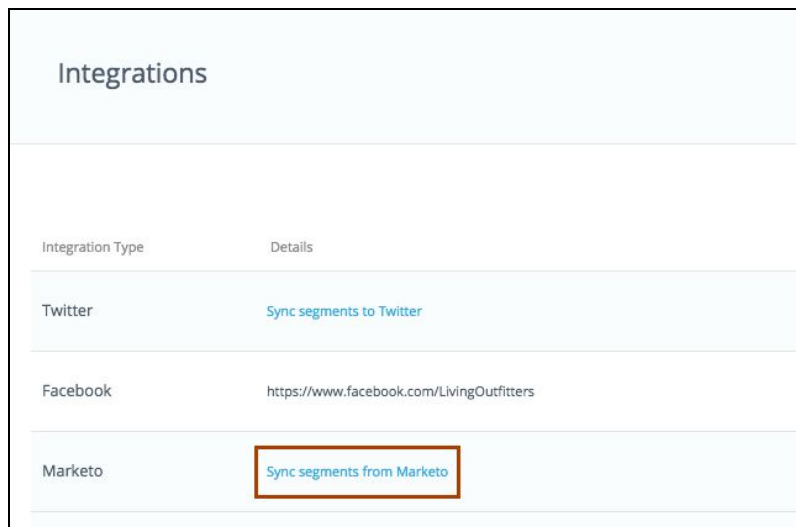




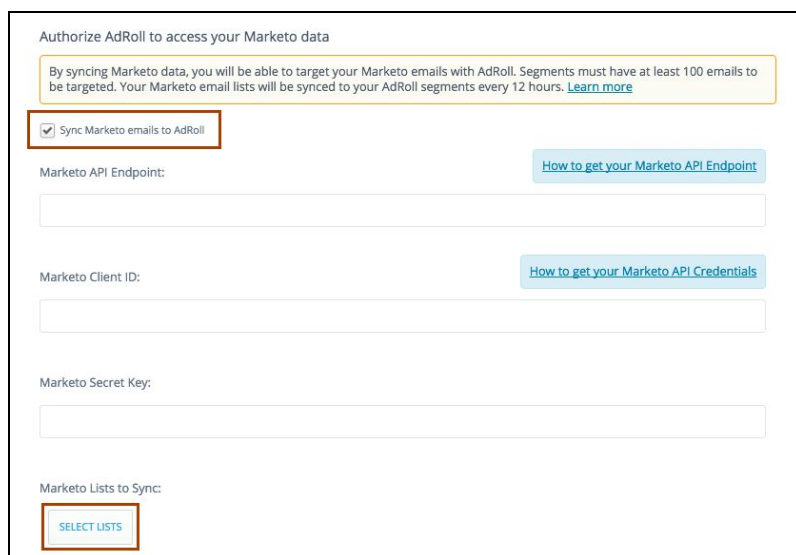
Integrating AdRoll And Marketo

How do I integrate Marketo and AdRoll?

The Marketo integration tool can be found in *settings* (gear icon in the top right corner) under the "Integrations" section.



Find Marketo under the *Integration Type* column, and click "Sync segments from Marketo". Check the box that appears to confirm that you would like to *Sync Marketo emails to AdRoll*.



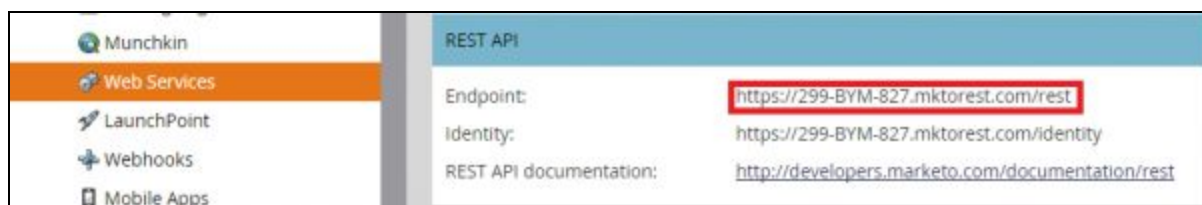
Marketo CRM data onboarding works by connecting your accounts through your Marketo API. You will need the following information from your Marketo dashboard to complete this integration:

- API Endpoint URL
- Client ID
- Secret Key

[Click here to log into your Marketo dashboard](#). You will want to have your [AdRoll dashboard](#) open as well so it is easy to copy and paste the required information. Once integrated, you will be able to select the Marketo lists you would like to apply as a CRM segment.

