

Atomic Reach and Marketo Integration Guide

Before you begin the integration, you'll need to meet two requirements:

Requirement 1: Have the Marketo integration enabled for your license.

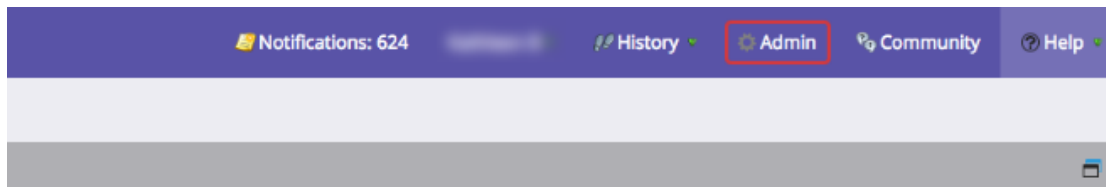
Requirement 2: Have administrative permissions within Marketo.

To set up the integration, you'll need to create an API-only user role, add a new service, and enter three Marketo IDs into your Atomic Reach account.

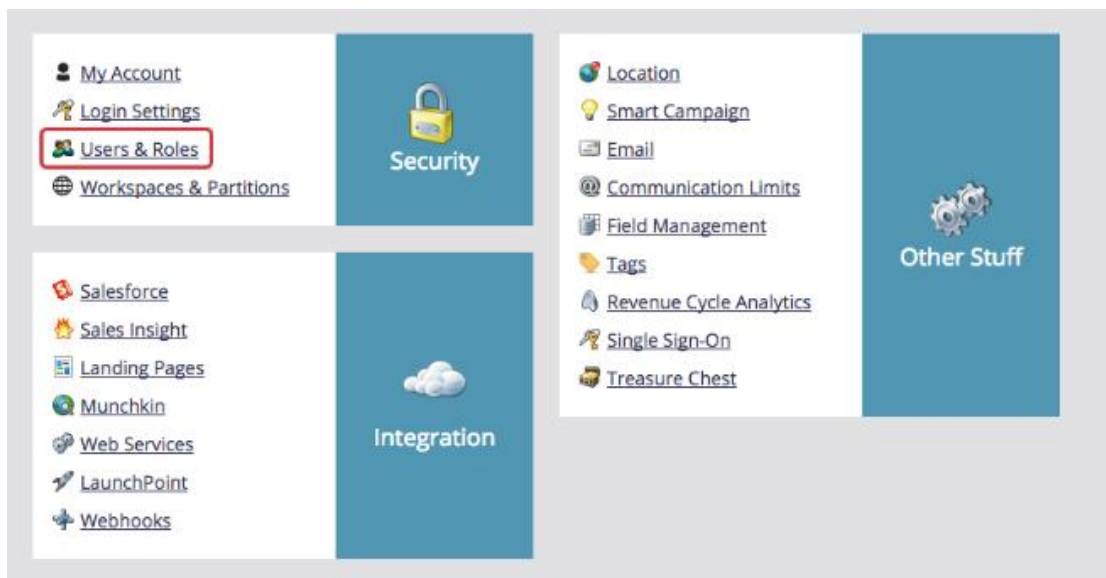
These processes are detailed below:

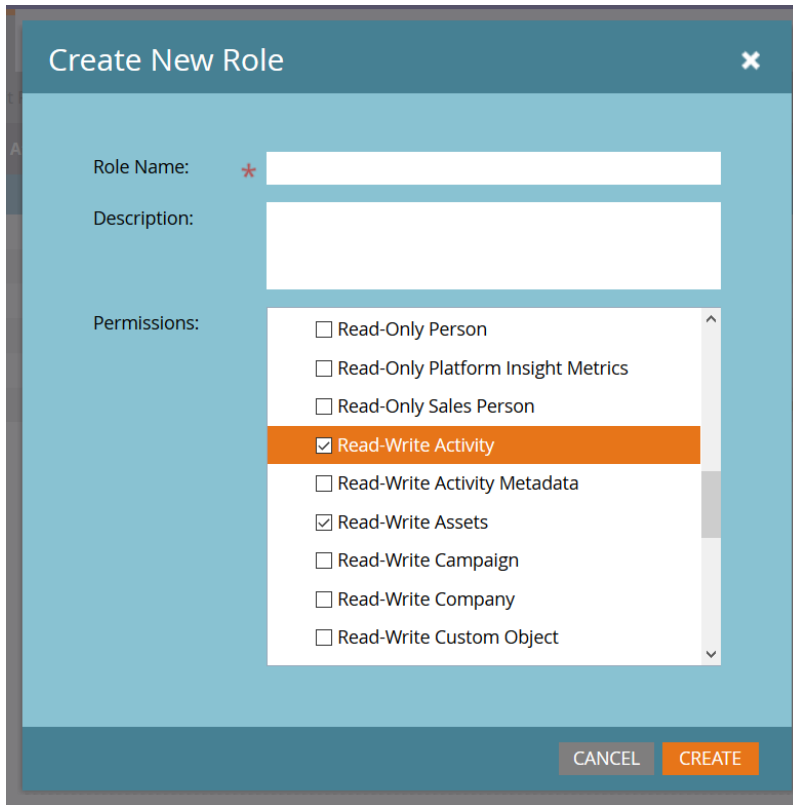
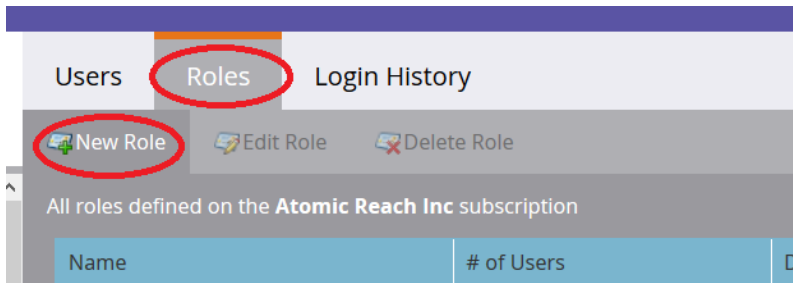
Step One: Creating a new API-only user

