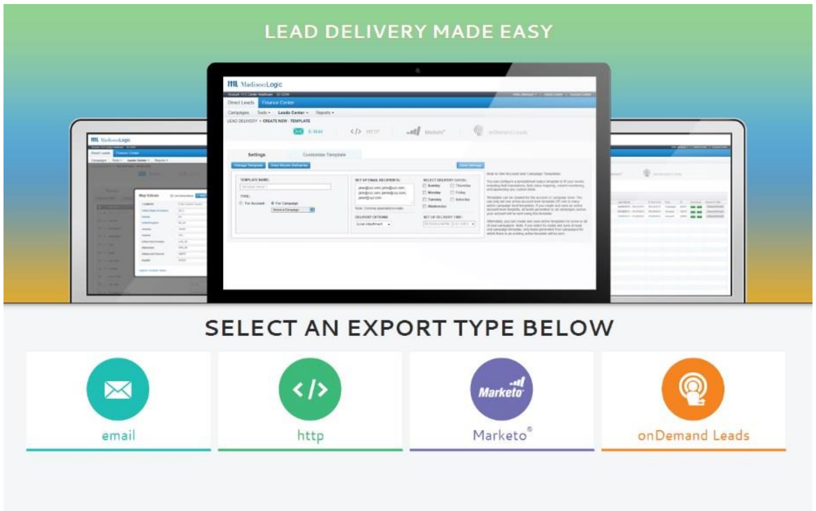
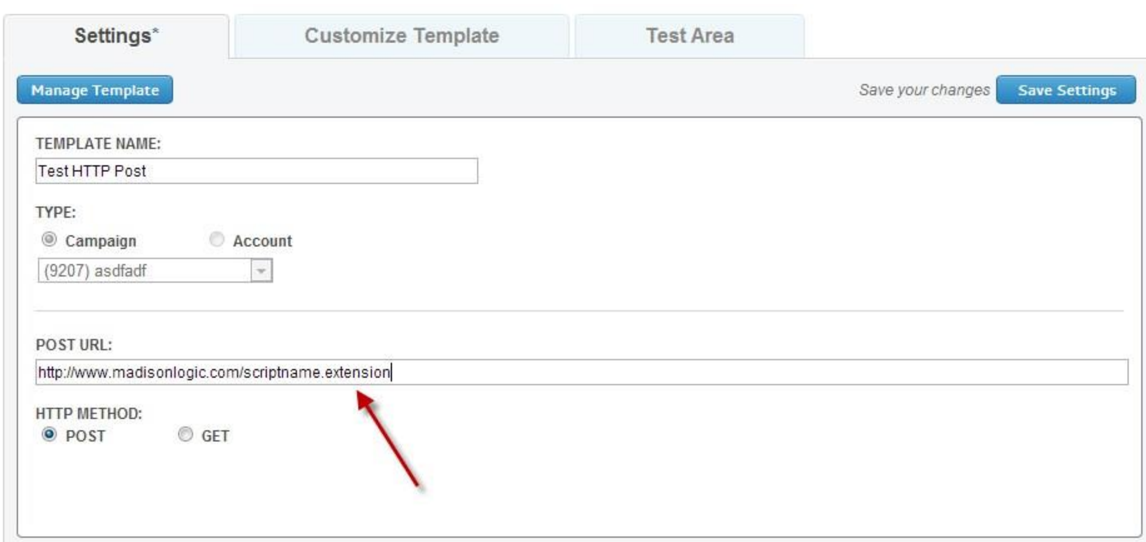


