



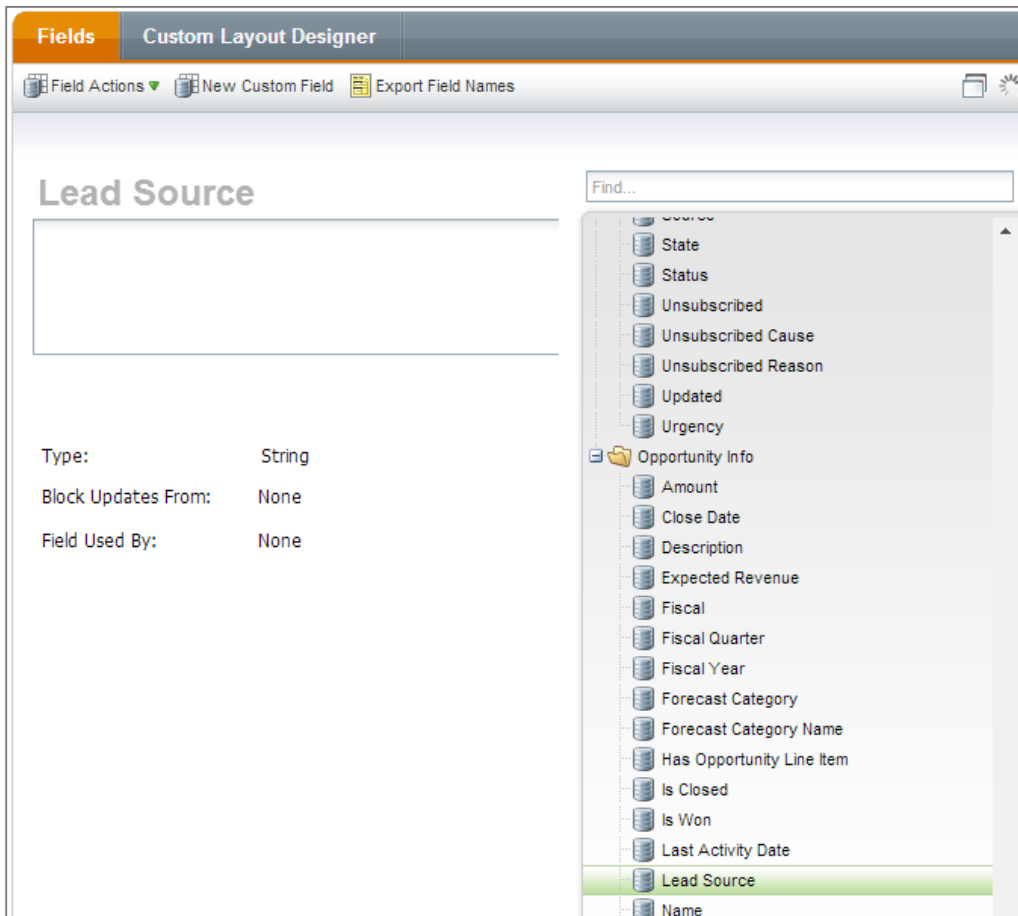
Posting from Integrate to Marketo

Integrate enables you to have the prospect data from your lead and demand generation campaigns posted in real-time directly into your Marketo account. Marketo Webhooks can then be set up to report KPI and return dispositions back into your Integrate dashboard, generating real-time performance data that can be used to:

- Measure ROI from your demand generation and media campaigns
- Optimize media programs based on highest converting parameters (audience, media source, creative, landing page, etc.)
- Improve lead quality by providing early insight into potential data issues

Step 1. Create a Custom Marketo API Field to receive the Integrate LeadID

- Integrate will assign a unique LeadID to each unique contact that passes data verification. This LeadID should be stored along with the contact data in Marketo in order to be used with Marketo Webhooks.
- In order to receive the Integrate LeadID you will need to create a custom API field (recommended) or select an existing API Field.
- To Select an existing Marketo API field:
 - Navigate to your Marketo account Homepage > Click 'Admin' > Field Management.
 - Select a field from the list on the right hand side.
 - This will be the field you refer to in your export file and subsequently input into the 'LeadID' field in Step 3.

