

# SHOPIFY MARKETO INTEGRATION

Hoosh Marketing

Product Documentation



# Shopify Marketo Integration

For this Shopify-Marketo integration, we have pre-built this process so you can use it as-is, or you can tweak it so that it suits your exact use case.

- **Connect your applications**

## Connect recipe to apps



My Shopify connection  
Requires Connection



### Connection name

My Shopify connection

Change connection

Saves app connection info to this name

### Shop Name

https://  .myshopify.com/admin

**Required** Your shop name Eg. *shopname.myshopify.com/admin*

**Shopify** may launch a window as part of authorization, please enable pop-up access for workato.com.

Connect

## Connect recipe to apps



My Marketo connection  
Connected



### Connection name

My Marketo connection

Change connection

Saves app connection info to this name

### REST Endpoint

https://  437-GML-466  .mktorest.com/rest

**Required** Admin/Web Services/REST API - more here.

### Custom Service client ID

9fd8ff93-1512-409a-b668-1a4e96322356

**Required** To create a Marketo custom service see [this](#).

### Custom Service client secret

**Required**

Connection established on Mar 3, 2016 12:03:17 PM

Disconnect

- **Configure actions**

Configure actions

1 What action do you want to take? e.g. Create new invoice in QuickBooks

Application:

+ Add new act

Action

- Select action
- Add leads to lead list  
*Add leads to lead list in Marketo*
- Change lead program status  
*Change lead program status in Marketo*
- Create custom objects  
*Create custom objects in Marketo*
- Create lead**  
*Create lead in Marketo*
- Create opportunity  
*Create opportunity in Marketo*
- Create opportunity role  
*Create opportunity role in Marketo*
- Get channel by name  
*Get channel by name in Marketo*

<b>APPS</b>	<b>ABOUT</b>	<b>SUPPORT</b>
Salesforce	Why Workato	Support plans
Zendesk	How it works	Help Center
Eventbrite	Pricing	Webinars

Create recipe: 1. Trigger 2. Actions 3. Connections 4. Des

Configure trigger

What triggers your recipe? e.g. When a new lead is created in Salesforce.com

Application:

Select trigger

- New customer  
*New customer in Shopify*
- New order**  
*New order in Shopify*
- New product  
*New product in Shopify*
- New/updated order  
*New/updated order in Shopify*

- Access visitors activities from Marketo

Fab Capodicasa – Hoosh
Auto-saved: no changes

Info
Company Info
Order Info
Custom Objects
Activity Log

Select Object: Cart

**Cart**

leadId:	74919	Name:	Cart with 5 Items
Amount:	512	Id (c):	123
Description:	Opened 9AM 23 May 2016		

Marketo

Lead Info
Company Info
Opportunity Info
Activity Log

Number of Optys: 6  
 Total Opty Amount: 576.00  
 Total Opty Expected Revenue: 576.00

**Opportunity: The Brixton - Antique Cognac Leather**

Owner:	Amount:	144
Account Name:	Expected Revenue:	144.00
SFDC Created Date:	Close Date:	
Type: Bags	Next Step:	
Lead Source: Main Website Store/shop.hooshmarketing.com/	Stage:	In Cart
Role: buyer	Probability:	0%
Primary: true	Fiscal Quarter:	
Description: Handcrafted with water-resistant waxed canvas and detailed with full grain leather, the Brixton camera bag is a com	Fiscal Year:	
Last Activity Date: 2014-06-11	Forecast Category:	
Closed: true		
Won: false		

**Opportunity: The Brooklyn - Black**

**Opportunity: The Palma**

**Opportunity: Lama**

**Opportunity: Kuma**

Owner:	Amount:	72
Account Name:	Expected Revenue:	72.00
SFDC Created Date:	Close Date:	Jun 11, 2014
Type: Shoes	Next Step:	
Lead Source: 32	Stage:	Placed Order
Role: buyer	Probability:	100%
Primary: true	Fiscal Quarter:	
Description: See and be seen in this dramatic style staple. Complete with a fierce 6 inch heel, T-strap peep toe and all over stud	Fiscal Year:	
Last Activity Date: 2014-06-11	Forecast Category:	

## Marketo Programs Included

The extension itself is not particularly useful without the supporting Marketo programs, which is why we bundle these together. Services to customize these pre-built programs are also included with the installation.

For more information on how to integrate Shopify with Marketo, please contact Hoosh Marketing.

### **Hoosh Marketing**

hooshmarketing.com

[info@hooshmarketing.com](mailto:info@hooshmarketing.com)