HTTP and Marketo Lead Delivery Setup Guide

1 - Starting the HTTP Post setup wizard

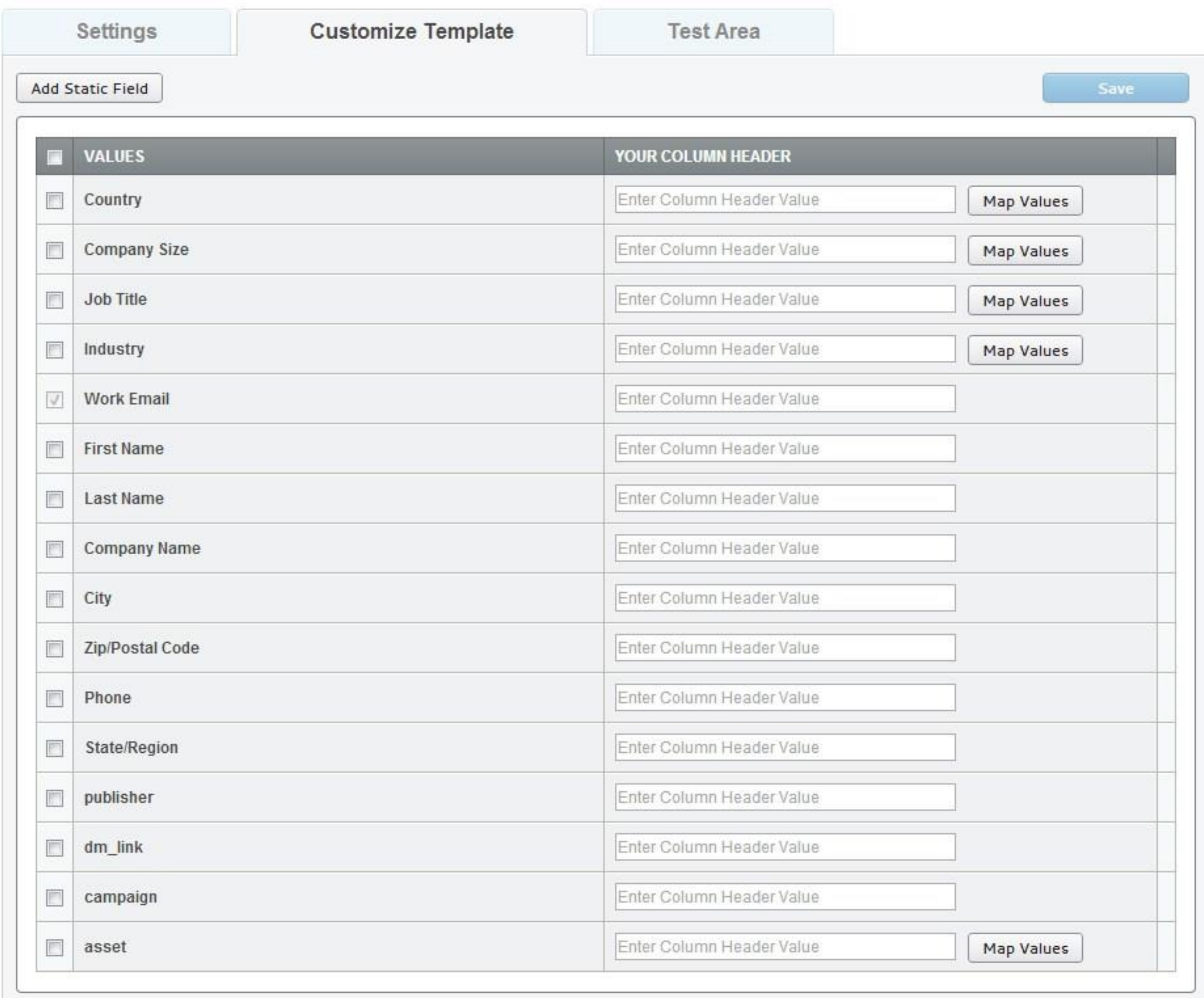
- To create a **new template**, hit the New Template button on the top left.
- To modify an existing template, click on the template name in the HTTP Post setup wizard.