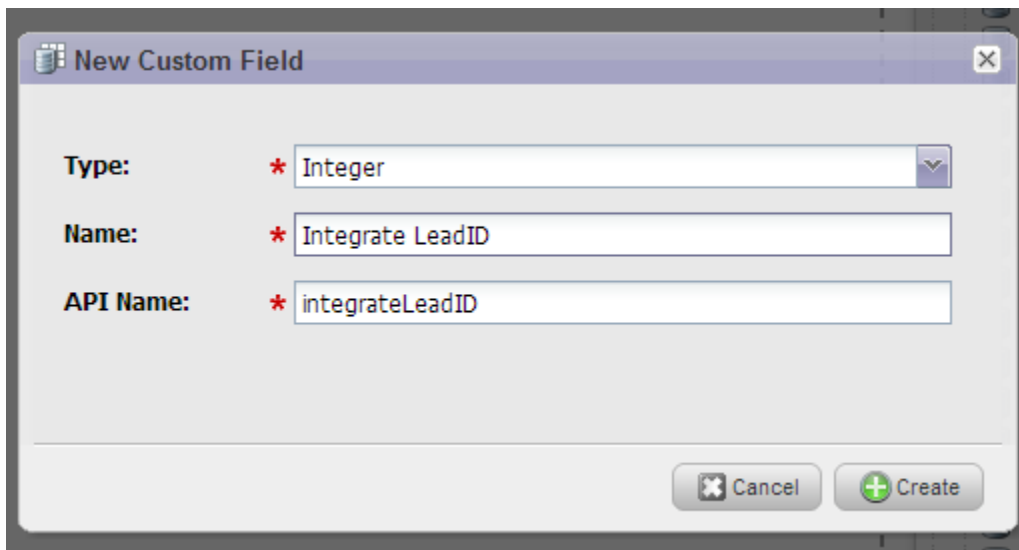


Step 1 (Continued). Create a Custom Marketo API Field to receive the Integrate LeadID.

- To create a custom Marketo API field:
 - Navigate to your Marketo Account Homepage > Click 'Admin' > Field Management
 - Click 'New Custom Field'



- Select Type: Integrate
- Name (Ex. Integrate LeadID)
- API Name (Ex. integrateLeadID)

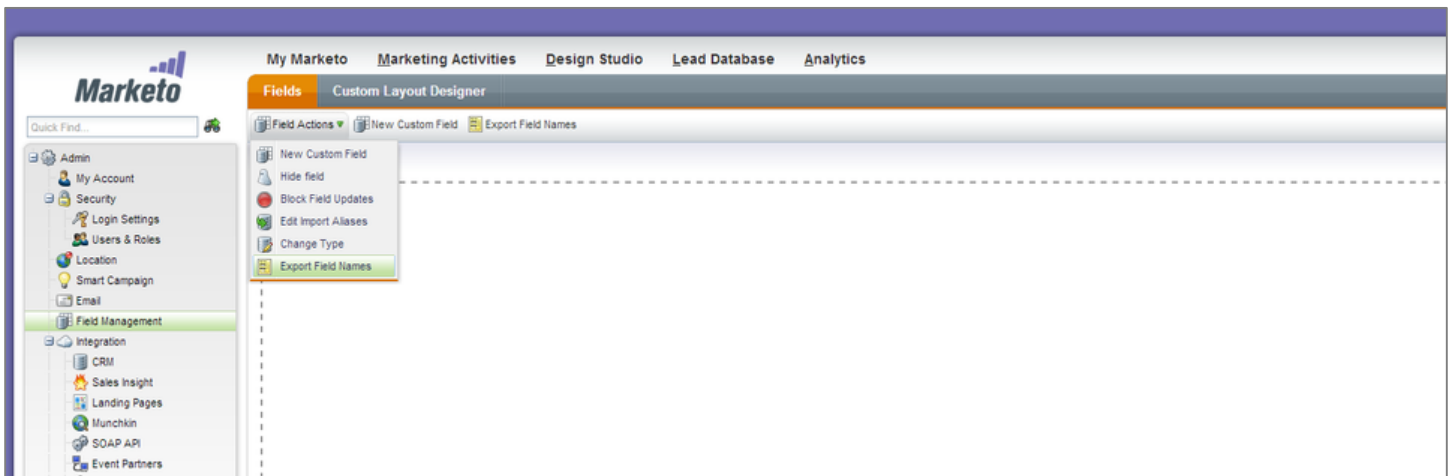
A screenshot of the 'New Custom Field' dialog box. The dialog has a title bar with a close button. It contains three input fields, each with a red asterisk indicating it is required:

- Type:** A dropdown menu with 'Integer' selected.
- Name:** A text input field containing 'Integrate LeadID'.
- API Name:** A text input field containing 'integrateLeadID'.

At the bottom right, there are two buttons: 'Cancel' and 'Create'.

Step 2. Export your Marketo API Fields.

- Navigate to your Marketo Account Homepage > Click 'Admin' > 'Field Management'.
- Click 'Field Actions' > 'Export Field Names'.



Step 3. Enter Marketo API Field Names

(Note: You will need to complete steps 2 – 7 for each of your Integrate campaigns.)

- From your Integrate dashboard, navigate to the 'Edit Fields' page of the campaign for which you want to set up posting.
- Copy the required API field names from your Marketo Form.
- Paste API field names into the 'Field Name' column.
- Click 'Submit/ Save Progress' once all Marketo API field names are added.
- Example: In the image below, the Marketo API Field Name for First Name is 'First_Name_c'

Question	Type	Required	Field Name	Values/Ranges/Formats
Lead ID	integer	Yes	<input type="text" value="LeadID"/>	
Timestamp	datetime	Yes	<input type="text" value="Timestamp"/>	Format: <input type="text" value="MM/dd/yyyy HH:mm:ss"/> 05/29/2005 12:30:00
IP Address	text[15]	Yes	<input type="text" value="IP"/>	
PublisherID	integer	Yes	<input type="text" value="PublisherID"/>	
Publisher Sub ID	text[50]	No	<input type="text" value="SubID"/>	
<input type="text" value="First Name"/>	text[2 to 50]	Yes ▼	<input type="text" value="First_Name_c"/>	
<input type="text" value="Last Name"/>	text[2 to 50]	Yes ▼	<input type="text" value="Last"/>	
<input type="text" value="Email Address"/>	text[100]	Yes ▼	<input type="text" value="Email"/>	
<input type="text" value="Primary Phone"/>	text[10]	Yes ▼	<input type="text" value="Phone"/>	Format: <input type="text" value="###-###-####"/> 213-555-1212
<input type="text" value="Address 1"/>	text[3 to 100]	Yes ▼	<input type="text" value="Address1"/>	
<input type="text" value="Address 2"/>	text[100]	No ▼	<input type="text" value="Address2"/>	
<input type="text" value="City"/>	text[3 to 50]	Yes ▼	<input type="text" value="City"/>	
<input type="text" value="State"/>	text[50]	Yes ▼	<input type="text" value="State"/>	Internal Values <input checked="" type="checkbox"/> <input type="text" value="AL"/> <input checked="" type="checkbox"/> <input type="text" value="AK"/> <input checked="" type="checkbox"/> <input type="text" value="AZ"/> <input checked="" type="checkbox"/> <input type="text" value="AR"/> <input checked="" type="checkbox"/> <input type="text" value="CA"/> <input checked="" type="checkbox"/> <input type="text" value="CO"/> <input checked="" type="checkbox"/> <input type="text" value="CT"/> <input checked="" type="checkbox"/> <input type="text" value="DE"/> <input checked="" type="checkbox"/>



Step 4. Select your Integrate Delivery Settings.

