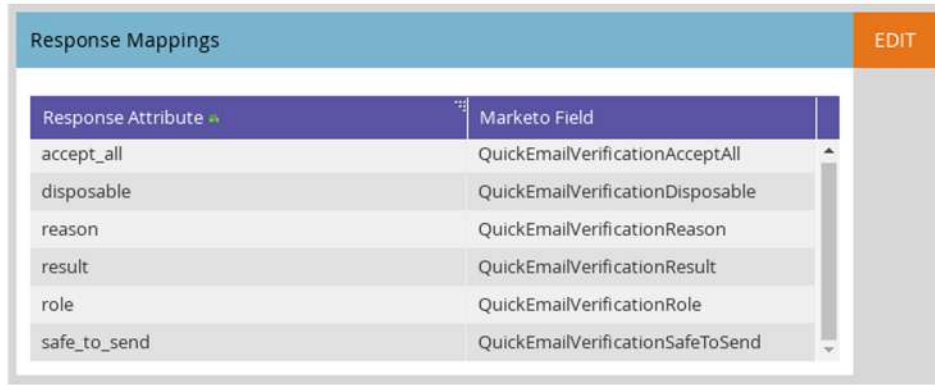
After filling in the required details, click on the **CREATE** button and you will see a Response Mappings section below the created webhook. Click on the **Edit** next to **Response Mappings** section and map the API response fields with the custom Marketo fields created in the previous step.



While on **Edit Response Mapping** page, click **Add** and map the **Response Attribute** with the **Marketo Field** as shown below.

Response Attribute	Marketo Field
result	QuickEmailVerificationResult
reason	QuickEmailVerificationReason
disposable	QuickEmailVerificationDisposable
accept_all	QuickEmailVerificationAcceptAll
role	QuickEmailVerificationRole
safe_to_send	QuickEmailVerificationSafeToSend

After mapping all above Response Attributes with respective Marketo Fields, click **SAVE**. Finally your **Response Mappings** section should look like this:



Response Attribute	Marketo Field
accept_all	QuickEmailVerificationAcceptAll
disposable	QuickEmailVerificationDisposable
reason	QuickEmailVerificationReason
result	QuickEmailVerificationResult
role	QuickEmailVerificationRole
safe_to_send	QuickEmailVerificationSafeToSend

At this stage your Marketo account is ready to use Webhook for email verification.



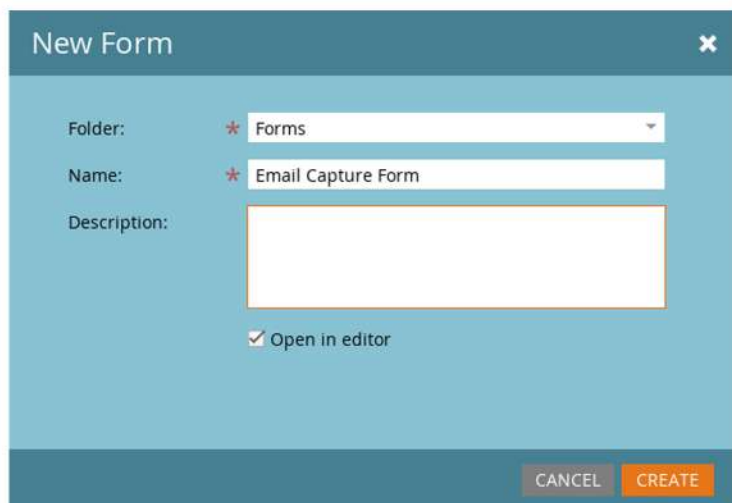
For the demonstration of email verification within Marketo environment, we will create a landing page with web form for source of email. Your integration need not be the same as shown here.

Create the Form

To create the form navigate to **Design Studio** page within your Marketo account.



Within the design studio page, click on **New** and then select **New Form**. Enter the required information and select the folder to save this form. Make sure you leave the **Open in editor** check box selected and click **CREATE**.

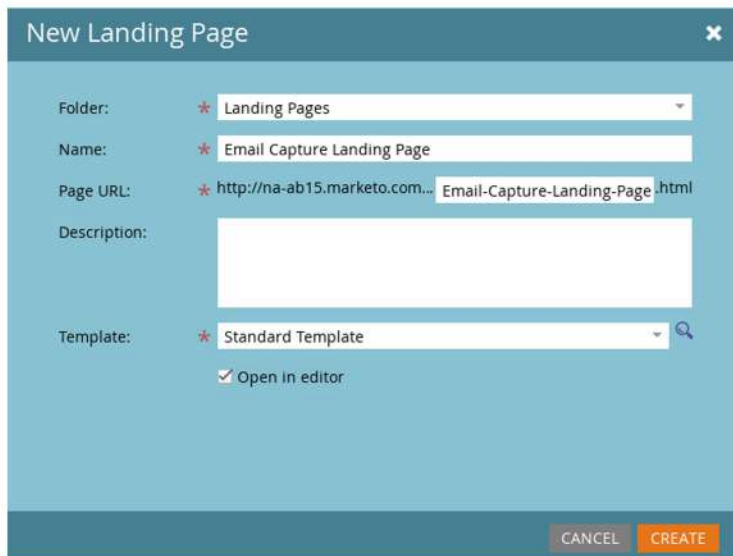
A 'New Form' dialog box with a teal header and a light blue body. The title 'New Form' is in the top left, and a close button 'x' is in the top right. The form contains the following fields: 'Folder:' with a dropdown menu showing 'Forms'; 'Name:' with a text input field containing 'Email Capture Form'; 'Description:' with a large empty text area; and a checked checkbox labeled 'Open in editor'. At the bottom right, there are two buttons: 'CANCEL' and 'CREATE'.