2 – Setting up the HTTP Post Template

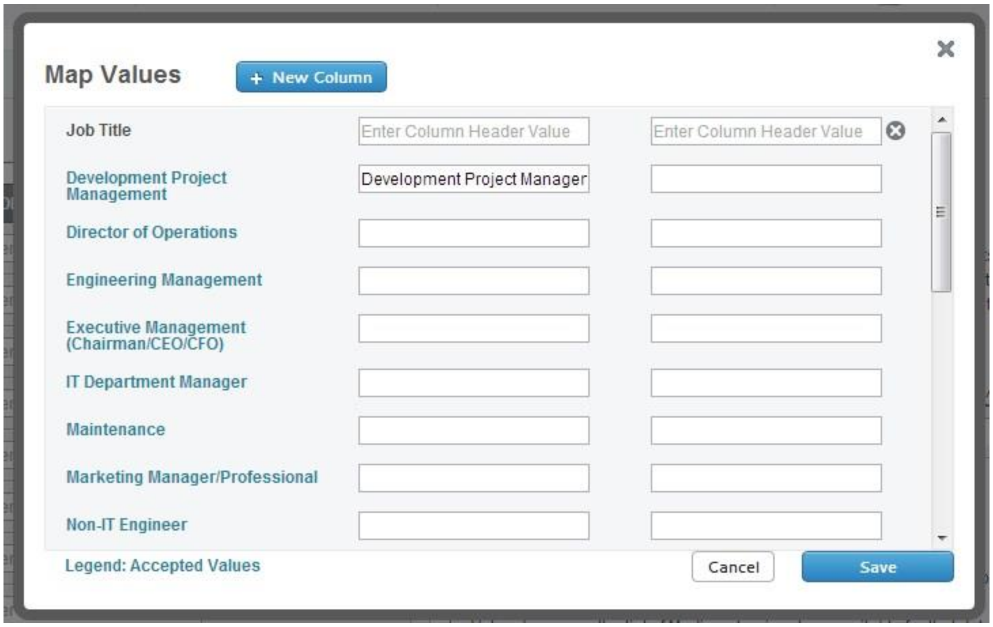


- Name your template
- Choose the type of HTTP Post, **Campaign** or **Account** level
  ○ Campaign – Posts leads to CRM by campaign, drop down available to select the campaign ○ Account – Posts leads to CRM by account ○ **NOTE** – Once you save the template, you cannot change the template type. You will have to duplicate the template to change it. (Please see copying templates)
- Enter your post URL (Usually provided by the client or advertiser)
- Select method, **Post** or **Get** ○ **Post** – Sending leads to a CRM platform through the POST Url.

3- Customize Your File Column Header



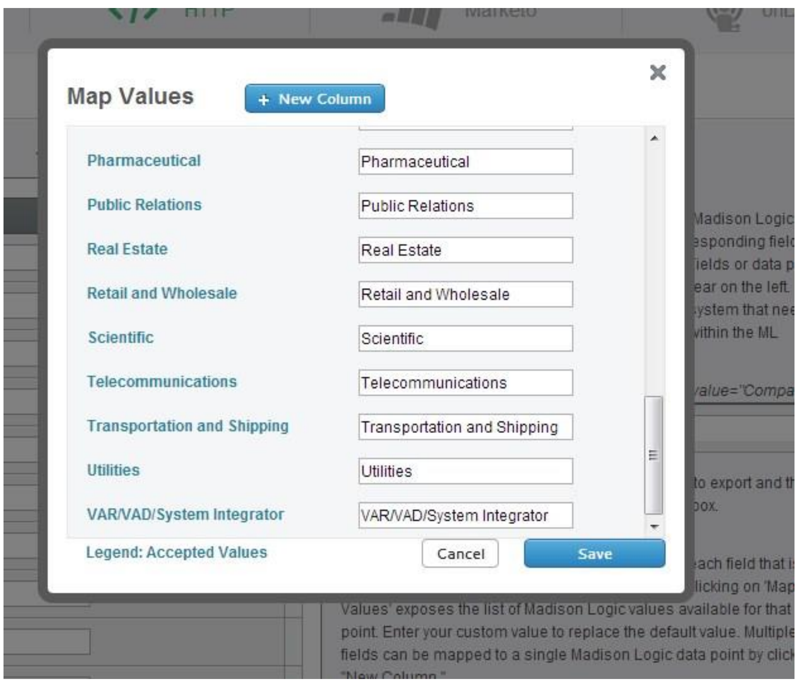
- You will see a list of Madison Logic field names on the left column based on your current campaign details.
- Enter the Excel/CSV column header value in the box on the right that correspond to each field.