- Navigate to the 'Delivery Settings' page of the campaign.
- Click 'Soap 1.1/ XML'.

CAMPAIGN STATUS **Marketo Demo** CID: 36341

Pending CPL > B2B - Sales and Marketing Def. Payout: \$30.00


Delivery Settings

There are four ways in which to receive leads from Integrate. You may update the delivery method for your campaign at any time.

1. **Manual Download** – Download your leads in an Excel batch format at any time and for any date range.
2. **Email Real Time** - Each lead is delivered to your email address in real time.
3. **HTTP GET/POST** - Leads are delivered to your server in real time. This method requires technical integration on your end to properly receive the leads.
4. **SOAP 1.1/XML** - Leads are delivered to your server via SOAP 1.1/XML in real time. This method requires technical integration on your end to properly receive the leads.

Please note that should you choose to filter your leads through any of Integrate's filtering options, your real time leads will be delivered after the filter process has occurred.

For more information on a delivery method, please contact your account representative.

- Manual Download**
- Email**
- HTTP GET/POST**
- Soap 1.1/XML** 

Click here to receive email notifications when a new Seller begins to submit leads.

Submit

- Copy and Paste the URLs provided below into their corresponding textboxes:
 - **Soap URL:** <http://integrate.com/services/api/leads/nurture/soap/leadnurtureservice.svc>
 - **Soap Action:** <http://tempuri.org/ILeadNurtureService/SyncLead>

Soap 1.1/XML

Soap URL:

Soap Action:

Step 5. Create XML Template.

- Click the following link to access the Integrate/ Marketo XML template [Marketo XML Template](#) or see Appendix A.
- Copy and Paste the XML Template into the "SOAP Body" textbox.
- Click **Save/ Submit** to save the template to the delivery settings.

● Soap 1.1/XML

Soap URL:

Soap Action:

Available Fields:

%LeadID%, %Timestamp%, %IP%, %PublisherID%, %SubID%, %First%, %Last%, %Email%, %Phone%, %Phone.AreaCode%, %Phone.Prefix%, %Phone.Suffix%, %Address1%, %Address2%, %City%, %State%, %Zip%, %AnnualRevenue%, %CompanyWebsite%, %Industry%, %Country%, %Fax%, %MiddleName%, %NumberOfEmployees%, %Title%

Soap Body

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <SyncLead xmlns="http://tempuri.org/">
      <request xmlns:a="http://www.integrate.com/Services/API/Leads/Nurture"
xmlns:i="http://www.w3.org/2001/XMLSchema-instance">
        <a:EncryptionKey>ENTER YOUR ENCRYPTION KEY HERE</a:EncryptionKey>
        <a:Endpoint>ENTER YOUR SOAP ENDPOINT URL HERE</a:Endpoint>
        <a:ID>1</a:ID>
        <a:SyncLeadFieldCollection>
      </request>
    </SyncLead>
  </soap:Body>
</soap:Envelope>
```

Step 6. Add the Marketo SOAP Endpoint, User ID, and Encryption Key.

(Note: The first items to add to the XML template will be 3 items that are unique to your Marketo account: Marketo SOAP Endpoint, User ID, and Encryption Key.)

- In your Marketo account, Navigate to 'Admin' > 'SOAP API' (under 'Integration' in the left toolbar).
- Find the SOAP Endpoint, User ID, and Encryption Key.
- Add each value to its corresponding XML Field in the template provided in Appendix A.

SOAP API

Manage the SOAP API

Settings

SOAP endpoint:	https://972-DPL-752.mktoapi.com/soap/mktows/2_2
SOAP API documentation:	http://developers.marketo.com/documentation/soap
Daily Request Limit:	10000
Access Status:	Active
Status Reason:	
User ID:	integratedev1_35494910526ACFA43FD5F0
Encryption Key:	<input type="text" value="9947543654424565552266AACFFAA5633FFDEFD3074"/>

Key must be at least 10 characters with at least one number and letter. Changes to this setting immediately impact SOAP API clients. [Learn More](#)

