



Marketo: **Integration Overview**

Create and update contacts through Sprinklr to drive your lead generation program.

Benefits of a Sprinklr/Marketo Integration

- Connect social to Sales and Marketing teams
- Reduce time by highlighting and identifying new leads through Sprinklr
 - Stop cutting & pasting emails
 - Bring the text of the conversation from social directly into Marketo
- Bring context to your interactions with fans by linking their Marketo profile information



Easily Add Marketo into Sprinklr via our Marketplace Offering

Sprinklr uses OAuth to connect an individual's Marketo account into Sprinklr


The screenshot displays the Sprinklr Marketplace interface. At the top, a grey header reads "Market Place". Below this, a navigation bar shows "15 Applications" and two tabs: "Installed" and "Available", with the "Available" tab selected. The main content area features a card for "Marketo Integration". The card includes the Marketo logo (a blue bar chart above the word "Marketo"), a title "Marketo Integration", and a description: "Marketo Is A Marketing Automation Platform That Enables Marketers To Manage Personalized Multi-Channel Programs And Campaigns To Prospects And Customers." A blue "Install" button with a white icon is positioned at the bottom right of the card.

Once connected, you can control visibility of which Sprinklr users are able to utilize the Marketo connection

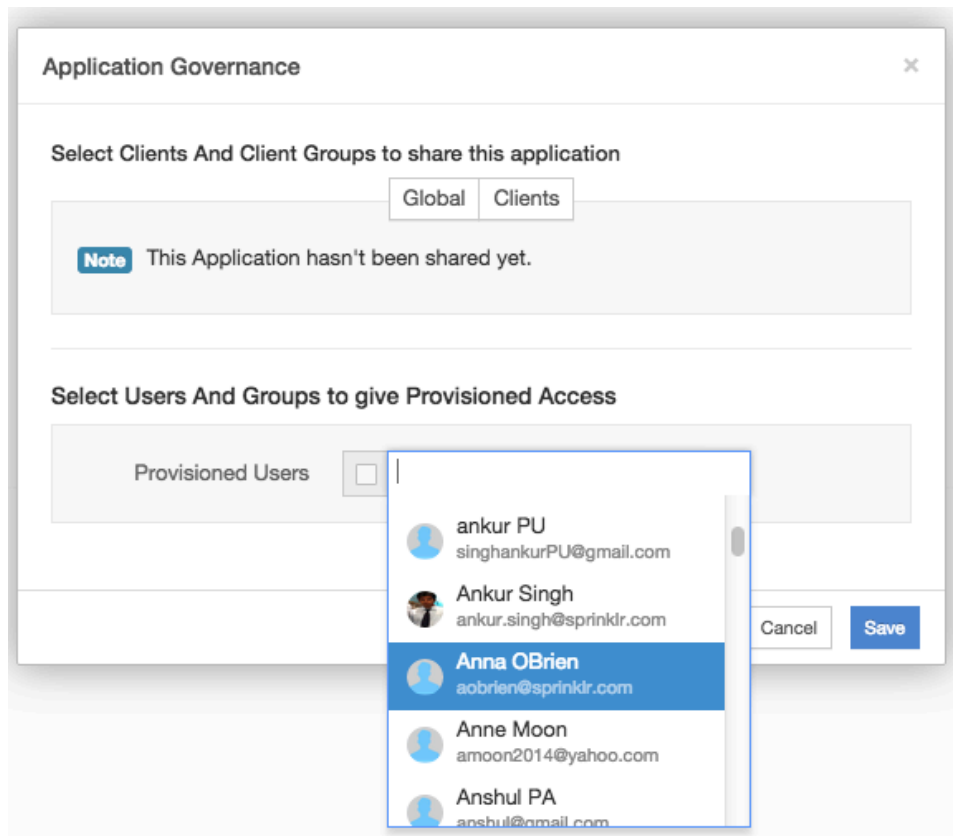
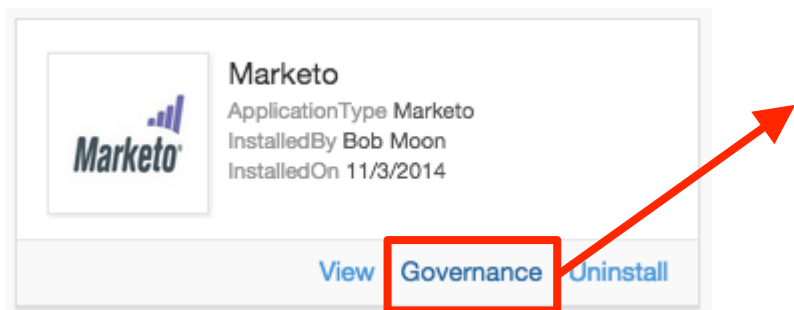
Link Marketo Users with Sprinklr Users

Default User
Sprinklr users who are not manually mapped are linked with the default user

Nimble Marketo ▼

Nimble Marketo ▼ →  Paul Haskell × + -

If you want members on your team to see the activity from Marketo without the ability to create contacts or cases, there are governance options to share view-only permissions with them.



Customize who can see this application at the partner/client level or specify users that have access to the Marketo integration.