4 – **Mapping Demographic Values**

The Map Values button can be found to the right of each field that is not an Open-ended text field and contains multiple response values.

Clicking on 'Map Values' exposes the list of only Accepted Madison Logic values available for that field.



- Enter your custom value to replace the default value.
- **Mapping Multiple Values**
  - Multiple values can be mapped to a single Madison Logic data point by clicking **New Column**.

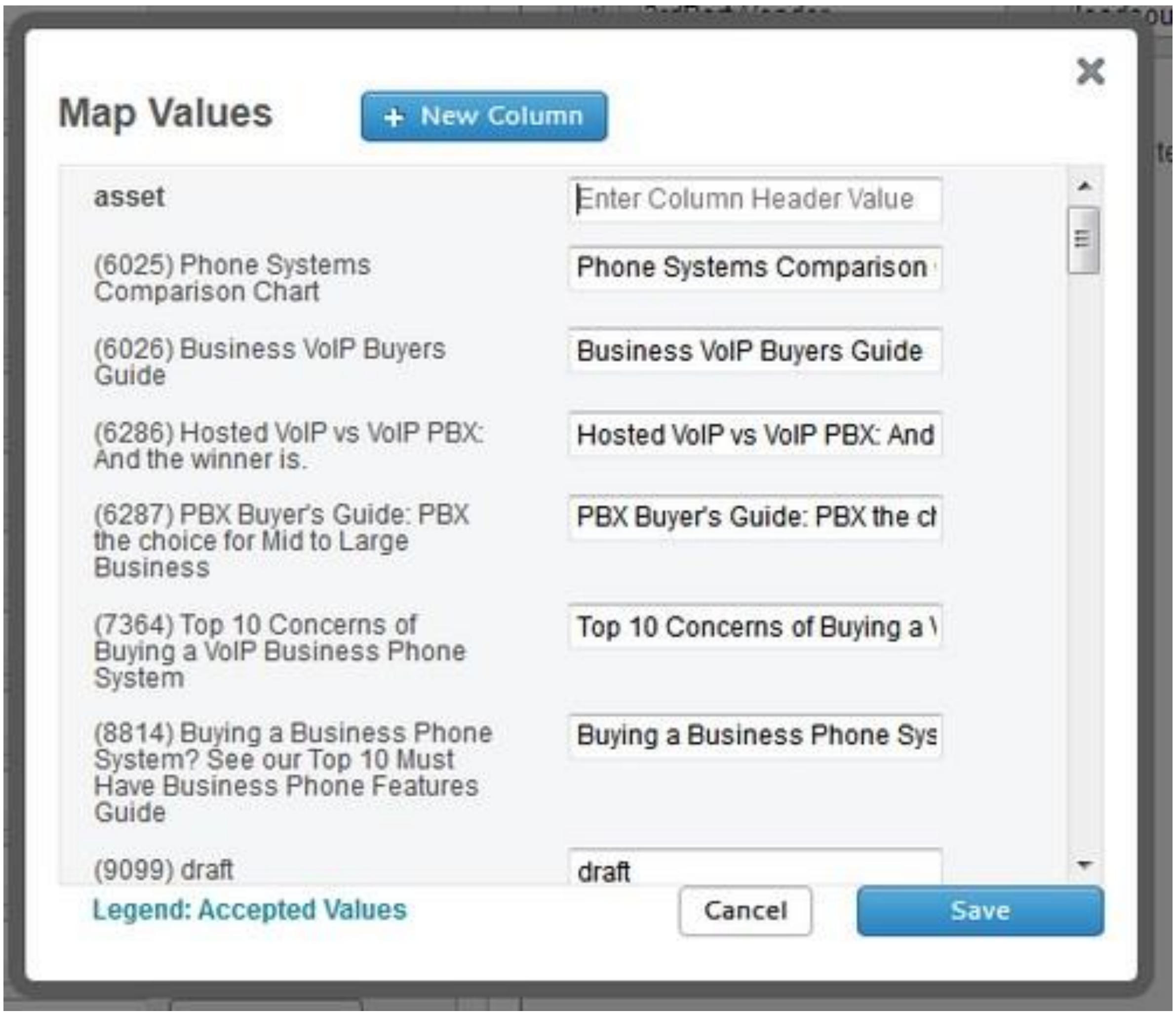
5 – **Map Campaign Information Fields**

- You may want to map other information to each lead such as when the lead was generated, what asset (content) the lead downloaded, Cost of the lead, etc.
- On the Customize Template tab, scroll down below the Form Field values.

