



Marketo's powerful marketing automation software helps marketers master the art & science of digital marketing to engage customers and prospects.

Click on any form inside the Instapage builder or go to the sub-account that you want to integrate with Marketo. You will be prompted to input your Marketo Client ID, the Client Secret and the Identity URL.

A screenshot of a web application dialog box titled "Setting up Marketo Integration". The dialog has a purple icon on the left and a close button (X) in the top right. Below the title is a progress bar with four steps: "1. ACCOUNT", "2. LIST", "3. FIELDS", and "4. FINISH". The current step is "2. LIST". The main heading is "Enter Your Marketo Credentials". There are three input fields: "Client ID", "Client Secret", and "Identity URL". Below the fields is a link: "Need help? [Get Your Marketo Credentials Here](#)". A blue "LOGIN" button is located at the bottom right of the dialog.

Here's how to get that information from your Marketo account.

Client ID and Client Secret

- Click on Launchpoint under the Integration header in the left-hand navigation bar.

- **Click the View Details link in the row associated with the Installed Service to be connected.**
- **Copy the Client ID and Client Secret from the modal window that opens upon clicking the View Details link.**

Identity URL

- **Click on the Web Services link under the Integration header in the left-hand navigation bar.**
- **Copy the URL shown adjacent to the 'Identity' entry under the REST API heading in the main window.**

That's it! Now you just have to choose your list, map your Instapage form fields to Marketo and your leads will automatically be sent to Marketo.