For this demonstration, we will use a simple and default form so just click **FINISH** and **APPROVE & CLOSE** in the opened editor window.

Create the Landing Page

Next we will create the landing page and use the Email Capture Form created above on the landing page.

To create **Landing Page**, click on the **New** and then select **New Landing Page** within **Design Studio** page. Fill out the required information for this **New Landing Page** form. For this demonstration, we will name it **Email Capture Landing Page**. Select the **Standard Template**, leave the **Open in editor** check box selected and click **CREATE**.



New Landing Page

Folder: * Landing Pages

Name: * Email Capture Landing Page

Page URL: * http://na-ab15.marketo.com... Email-Capture-Landing-Page.html

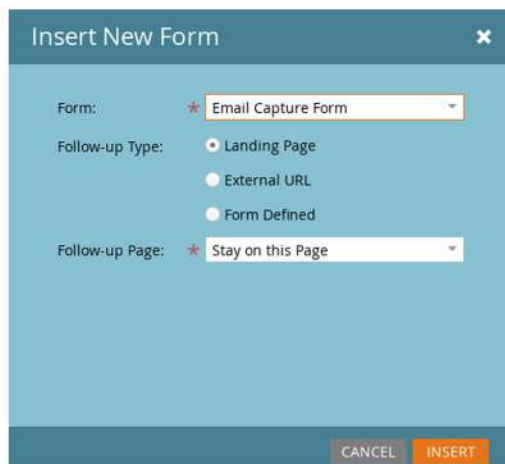
Description:

Template: * Standard Template

Open in editor

CANCEL CREATE

On the landing page editor, select the **Form** element from right side and drag & drop it to the centre designing area. New window will open for inserting the form on the landing page. Select **Email Capture Form** we created in the previous step, **Landing Page** for **Follow-up Type** and **Stay on this Page** for **Follow-up Page** option. Click the **INSERT** to add the form to your Email Capture Landing Page.



Insert New Form

Form: * Email Capture Form

Follow-up Type: Landing Page
 External URL
 Form Defined

Follow-up Page: * Stay on this Page

CANCEL INSERT

Next, select the **Landing Page Actions** menu at the top and click on the **Approve and Close**. Now your landing page is ready with email capture form so we can use it for testing.



Landing Page Actions

- Approve and Close
- Edit Page Meta Tags
- Edit Form Settings
- Upload Image or File
- Grab Images from Web
- Show Guides

First Name: [input]

Last Name: [input]

Email Address: [input]

Submit

Email Capture Landi...

Create the Smart Campaign

This is the final and the most important step of the integration workflow. The purpose of this step is to trigger the QuickEmailVerification Webhook we created earlier.

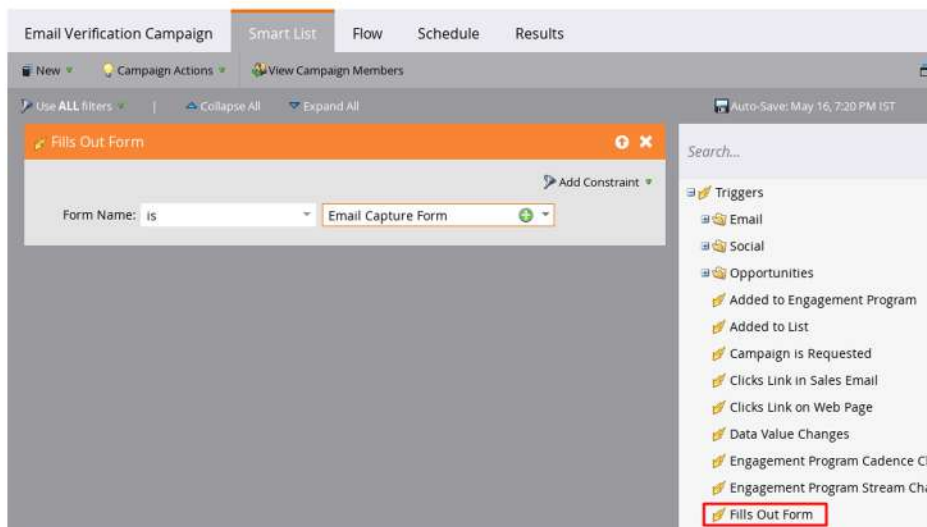
To create the Smart Campaign, navigate to **Marketing Activities** page within your Marketo account.