  ○ **Lead Date** - The date the lead was generated ○ **Lead ID** - Each lead is assigned a unique Madison Logic ID ○ **Campaign** - This is the Campaign Name that has been assigned in your account ○ **CPL** - Cost Per Lead ○ **Publisher** - This is the source of the lead ○ **Asset Type** - The white paper, case study, software download that the lead downloaded. Or, the free trial or event that the lead registered for.

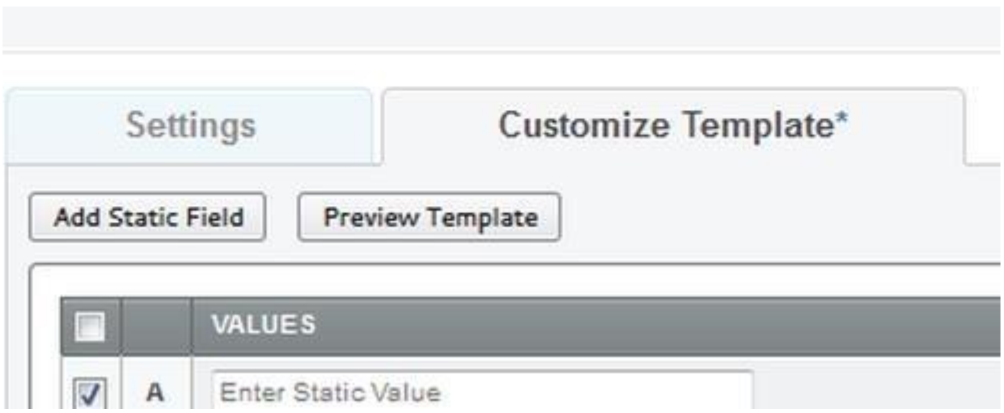
6 - **Map Your Assets (White Papers, Case Study, Software Downloads, Webinars and Free Trials)**

- Your lead file will contain the asset that the user downloaded/registered for.
- You may assign special IDs to each asset that may correspond to a field in your CRM or a campaign promotion from your marketing department.