1. Navigate to **Admin** inside Marketo

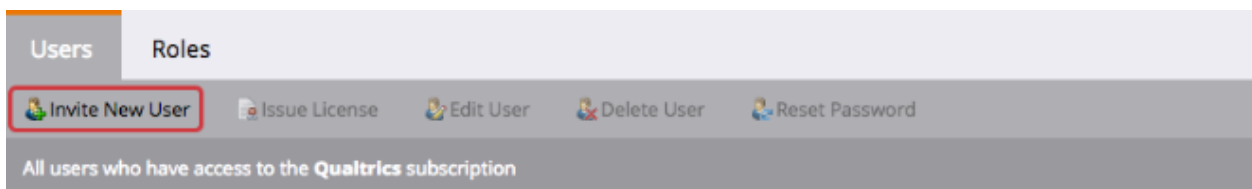


2. Click **Users & Roles**

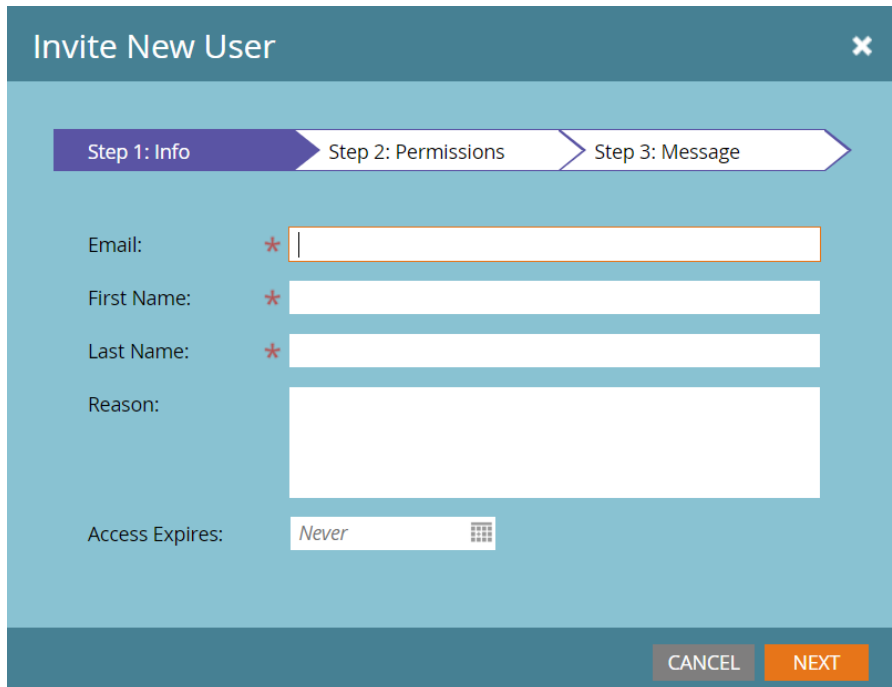




3. Click **Invite New User**

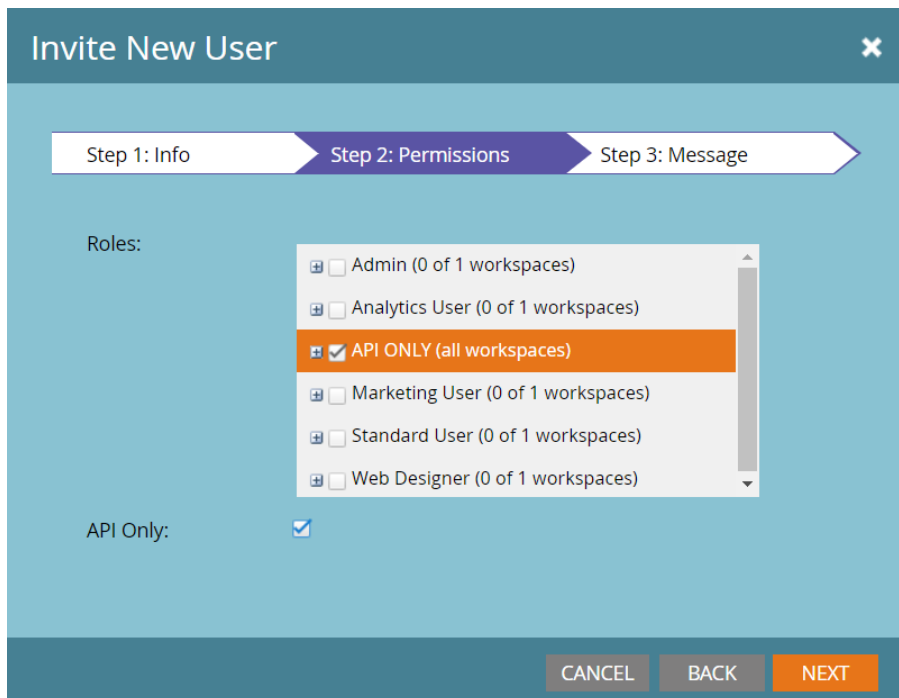


4. Fill out the personal information for the new user, including **First Name, Last Name and Email**



The screenshot shows the 'Invite New User' dialog box with a progress bar at the top indicating 'Step 1: Info' is active. Below the progress bar are input fields for 'Email:', 'First Name:', 'Last Name:', and 'Reason:'. The 'Email:' field has a red asterisk and a cursor. The 'Access Expires:' field is set to 'Never' with a calendar icon. At the bottom right are 'CANCEL' and 'NEXT' buttons.

5. Select a user role that has Access API (Read Only Activity, Read Only Activity Metadata and Read-Write Assets) enabled



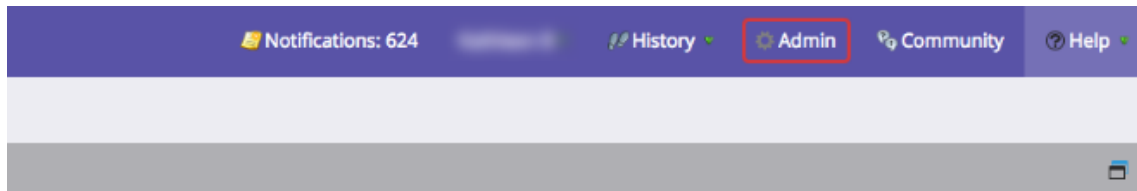
The screenshot shows the 'Invite New User' dialog box with a progress bar at the top indicating 'Step 2: Permissions' is active. Below the progress bar is a 'Roles:' section with a list of roles: 'Admin (0 of 1 workspaces)', 'Analytics User (0 of 1 workspaces)', 'API ONLY (all workspaces)', 'Marketing User (0 of 1 workspaces)', 'Standard User (0 of 1 workspaces)', and 'Web Designer (0 of 1 workspaces)'. The 'API ONLY (all workspaces)' role is selected with a checkmark and highlighted in orange. Below the roles list is an 'API Only:' checkbox which is checked. At the bottom right are 'CANCEL', 'BACK', and 'NEXT' buttons.