Maintain a clear audit trail of who is taking action

Link Marketo and Sprinklr users so that the actions created in Marketo reflect the appropriate person who took action

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Lead Configuration

Sprinklr fields mapped to Marketo fields *i*

Mapping Fields between Marketo and Sprinklr

1. Sprinklr can map to fields for creating new leads
2. After enabling this, Sprinklr can push new contacts created into Marketo's platform

Layout

Section Name ☰ ☱ -

Email Address

First Name


Last Name

+ Click to Add Section

Fields

Search Fields

Address	Anonymous IP
City	Country
Date of Birth	Department
Do Not Call	Do Not Call Reason
Email Address	Fax Number
First Name	Inferred Company
Inferred Country	Last Name



Mapping fields between Marketo and Sprinklr

Social Profile Mapping *i*



Marketo Social Twitter Di... x ▲

Referred Visits

Marketo Social Syndication Id

Profile list F

Marketo Social Total Referred Enrollments

Marketo Social Total Referred Visits

Marketo Social Twitter Display Name

Marketo Social Twitter Id

Twitter x ▼

Social Network Username x ▼

+ -

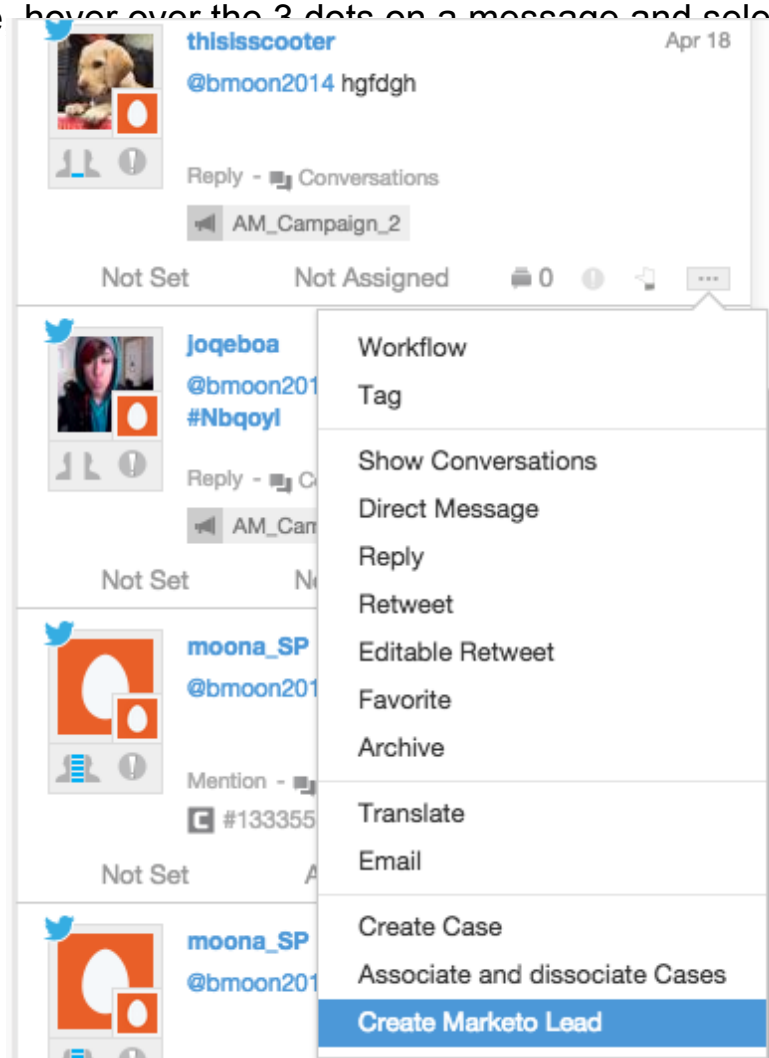


Make a new Profile List Rule

Creating a Marketo Lead within Sprinklr

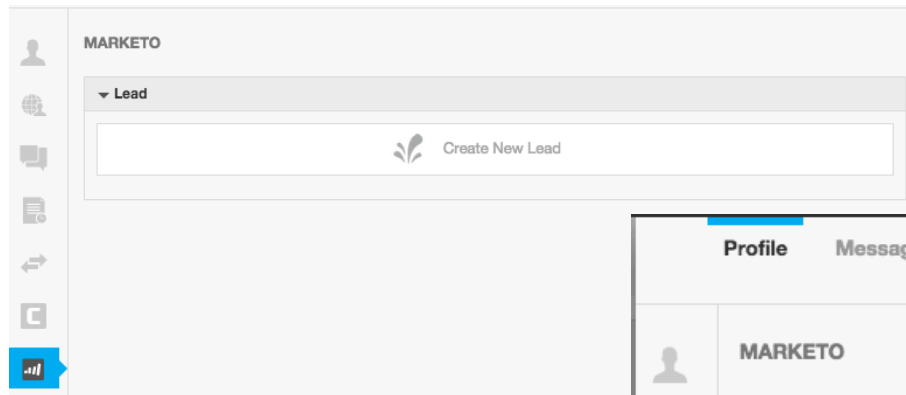
It's easy to create a lead in Marketo either from incoming messages or directly from their profile.

To create a contact from a message, hover over the 3 dots on a message and select the option to create a lead in Marketo



Creating a Marketo Lead within Sprinklr

Simply click on the option to create a new lead and save the information related to the fields associated with leads in Marketo.



A screenshot of the 'Create New Lead' form in the Sprinklr interface. The form is titled 'MARKETO' and has a 'Lead' dropdown menu. Below the dropdown is a 'Section Name' field with a close button. The form contains several input fields:

Email Address	scooterthedog@gmail.com	First Name	Scooter
Last Name	Closmore	Lead Create Source	Twitter
Marketo Social Facebook Id		Marketo Social Facebook	
Marketo Social Twitter Id	@thisisscooter	Marketo Social Twitter Profile	

At the bottom of the form are two buttons: 'Create Lead' and 'Cancel'.

Best Practices

- Consider how efforts from your community on social will impact your lead generation scoring
- Make sure that each channel ID is associated with the correct social network
- Enlist the assistance of your internal CRM experts so that information passed from Sprinklr to Marketo is a 1:1 match
- Start small in terms of number of fields being matched so that they are manageable and your team can ensure they are mapping correctly into Marketo



thank you.