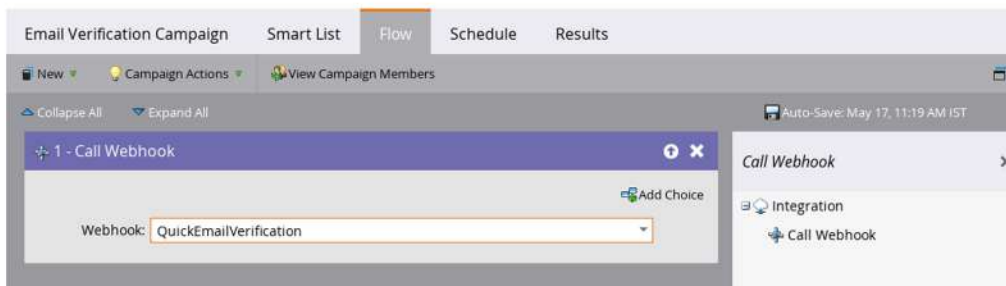
While on Marketing Activities page, click on the **New** button and then select **New Smart Campaign**. Fill out the required information and then click on the **CREATE** button.

A screenshot of the 'New Smart Campaign' form. The form has a dark blue header with the title 'New Smart Campaign' and a close button (X). Below the header, there are three fields: 'Folder:' with a dropdown menu showing 'QuickEmailVerification', 'Name:' with a text input field containing 'Email Verification Campaign', and 'Description:' with a large empty text area. At the bottom right of the form, there are two buttons: 'CANCEL' and 'CREATE'.

After creating the Smart Campaign, click on the **Smart List** tab from the top menu. Here we will set the trigger for the campaign. For this demonstration, select **Fills Out Form** trigger on the right-side menu and drag it to the canvas. Now select the Form Name which we created in the previous step

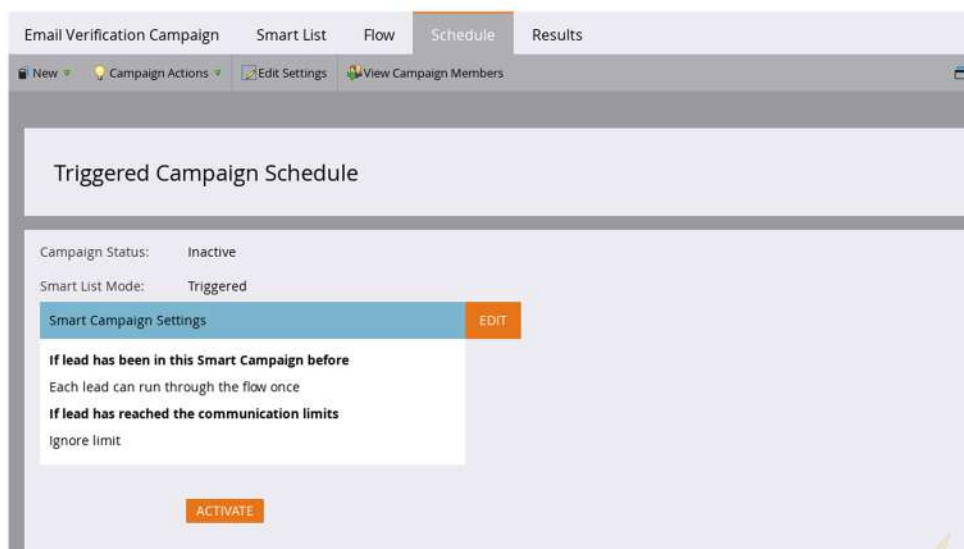


Next, click on the **Flow** tab and set actions for this campaign. Here we will use Webhook call that will verify email address using QuickEmailVerification API. Type **Call Webhook** in the search field on the right side, then drag and drop it to the canvas. Now select the Webhook from the drop down options. Here, we will select **QuickEmailVerification** Webhook which we created in the previous step.



Following above Webhook, you may add other actions in the flow. For example, If you would like to segment your leads based on the verification result, you can place Add to List action to the flow after Webhook and **Add Choice** to filter leads based on your requirements.

Next, click on the **Schedule** tab and click **ACTIVATE** button to activate smart campaign.



Let's Test it!

For this demonstration, we have created the **Smart Campaign** that will trigger the **Webhook** for email verification when **Email Capture Form** is filled out and submitted. So navigate again to Design Studio page and then select your previously created landing page from left. Here, you will find the **URL** of the landing page on the right.

Copy your landing page URL and open it in new browser tab. Fill out the lead form and click submit. This will add new lead into your Marketo Database after executing Smart Campaign, so Email Verification will be performed via Webhook.

Now go to your **Lead Database** and check your list. You will find this new lead and custom fields will be populated with Email Verification result from QuickEmailVerification API.