How do I find my API Endpoint URL?

1. Go to the "Admin" tab
2. Go to "Web Services" Panel and locate your REST API Endpoint URL.



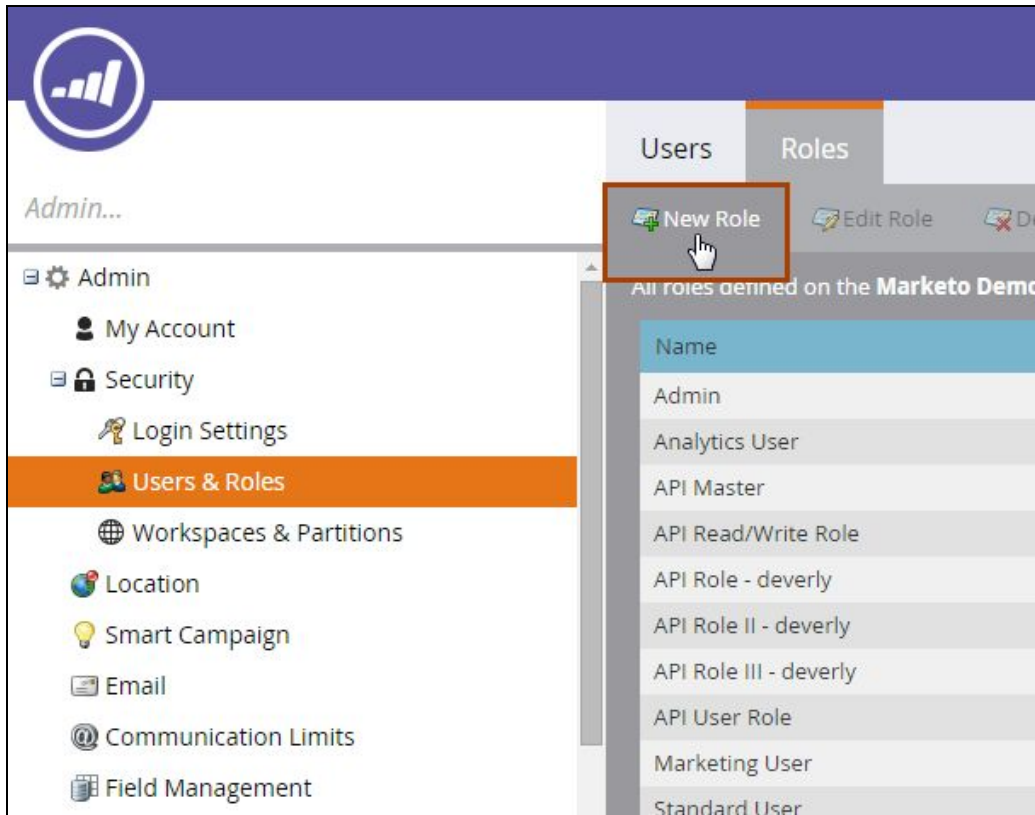
3. Copy your *Endpoint* and return to "Integrations" on your AdRoll dashboard. Paste this value in the *Endpoint URL* field.

How do I get the Client ID and Secret Key?

To generate a Client ID and Secret key for AdRoll, you first need to create a role and user associated with AdRoll. This defines what level of access AdRoll will have to your data. Then, you'll create a custom service to be accessed by the AdRoll user, which provides you with the unique Client ID and Secret Key needed to complete this integration.

