

Webhooks: Send a Text Message

As part of the September 2012 release, Marketo exposed the ability to create a Webhook. Webhooks are essentially HTTP callbacks that allow you to send a "payload" (i.e. xml, json) to a URL and include parameters.

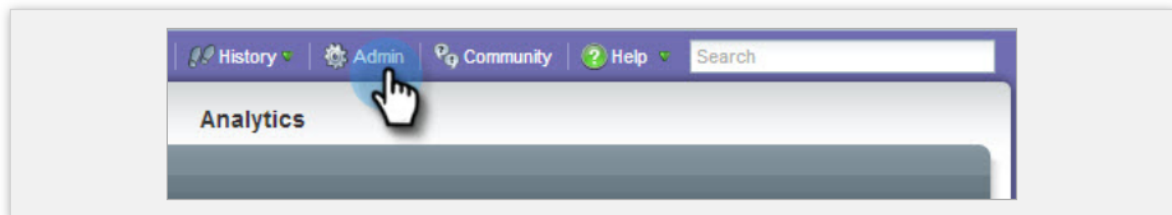
Here is a walk-through on how to create a Webhook that sends an SMS Message to a Marketo Lead using the Twilio messaging platform.

Step 1

Sign up for a Twilio Account (www.twilio.com). Be sure to follow the instructions on validating any numbers that will be used to send an SMS message.

Step 2

Navigate to **Admin** in your Marketo Account



Step 3

Select **Treasure Chest** from the left tree and click **Edit** in the Webhooks section

The screenshot displays a user interface with a left-hand navigation tree and a main content area. The navigation tree includes the following items:

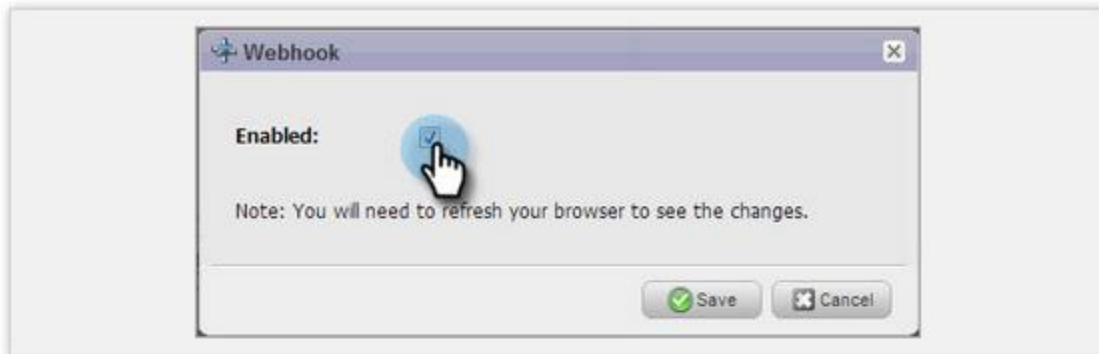
- Event Partners
- Data.com
- Webhook
- Tags
- Treasure Chest** (highlighted with a hand cursor labeled '1')

The main content area is divided into three sections:

- Unselected Section:** Contains the text "Hide the tree (ctrl+alt+w)", "History (alt+h)", and "Developed by Paul".
- Collapse Folders:** Contains a folder icon, the title "Collapse Folders", a status of "Enabled", the text "Tidy up your tree when you login to your subscription.", and "Developed by Francis". An "Edit" button with a pencil icon is visible on the right.
- Webhook:** Contains a plus icon, the title "Webhook", a status of "Enabled", the text "Enable 3rd party push events in trigger campaigns", and "Developed by Neelesh & DJ". An "Edit" button with a pencil icon is visible on the right, with a hand cursor labeled '2' pointing to it.

Step 4

Check the box to Enable Webhooks



Step 5

In the Admin menu, select **Webhook** and click **New Webhook**



Step 6

Enter the Webhook details as defined in the below screenshot. A powerful feature of Webhooks is that you can include Tokens as part of the URL and/or Message for further customization.

Note: You will replace the [ACCOUNT_SID] & [AUTH_TOKEN] values with what is specified in your Twilio account.

