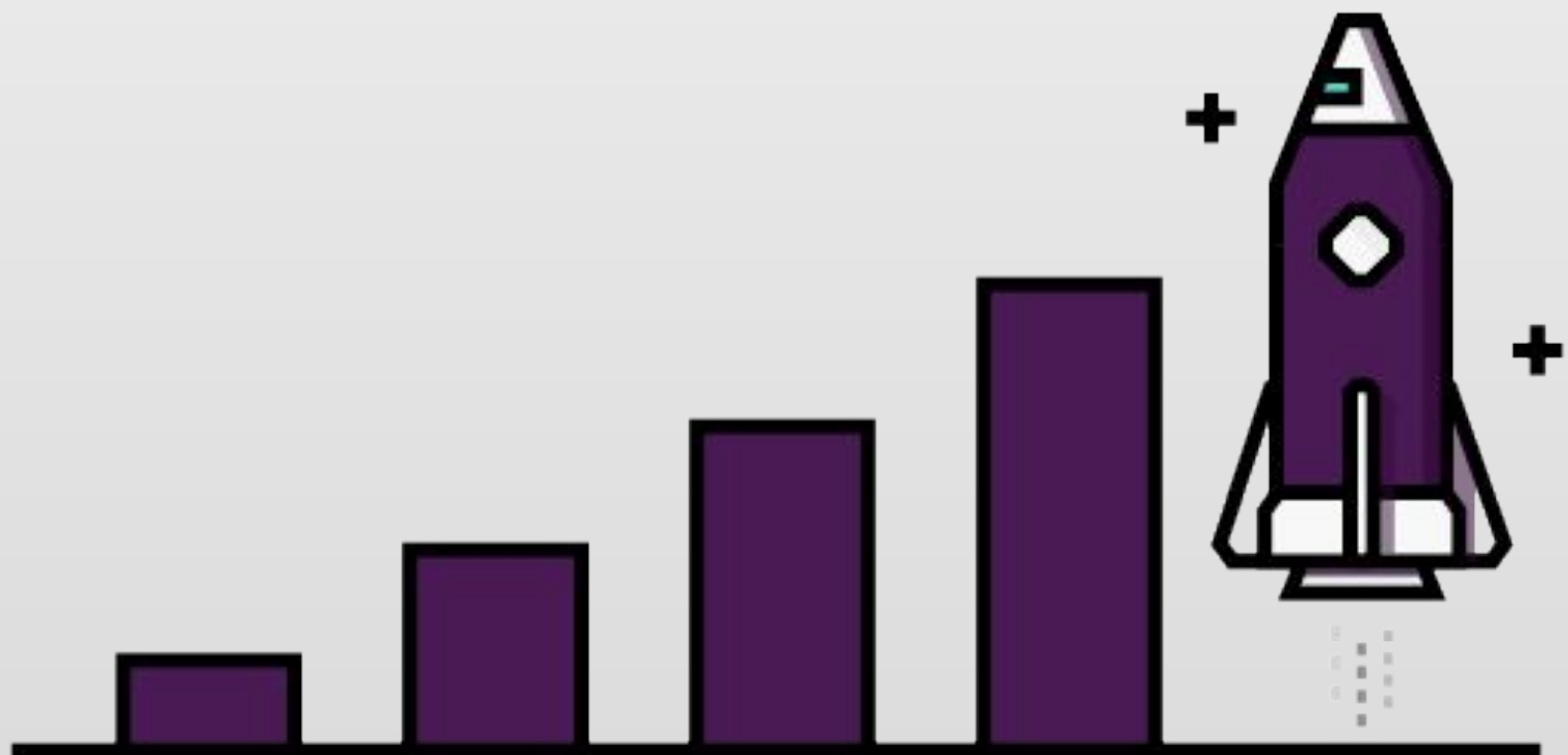




MARKETO INTEGRATION GUIDE



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What is Reactful?

Reactful AI and machine learning marketing technology engages and converts customers on the web while you have their attention. Boost engagement and conversions by interpreting site visitors' "digital body language", and reacting accordingly in real time. Powerfully simple, quick and easy to use, Reactful gets it done for digital marketers. Best of all, Reactful allows marketers to be agile and regain control of their website by launching and updating campaigns at any time - without ever requiring any technical development or operational support.

What does Reactful's integration with Marketo provide?

Leads collected with Reactful' AI tool will be synced directly with your existing Marketo lists. All new leads captured will flow directly into your Marketo programs for nurture.

Prerequisites

1. You are a Marketo user with Admin rights
2. Your Reactful Code must be installed on your website
3. Your Reactful account must be set to "Live"

Marketo Integration Process

Complete the following steps to integrate Reactful with Marketo:

1. Firstly, complete steps identified in [Marketo's Quick Start Guide for Marketo REST API](#) to create a LaunchPoint Service, and obtain your Client Id, Client Secret, and Endpoint URL.