Creating AdRoll's Role and User

1. In the top navigation bar, click "Admin".
2. In the left sidebar, go to "Users & Roles", then "Roles".



3. Name your role "API Role" and set this role up with *API Access*.

The screenshot shows the 'Create New Role' form. It has a teal header with the title 'Create New Role'. Below the header, there are three main sections:

- Role Name:** A text input field containing 'API Role'.
- Description:** An empty text area.
- Permissions:** A list of permissions with checkboxes. The 'Access API (17 of 17)' section is expanded, showing the following checked items:
 - Approve Assets
 - Execute Campaign
 - Read-Only Activity
 - Read-Only Assets
 - Read-Only Campaign
 - Read-Only Company
 - Read-Only Custom Object

4. Next, you will need to associate that role with a user. Click into the "User" tab, and click "Create New User".

5. Enter a first and last name, and an email address. What you enter into these fields is not important. "Some", "Body", and *somebody@marketo.com* are used in the example below, but we recommend:

- First Name: AdRoll
- Last Name: Integration
- Email: adroll@marketo.com

The screenshot shows a dialog box titled "Invite New User" with a close button (X) in the top right corner. The form contains the following fields:

- First Name:
- Last Name:
- Email Address:
- Roles and Workspaces: A dropdown menu is open, showing a list of roles with checkboxes. The role "API Role (all workspaces)" is selected and highlighted with a red box.
- API Only:

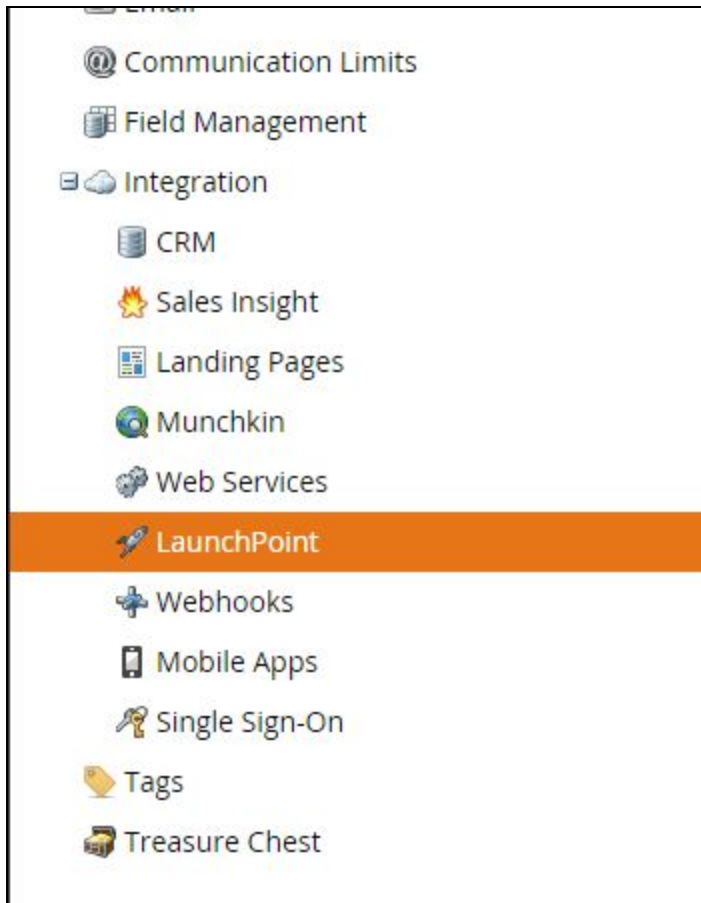
At the bottom right of the dialog, there are two buttons: "CANCEL" and "INVITE".

6. Search the *Roles and Workspaces* list and select the role you just created, "API Role".

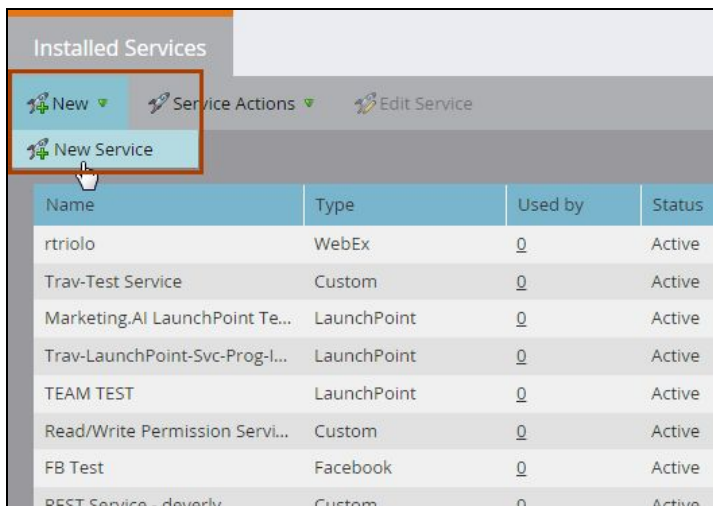
7. Make this user *API Only* by checking the box. Invite to finish setting up your AdRoll user.