```
<SyncLead xmlns="http://tempuri.org/">
  <request xmlns:a="http://www.integrate.com/Services/API/Leads/Nurture"
  xmlns:i="http://www.w3.org/2001/XMLSchema-instance">
    <a:EncryptionKey>9947543654424565552266AACFFAA5633FFDEFD3074</a:EncryptionKey>
    <a:Endpoint>https://972-DPL-752.mktoapi.com/soap/mktows/2_3</a:Endpoint>
    <a:ID>%LeadID%</a:ID>
    <a:SyncLeadFieldCollection>
      <a:SyncLeadFields>
        <a:SyncLeadField>
          <a:Key>FirstName</a:Key>
          <a:Value>
            <![CDATA[ %FirstName% ]]>
          </a:Value>
        </a:SyncLeadField>
        <a:SyncLeadField>
          <a:Key>LastName</a:Key>
          <a:Value>
            <![CDATA[ %LastName% ]]>
          </a:Value>
        </a:SyncLeadField>
      </a:SyncLeadFields>
    </a:SyncLeadFieldCollection>
    <a:UserID>integratedev1_35494910526ACFA43FD5F0</a:UserID>
  </request>
</SyncLead>
```


Step 7. Add Marketo Field Names and Integrate Tokens to the XML Template.

Once your Marketo account-specific information has been entered into the template, you will need to add the Marketo field names and Integrate Tokens into the XML template. The Marketo Field names are the same field names exported in Step 1 and used in Step 2. Integrate Tokens correspond with those field names and are inserted in the XML as the beacon for the data entering those fields.

Integrate Tokens:

```
%LeadID%, %Timestamp%, %IP%, %PublisherID%, %SubID%, %First%, %Last%, %Email%, %Phone%,  
%Phone.AreaCode%, %Phone.Prefix%, %Phone.Suffix%, %Address1%, %Address2%, %City%, %State%,  
%Zip%, %AnnualRevenue%, %CompanyWebsite%, %Industry%, %Country%, %Fax%, %MiddleName%,  
%NumberOfEmployees%, %Title%
```

For example: adding the correct Field Name and Integrate Token for "Address" ensures that the lead data for "Address" sent via your Integrate account is populated in the correct place in your Marketo account.

- Insert Marketo Field names into the 'Key' node of the SyncLeadField.
- Insert corresponding Value Token within 'CDATA'.
- The below "Add API Field" template can be used to add additional API fields to the Soap Body:
 - Add API Field template:
 - `<a:SyncLeadField>`
 - `<a:Key>MARKETO FIELD NAME</a:Key>`
 - `<a:Value>`
 - `<![CDATA[INTEGRATE TOKEN]]>`
 - `</a:Value>`
 - `</a:SyncLeadField>`

In the following example the Marketo Field Name is "Address1" and the Integrate Value Token is "%Address1%"

- **EXAMPLE:**
 - `<a:SyncLeadField>`
 - `<a:Key>Address1</a:Key>`
 - `<a:Value>`
 - `<![CDATA[%Address1%]]>`
 - `</a:Value>`
 - `</a:SyncLeadField>`
- Continue adding fields until all Marketo API fields and corresponding value tokens are placed in the SOAP Body.

Available Fields:

%LeadID%, %Timestamp%, %IP%, %PublisherID%, %SubID%, %First%, %Last%, %Email%, %Phone%, %Phone.AreaCode%, %Phone.Prefix%, %Phone.Suffix%, %Address1%, %Address2%, %City%, %State_Province%, %Zip_Postal%, %Country%, %companynname%, %companysize%, %jobtitle%, %Asset%, %LeadID%, %Timestamp%, %IP%, %PublisherID%, %SubID%, %First%, %Last%, %Email%, %Phone%, %Phone.AreaCode%, %Phone.Prefix%, %Phone.Suffix%, %Address1%, %Address2%, %City%, %State_Province%, %Zip_Postal%, %Country%, %companynname%, %companysize%, %jobtitle%, %Asset%

Soap Body

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
<soap:Body>
```

```
<a:SyncLeadFieldCollection>
  <a:SyncLeadFields>
    <a:SyncLeadField>
      <a:Key>FirstName</a:Key>
      <a:Value>
        <![CDATA[ %First% ]]>
      </a:Value>
    </a:SyncLeadField>
    <a:SyncLeadField>
      <a:Key>LastName</a:Key>
      <a:Value>
        <![CDATA[ %Last% ]]>
      </a:Value>
    </a:SyncLeadField>
```