New Webhook

Webhook Name: * SEND TWILIO SMS

URL:

Insert Token

https://[ACCOUNT_SID]:
[AUTH_TOKEN]@api.twilio.com/2010-04-
01/Accounts/[ACCOUNT_SID]/SMS/Messages.xml

Template:

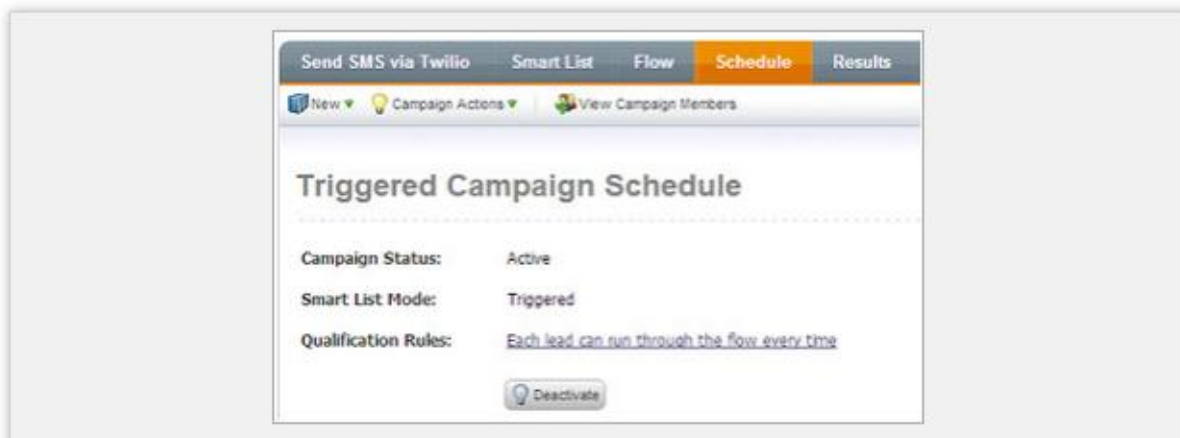
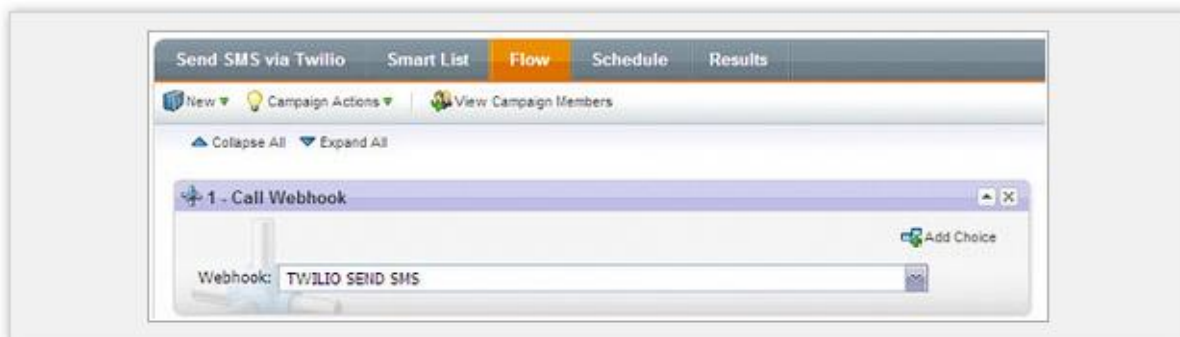
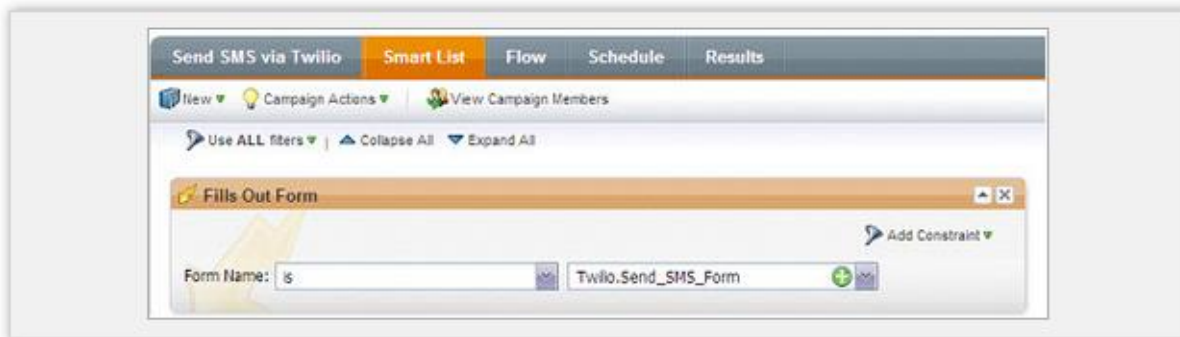
Insert Token

From=%2B16505550001&To=%B16505550002&Body=
Hello {{lead.First Name:default=edit me}}

Save Cancel

Step 7

Create a Program/Campaign in Marketo. In the example below, a Program/Campaign was created with associated LandingPage/Form to send out an SMS text message when the lead fills out form.



