

ToutApp and Marketo Integration

Keeping Marketing and Sales “in sync” one activity at a time.

Overview

ToutApp is built from the ground up for Sales Teams. Marketo is built from the ground up for Marketing teams. However, the data that ToutApp collects across the typical sales workflow is just as interesting and valuable to marketers as well.

In order to help Marketing and Sales communicate better, ToutApp now integrates directly into Marketo and automatically logs when day-to-day sales emails are opened, clicked and when presentations are viewed by prospects in the lead database.

How it Works

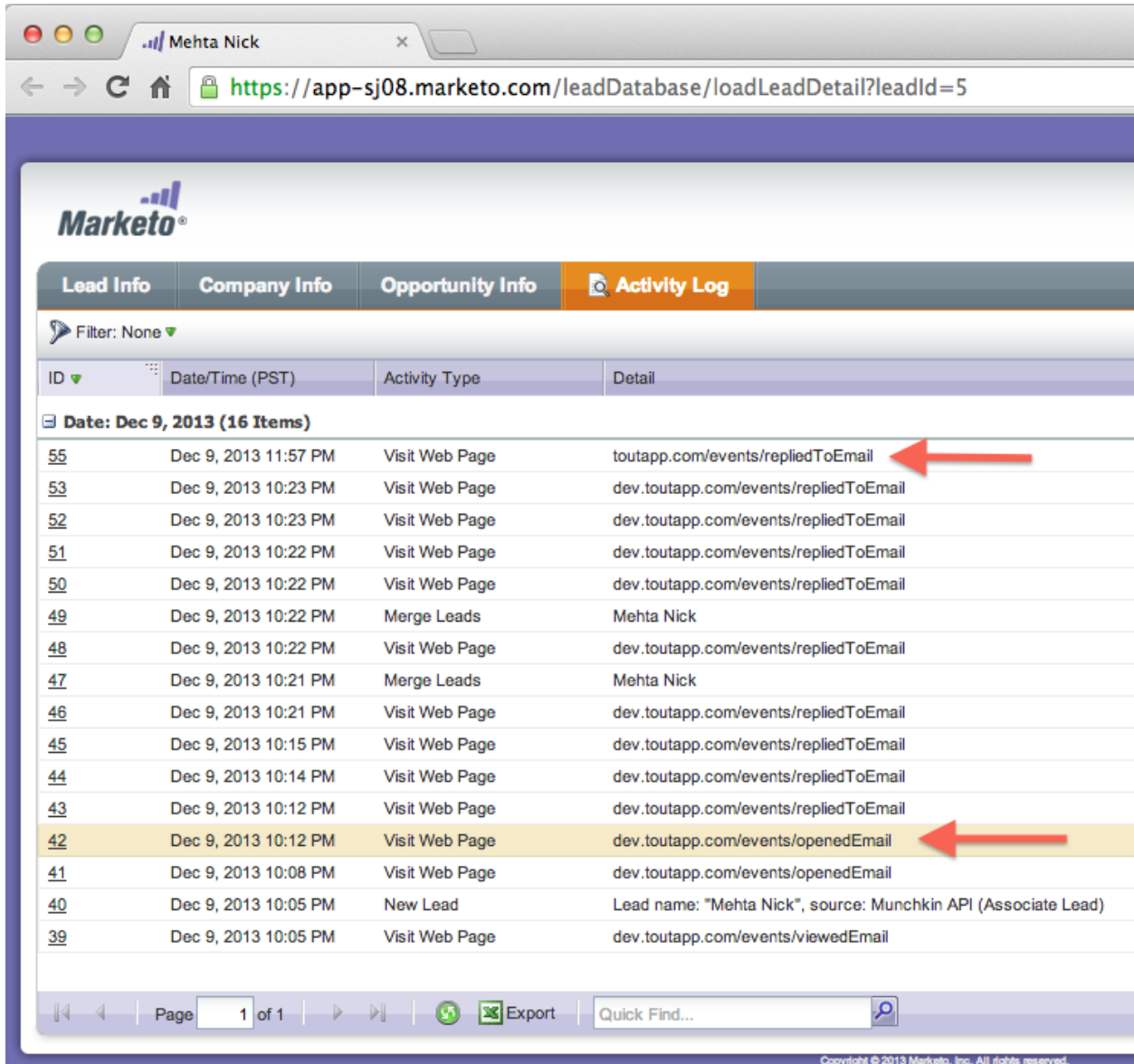
Since Marketo doesn't have a direct “Create Activity” feature, ToutApp integrates into Marketo using their “Webpage Tracking” feature to log sales-related events. ToutApp logs the following events into Marketo's Lead database:

- Email opens/views
- Email clicks
- When an email is replied to
- When a Presentation is viewed, down to the specific slide #

Screenshots

Lead Activity View

When viewing a specific lead's Activity Log, you'll see the specific ToutApp engagement events under the "Detail" column.

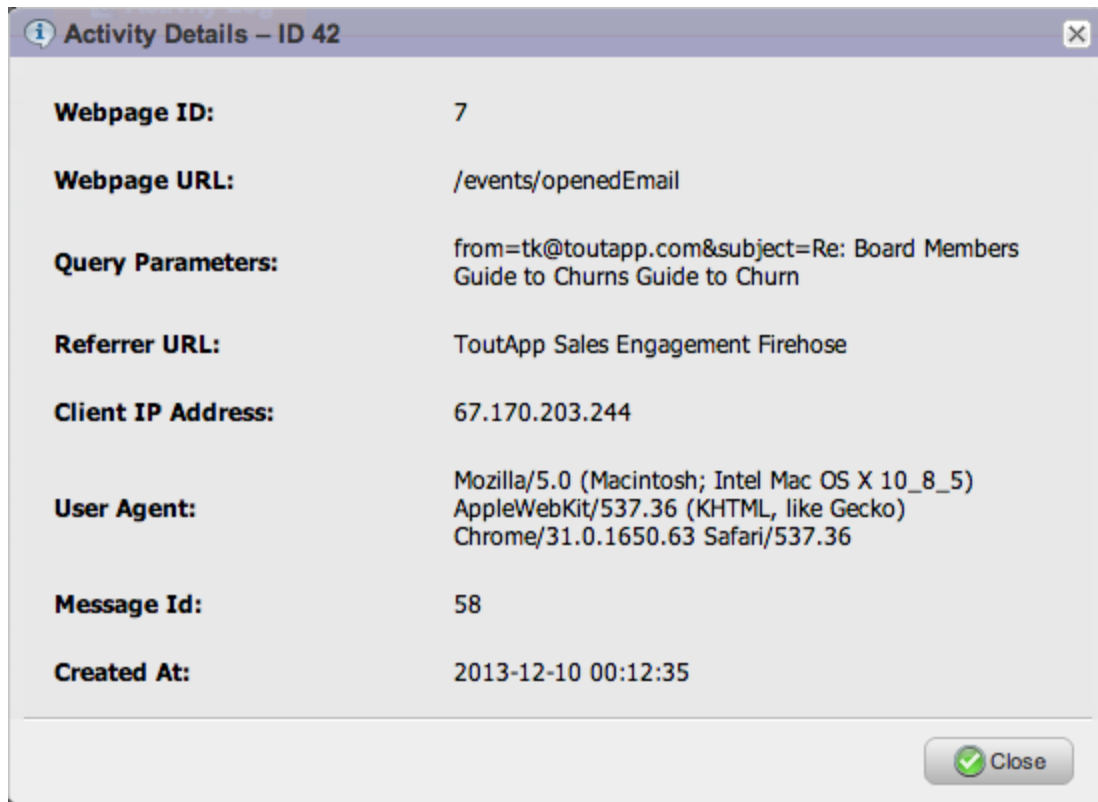


The screenshot shows a web browser window with the URL <https://app-sj08.marketo.com/leadDatabase/loadLeadDetail?leadId=5>. The Marketo logo is visible in the top left. The navigation tabs include "Lead Info", "Company Info", "Opportunity Info", and "Activity Log", with "Activity Log" being the active tab. Below the tabs, there is a filter dropdown set to "None". The main content is a table with the following columns: "ID", "Date/Time (PST)", "Activity Type", and "Detail". The table is filtered for "Date: Dec 9, 2013 (16 Items)". Two rows are highlighted with red arrows pointing to the "Detail" column: row 55 (repliedToEmail) and row 42 (openedEmail). The footer of the page includes a pagination control showing "Page 1 of 1", an "Export" button, and a "Quick Find..." search box. The copyright notice at the bottom right reads "Copyright © 2013 Marketo, Inc. All rights reserved."