Note: When creating a new Role, select only this Permission: Access API > Read-Write Lead.

The screenshot shows a 'Create New Role' dialog box with the following fields and options:

- Role Name:** Reactful (marked with a red asterisk)
- Description:** Reactful integration
- Permissions:**
 - Read-Write Activity Metadata
 - Read-Write Assets
 - Read-Write Campaign
 - Read-Write Company
 - Read-Write Custom Object
 - Read-Write Lead
 - Read-Write Named Account
 - Read-Write Named Account List
 - Read-Write Opportunity

Buttons: CANCEL, CREATE

2. Ensure you have at least one [Static List](#) created in Marketo to receive leads from Reactful.
3. Next, log into your [Reactful account](#) and select the desired website to connect with Marketo. From your Dashboard, go to Website Settings > Integrations.
4. Toggle the Marketo integration option to the right (green), and a pop up will appear, prompting you to add the following information about your Marketo account:

The screenshot shows a 'Marketo Integration' dialog box. It contains three input fields: 'Host (Munchkin Account ID)' with the value '223-DWS-771', 'Client Id' with the value 'bd1e39w8-23ga-48z2-5g28-27yxds2b9e820', and 'Client Secret' with the value 'rle1KwVXAJHz9tyqWKSzbqfUWk6z54KI'. At the bottom, there are two buttons: 'Cancel' and 'Connect'.

...You are now integrated with Marketo!

See the following page on how to select a list for the leads to flow into.

Now that you're integrated...

How do you determine where to send your leads?

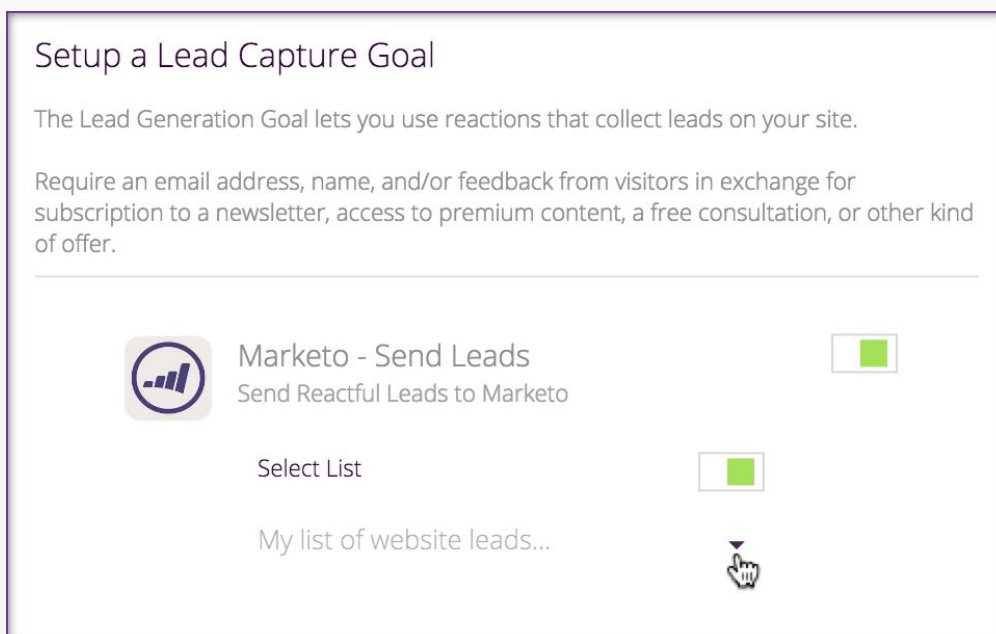
1. Go to the Reactful Studio, and click 'Create new reaction' from the left navigation



2. Add a new goal and select the 'Lead Capture' goal



3. Once selected, a 'Setup of Lead Capture Goal' popup will appear. Toggle the Marketo - Send Leads option to the right:



4. Once toggled green, another option will appear to 'Select List'. Toggle this option to the right, and a drop down menu will appear for you to select the list(s) from Marketo that you would like to send the leads to.
5. After the list is selected, click 'Continue' and name your goal. The setup is now complete and you can carry on creating a reaction as usual.

Follow the rest of the process for creating a reaction here:

<http://support.reactful.com/general/getting-started/getting-started-guide>

Your new reaction will send all leads it collects to Marketo with 'Reactful' as an automatic lead source.

Validation

To validate the Marketo integration has been setup successfully, please submit a lead via your live reaction and ensure the lead appears in your assigned Marketo Static List. The new lead should have 'Reactful' as the Lead Source.

Troubleshoot

Please contact Reactful Support via our online chat or email support@reactful.com if you require any assistance with your integration setup.

