



Marketo - Zylotech Integration doc

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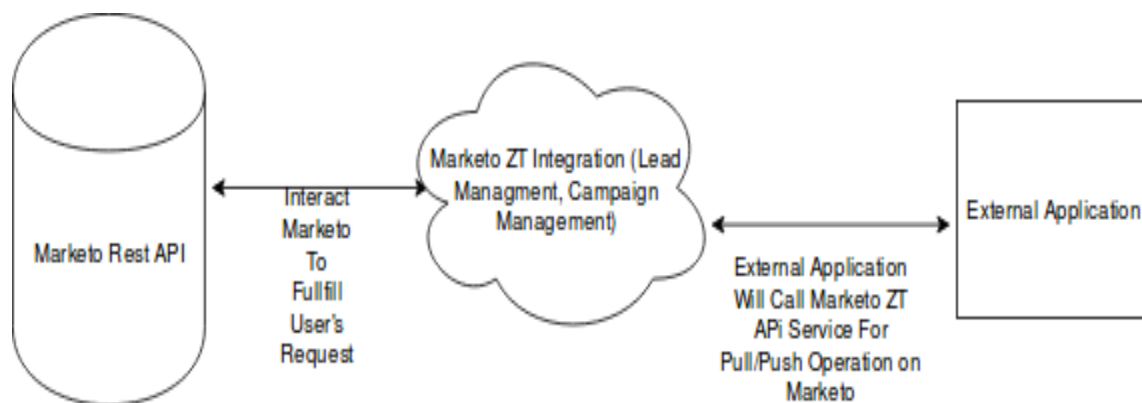
Intro:

Marketo exposes a REST API which allows for remote execution of many of the system's capabilities, Marketo APIs generally fall into two broad categories: Lead Database, and Asset.

Lead Database APIs allow for retrieval of, and interaction with Marketo person records and associated object types such as Opportunities and Companies.

Asset APIs allow interaction with marketing collateral and workflow-related records.

Integration Architecture:



Technologies:

Marketo Zylotech- Integration developed with technologies widely used on the web Python as a Backend.

APIs is RESTful.

Responses are delivered in JSON format with most endpoints.



Authentication:

Connector supports following Authentication-Type:

Authentication Mechanism : Oauth2.0

Steps to Register on Marketo And Getting Access-Credentials:

Installation steps:

Please Follow the Below Steps to Gain Access Credentials From Marketo:

- Admin menu, then to Users and Roles.
- Click on the Roles tab (Then Provide Permission Access
 - Permission Access(ex: Read Only List etc...)
- Now back to the Users tab and click on Invite New User. Give your user a descriptive name that indicates that it is an API user, as well as an Email Address and click on Next
- Then, check the API Only option and award your user the API role that you just created and click on Next .
- To complete the user creation process, click on Send.
- Next, go to the Admin menu, then to LaunchPoint.
- Click on the New menu and select New Service. Give your service a descriptive name and select Custom from the Service dropdown menu. Give it a description, then select your new user from the API Only User dropdown menu and click on Create.
- Click on View Details for your new service to access the Client ID and Client Secret.

Steps and code:

- Making Marketo Client
 - Marketo Client

Code Snippet:

```
from marketorestpython.client import MarketoClient
Client = MarketoClient(marketeto_munchkin_id marketeto_client_id,marketeto_client_secret)
```

- Lead Management
 - Create Update Lead
 - Get Lead By Id
 - Get_multiple_leads_by_list_id
 - Get_List_By_Id
 - Add_leads_to_list
 - Delete_leads_to_list



Create Update Lead

Code Snippet:

```
def create_update_lead(self, leads):  
    print ("leads", leads)  
    print ("client", self.mc_client)  
    resp = self.mc_client.execute(method='create_update_leads', leads=leads,  
                                  action='createOnly', lookupField='email',  
                                  asyncProcessing='false', partitionName='Default')  
    print("resp" ,resp)  
    return resp
```

Get Lead By Id

Code Snippet:

```
def get_leads_by_id(self, lead_id, fields = []):  
    leads = self.mc_client.execute(method='get_lead_by_id', id=lead_id fields=fields)  
    return leads
```

Get_multiple_leads_by_list_id

Code Snippet:

```
def Get_multiple_leads_by_list_id(self, listId, fields, batchSize =None):  
    leads = self.mc_client.execute(method='get_multiple_leads_by_list_id',  
listId=listId,fields=fields, batchSize=batchSize)  
    return leads
```

Get_List_By_Id

Code Snippet:



```
def get_leads_by_id(self, lead_id, fields = []):  
    leads = self.mc_client.execute(method='get_lead_by_id', id=lead_id, fields=fields)  
    return leads
```

Add_leads_to_list

Code Snippet:

```
def add_leads_to_list(self, leads_ids, list_id):  
    leads = self.mc_client.execute(method='add_leads_to_list', listId=list_id, id=leads_ids)  
    return leads
```

Delete_leads_to_list

Code Snippet:

```
def delete_leads_to_list(self, leads_ids, list_id):  
    leads = self.mc_client.execute(method='remove_leads_from_list', listId=list_id, id=leads_ids)  
    return leads
```

Delete Leads:

Code Snippet:

```
def delete_lead(self, lead_id_arr):  
    status = self.mc_client.execute(method='delete_lead', id=lead_id_arr)  
    return status
```

- Campaign Management
 - Get_multiple_campaign
 - Get Campaign By Id

Get_multiple_campaign:

Code Snippet:

```
def get_multiple_campaign(self, camp_id_arr, batchSize = None):
```



```
leads = self.mc_client.execute(method='get_multiple_campaigns', id=camp_id_arr,  
name=None, programName=None, workspaceName=None, batchSize=None)
```

Get Campaign by Id:
Code Snippet:

```
def get_campagin_By_id(self, camp_id):  
leads = self.mc_client.execute(method='get_campaign_by_id', id=camp_id)  
return leads
```