7 – **Add Static Value for Lead Fields**

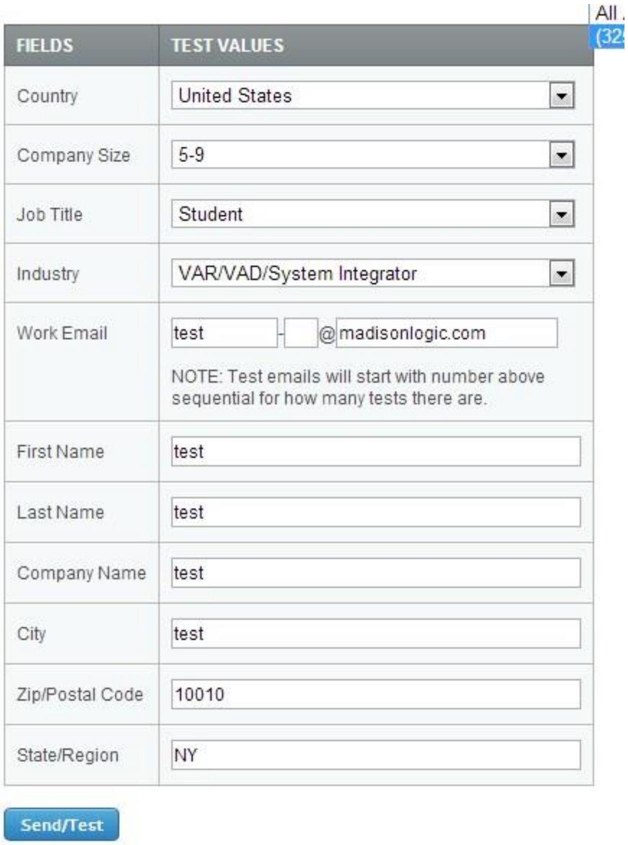
- For some companies, a lead coming from Madison Logic will have one or more tracking values that is appended to each lead we deliver. This value will be static and is used with your CRM system to attribute source or a score to Madison Logic leads.
- Click on **Add Static Field** at the top left corner of the Customize Template tab. You may add as many static values as you need.



- Example usage - For each Madison Logic lead, you would like to append a *"XYZ Company Campaign Name"* value. And that value would be *"Cloud Computing Q4 2013"*. You would enter "XYZ Company Campaign Name" in the "Your Column Header" field and "Cloud Computing Q4 2013" in the"Values" field.

8 – **Testing Your Post**

- **Before you start:**
  - Make sure that all checkboxes for your **values** are checked.
  - **Map Values** button is green, indicating that you have mapped your demographic values.
    - **Select a campaign** that you want to test - **Select an asset** to test.
- Test your values by filling in the test values already pre-filled with “test” and demographic fields (ie, country, company size, job title), if applicable.



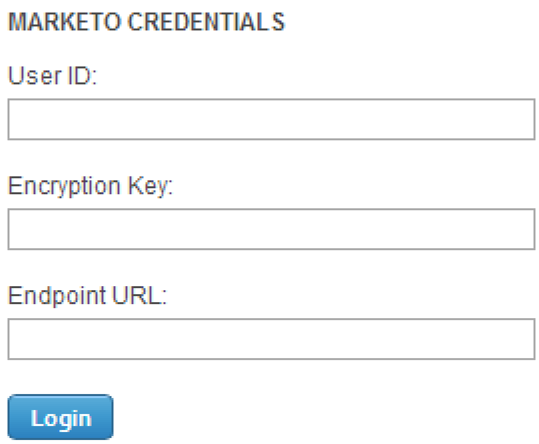
Example Usage ○ Use test values that are easy to point out or easy to find

(Test company or 123 main street) ○ Testing emails with numbers, (test1, test2.. so on) ○ Testing leads allow you to test the connection between the HTTP post and your CRM database

- Finally, when you are done filling out the test values, hit **Send/Test**.
- You will see the test email address with a web response status and posting string.
    - **Internal ServerError** – Your post URL is not valid or incorrect ○ **OK –** Your test lead went through. Please check with the client to see if it went through.