(Note: If your Marketo instance requires static fields and values, you must create a custom field within Marketo and add to the XML body as a new field. It is not necessary to add static fields to the 'Edit Fields' section.)

Step 8. Submit and Test.

- Once all field names and tokens are placed correctly in the XML body, click 'Submit' to verify the XML.
- Once verified, click 'Sandbox'.
- Review test lead information and click 'Submit'.
 - A successful post to Marketo will return a response similar to the below:

```
<s:Envelope xmlns:s="http://schemas.xmlsoap.org/soap/envelope/"><s:Body><SyncLeadResponse xmlns="http://tempuri.org/"><SyncLeadResult xmlns:a="http://www.integrate.com/Services/API/Leads/Nurture" xmlns:i="http://www.w3.org/2001/XMLSchema-instance"><a:LeadID>1668773</a:LeadID><a:Message/><a>Status>Created</a>Status</SyncLeadResult</SyncLeadResponse></s:Body></s:Envelope>
```

(Note: A 'Created' response signifies that a new lead has been successfully created within Marketo. An 'Updated' response signifies that the lead was already present but has been updated.)

- If you receive an 'Error' response or any response other than "Created" or "Updated" be sure your field names are added to the XML exactly as they appear in the excel file you exported from Marketo in Step 1.
- If you continually receive an 'Error' or 'Unknown' response, copy the HTML or XML from the response textbox and send to your Integrate Account Manager so they may help identify the issue.

Step 9. Once you have successfully established your Delivery Settings, be sure to set up Marketo Webhooks in order to obtain real-time performance data of your demand gen and media campaigns.

(Note: Reference [Integrate's Marketo Webhooks Integration Guide](#) to complete this process.)

Appendix A

Marketo XML Template

```
<SyncLead xmlns="http://tempuri.org/">
```

```
<request xmlns:a="http://www.integrate.com/Services/API/Leads/Nurture" xmlns:i="http://www.w3.org/2001/XMLSchema-instance">
```

```
<a:EncryptionKey>ENTER YOUR ENCRYPTION KEY HERE</a:EncryptionKey>
```

```
<a:Endpoint>ENTER YOUR SOAP ENDPOINT URL HERE</a:Endpoint>
```

```
<a:ID>1</a:ID>
```

```
<a:SyncLeadFieldCollection>
```

```
<a:SyncLeadFields>
```

```
<a:SyncLeadField>
```

```
<a:Key>MARKETO FIELD NAME</a:Key>
```

```
<a:Value>
```

```
<![CDATA[ INTEGRATE TOKEN ]]>
```

```
</a:Value>
```

```
</a:SyncLeadField>
```

```
<a:SyncLeadField>
```

```
<a:Key>MARKETO FIELD NAME</a:Key>
```

```
<a:Value>
```

```
<![CDATA[ INTEGRATE TOKEN ]]>
```

```
</a:Value>
```

```
</a:SyncLeadField>
```

```
</a:SyncLeadFields>
```

```
</a:SyncLeadFieldCollection>
```

```
<a:UserID>YOUR USER ID</a:UserID>
```

```
</request>
```

```
</SyncLead>
```