Creating a Custom Service to Tie with your new AdRoll User

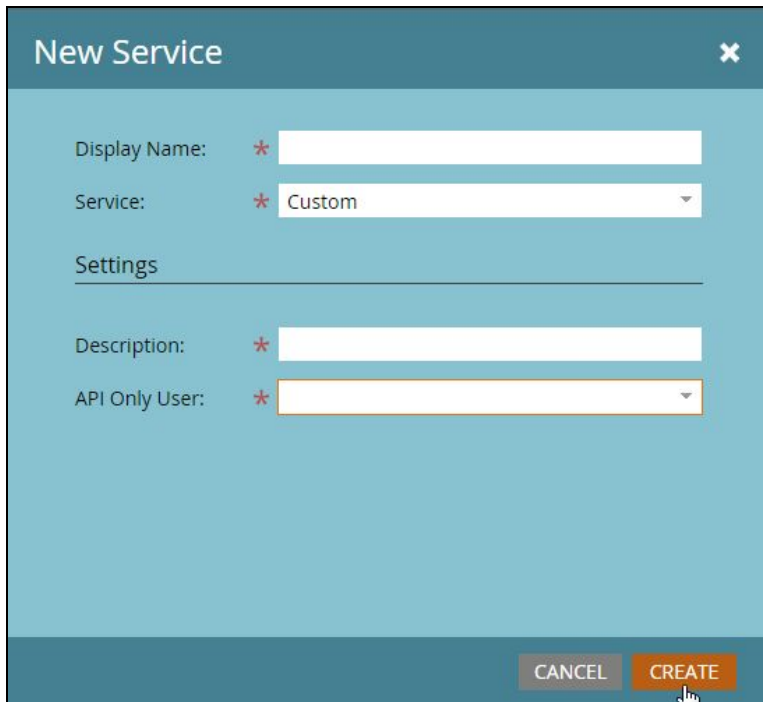
1. In the *Admin* menu, find and click "Launchpoint".



2. Click "New Service".



3. You want to set up a "Custom" service. Your *Display Name* and *Description* should be something that helps you easily identify that this service is linked to your AdRoll account.



New Service [X]

Display Name: *

Service: * Custom [v]

Settings

Description: *


API Only User: *

CANCEL CREATE

4. In the *API Only User* field enter `adroll@marketo.com`, or the custom email alias that you assigned to your AdRoll user. Finally, "Create" to complete service setup.

Locating your client ID and secret key tied to your new user/service

1. After creating your service, you should see in your list of *Installed Services*. Click "View Details".



Details [X]

Client Id: `620c5d16-17d5-4acc-a957-79294ace8892`

Client Secret: `LNRO18rQ2k4fyWZ8cUuHygprO4FDV`

Authorized User: `somebody@marketo.com`

GET TOKEN

[Large white box with dashed border]

CLOSE

2. Copy your *Client ID* code and return to "Integrations" in your AdRoll dashboard. Paste this value into the *Marketo Client ID* field.

3. Copy your *Client Secret* code and return "Integrations" in your AdRoll dashboard. Paste this value into the *Marketo Secret Key* field.

That's it! Your AdRoll account is now able to talk to your Marketo account.

How do I choose which Marketo lists to use for CRM segments?

After you've completed integrating your AdRoll and Marketo accounts, turning your email lists into CRM segments is easy.

In "Integrations" find the *Marketo* section and click "Select Lists". Choose all your lists or a select few. Each list will populate in your dashboard as a distinct CRM segment.

For more information on how Marketo CRM data onboarding works, click [here](#).