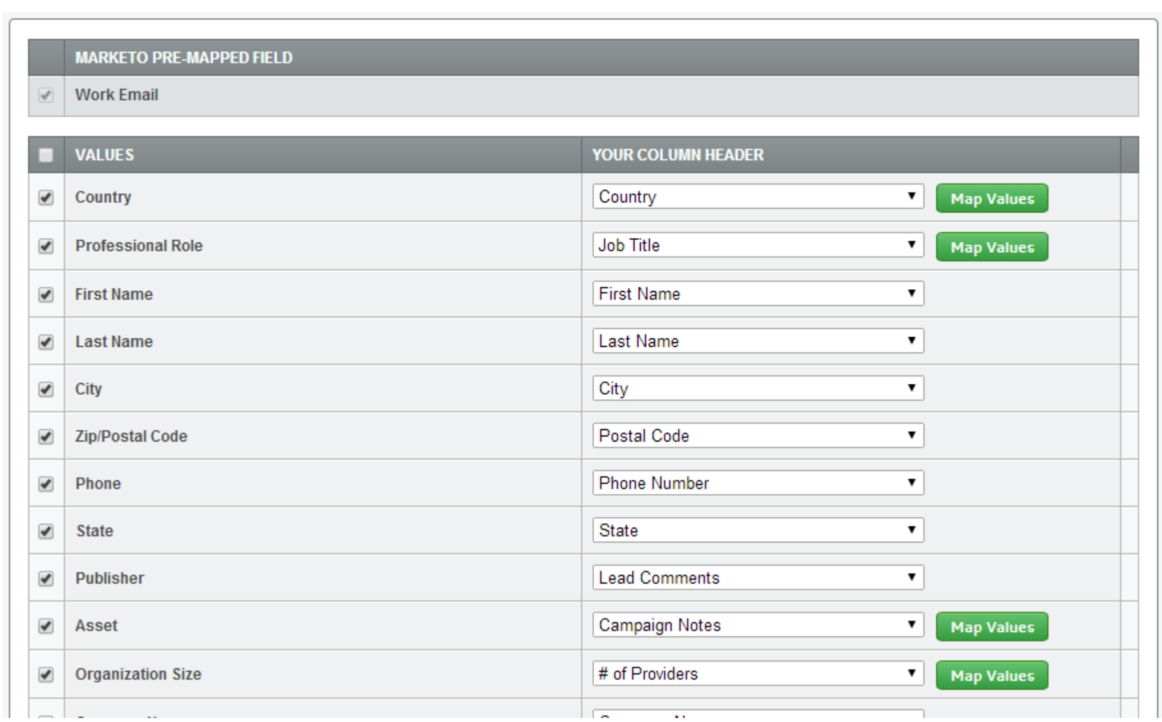
Marketo API

- Click on the Marketo button to use the API integration
- When you click through, you will see that you need Marketo credentials – USER ID, Encryption key and Endpoint URL



- **User ID –** Is used to login with Marketo to establish the lead delivery process
- **Encryption Key –** Used to verify connection from Marketo
- **Endpoint URL –** URL in which the leads will be uploaded to on Marketo.

After this, the API will allow you to map data based on the Madison Logic values and Marketo values. Once you are done, send through a test lead. Once verified, please hit save.



Frequently Asked Questions (FAQs)

- What is a Post URL? ○ A post URL is a link in which a CRM database gives out in order to receive information. In this case, the URL is used to communicate with the CRM database that leads are coming in. It is also the end point for all incoming leads from the Madison Logic database.
- Does the HTTP post tool work with any CRM?
    - As long as there is a valid post URL. Marketo, Salesforce, Eloqua and Integrate are popular CRM platforms that work with the tool.
- What is a Static Value?
    - Static values are values that remain the same throughout any lead send through HTTP post. These values may include Asset ID, Campaign ID, and more.
- How come the values are flipped when I send in a test lead?
    - The static field header should be on the right column, "Column Header", and the static value should be on the left side, under values. If they are flipped, they're on the wrong column.
- Why is the end post URL missing some field values?
    - Your post should have your required field boxes checked (on the left hand side). If they're not checked, the values will not appear.
- Some field values don't appear in the 'Customize Field' tab.
    - All these fields come from the form of the campaign. If the campaign doesn't require First name and Last Name to be collected, they won't appear as a field in the 'Customize Field' tab.
- I still need help with the HTTP post!
    - Please feel free to send an email to your Platform team at platformsupport@madisonlogic.com.