Step 8

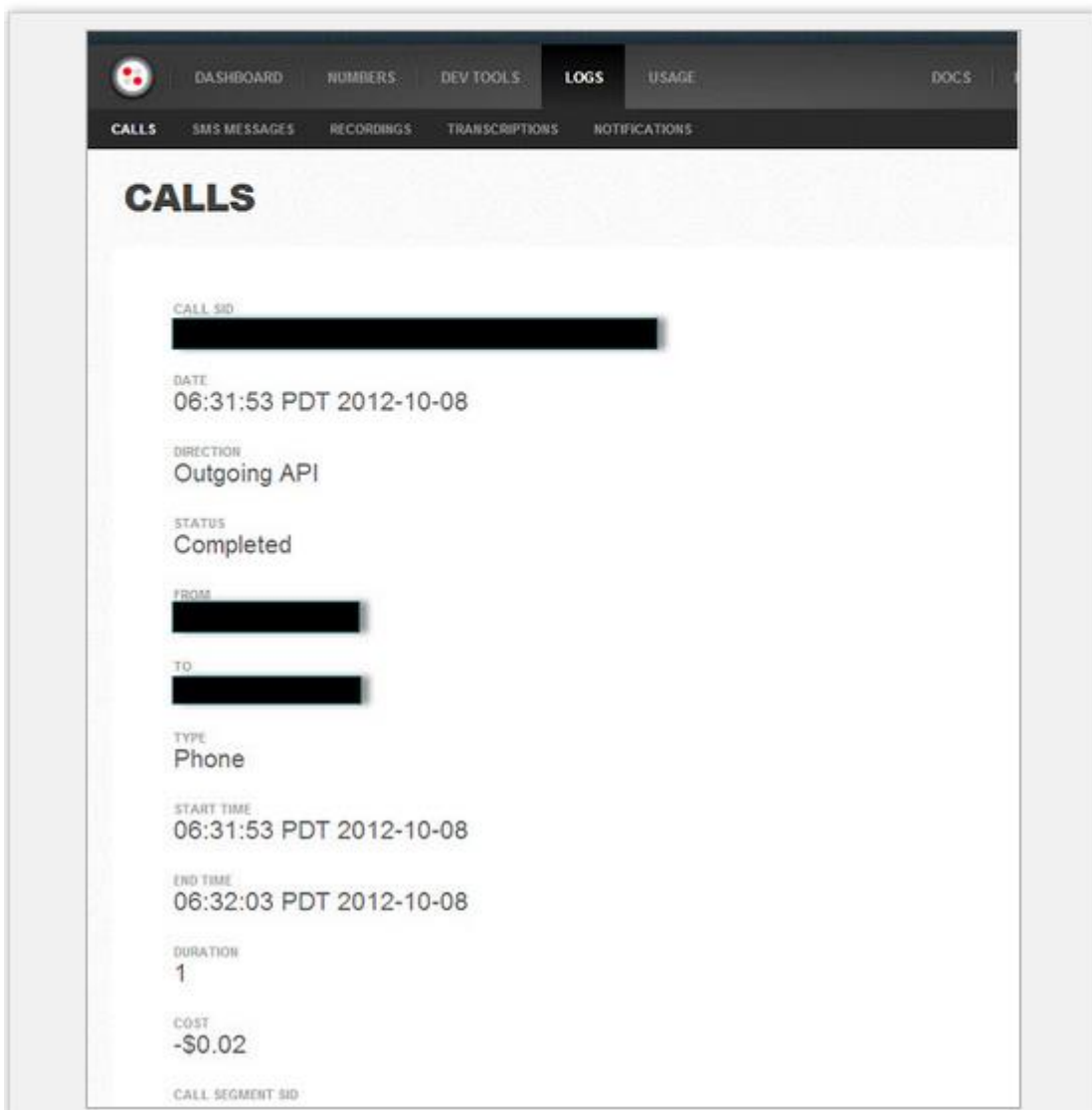
See the activity appear in the Activity Tab for that lead in Marketo



ID #	Date/Time (PDT)	Activity Type	Detail	Campaign Name
12282009	Oct 12, 2012 11:19 am	Web Website	Twilio Send SMS	
12282008	Oct 12, 2012 11:19 am	Call Webhook	Twilio SEND SMS Failed. Server Returned code 201	Twilio Send SMS via Twilio

Step 9

Check SMS activity in your Twilio Account Log



CALLS

CALL SID
[REDACTED]

DATE
06:31:53 PDT 2012-10-08

DIRECTION
Outgoing API

STATUS
Completed

FROM
[REDACTED]

TO
[REDACTED]

TYPE
Phone

START TIME
06:31:53 PDT 2012-10-08

END TIME
06:32:03 PDT 2012-10-08

DURATION
1

COST
-\$0.02

CALL SEGMENT SID