ID	Date/Time (PST)	Activity Type	Detail
Date: Dec 9, 2013 (16 Items)			
55	Dec 9, 2013 11:57 PM	Visit Web Page	toutapp.com/events/repliedToEmail
53	Dec 9, 2013 10:23 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
52	Dec 9, 2013 10:23 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
51	Dec 9, 2013 10:22 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
50	Dec 9, 2013 10:22 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
49	Dec 9, 2013 10:22 PM	Merge Leads	Mehta Nick
48	Dec 9, 2013 10:22 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
47	Dec 9, 2013 10:21 PM	Merge Leads	Mehta Nick
46	Dec 9, 2013 10:21 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
45	Dec 9, 2013 10:15 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
44	Dec 9, 2013 10:14 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
43	Dec 9, 2013 10:12 PM	Visit Web Page	dev.toutapp.com/events/repliedToEmail
42	Dec 9, 2013 10:12 PM	Visit Web Page	dev.toutapp.com/events/openedEmail
41	Dec 9, 2013 10:08 PM	Visit Web Page	dev.toutapp.com/events/openedEmail
40	Dec 9, 2013 10:05 PM	New Lead	Lead name: "Mehta Nick", source: Munchkin API (Associate Lead)
39	Dec 9, 2013 10:05 PM	Visit Web Page	dev.toutapp.com/events/viewedEmail

Activity Detail

When you look at the details of a Tout generated activity, you'll be able to get insights into specific details around the email:



The screenshot shows a window titled "Activity Details – ID 42" with a close button in the top right corner. The window contains a list of key-value pairs representing activity metadata. At the bottom right, there is a "Close" button with a green checkmark icon.

Webpage ID:	7
Webpage URL:	/events/openedEmail
Query Parameters:	from=tk@toutapp.com&subject=Re: Board Members Guide to Churns Guide to Churn
Referrer URL:	ToutApp Sales Engagement Firehose
Client IP Address:	67.170.203.244
User Agent:	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_8_5) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/31.0.1650.63 Safari/537.36
Message Id:	58
Created At:	2013-12-10 00:12:35

How to Set Up

ToutApp's Happiness Team can connect your ToutApp account to your Marketo account. Here's the information we need from you to get started:

Step 1 - Enable the Munchkin API, and provide a screenshot to ToutApp

Munchkin

Copy and paste the tracking code into your website

Tracking Code

Munchkin Account ID: 993-VOT-672

Tracking Code Type: Simple



```
<script type="text/javascript">
document.write(unescape("%3Cscript
src='//munchkin.marketo.net/munchkin.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
<script>Munchkin.init('993-VOT-672');</script>
```

Lead Tracking

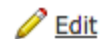
"Do Not Track" Browser Request: Ignore



API Configuration

Munchkin API: Enabled

API Private Key: set



Step 2 - Enable the SOAP API, and provide a screenshot to ToutApp

SOAP API

Manage the SOAP API

Settings

SOAP endpoint:	https://993-VOT-672.mktoapi.com/soap/mktows/2_3
SOAP API documentation:	http://developers.marketo.com/documentation/soap
Daily Request Limit:	10000
Access Status:	Active
Status Reason:	
User ID:	toutappdev1_4324775351B0E6B4257900
Encryption Key:	28580140470682165511BB00EE66BB562255881B5A66

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](#)

 Save Changes

Key pieces of information we need:

Marketo Account ID	
Marketo Secret Key	
SOAP endpoint	
SOAP User ID	
SOAP Encryption Key	