6. Enable **API-Only** and customize the email invitation

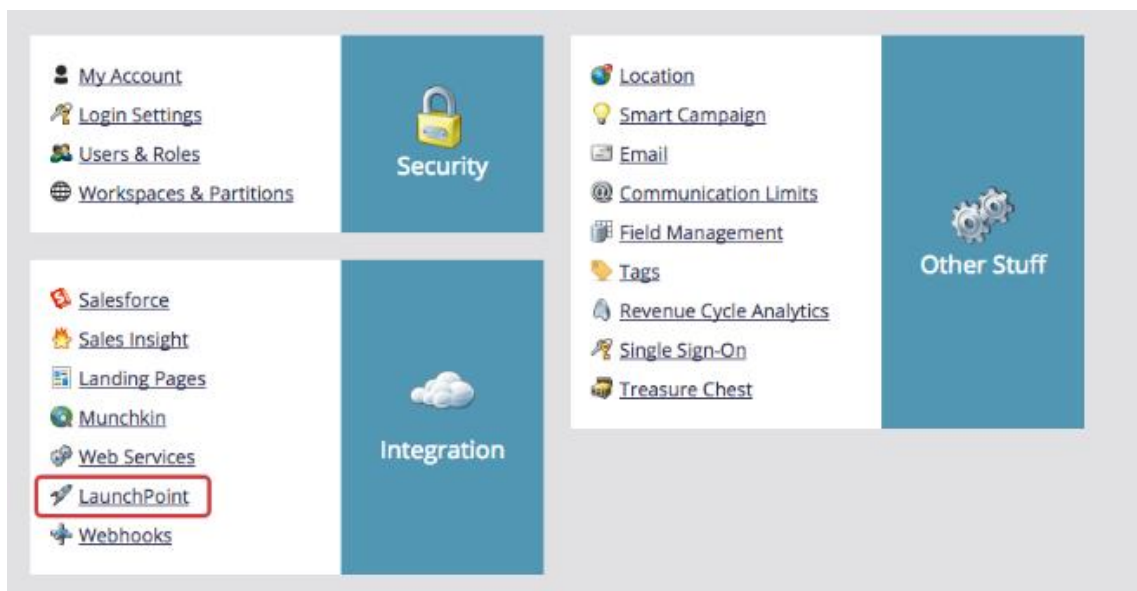
7. Click **Send**

Step Two: Creating a new service

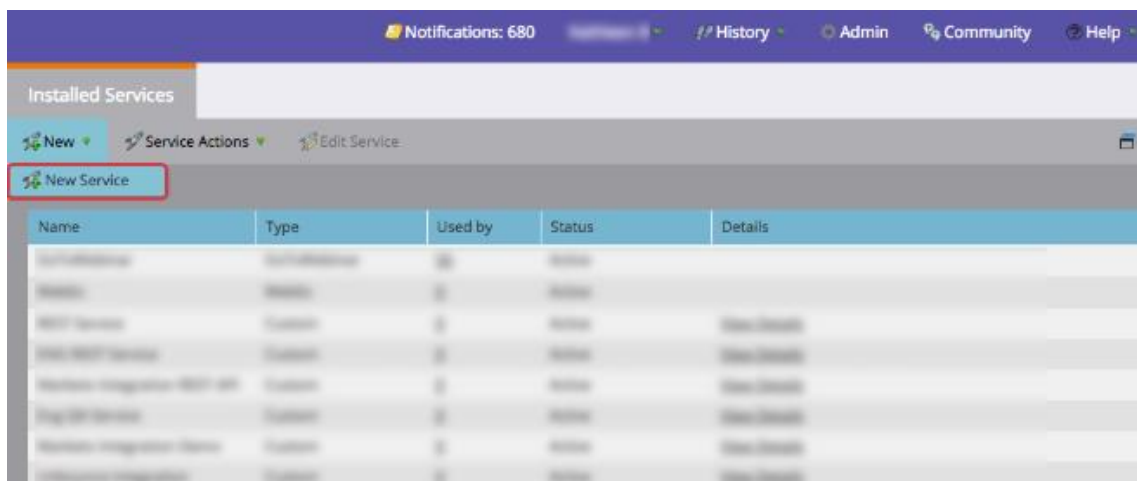
1. Navigate to **Admin** in Marketo



2. Click **LaunchPoint**



3. Next click **New** and then **New Service**



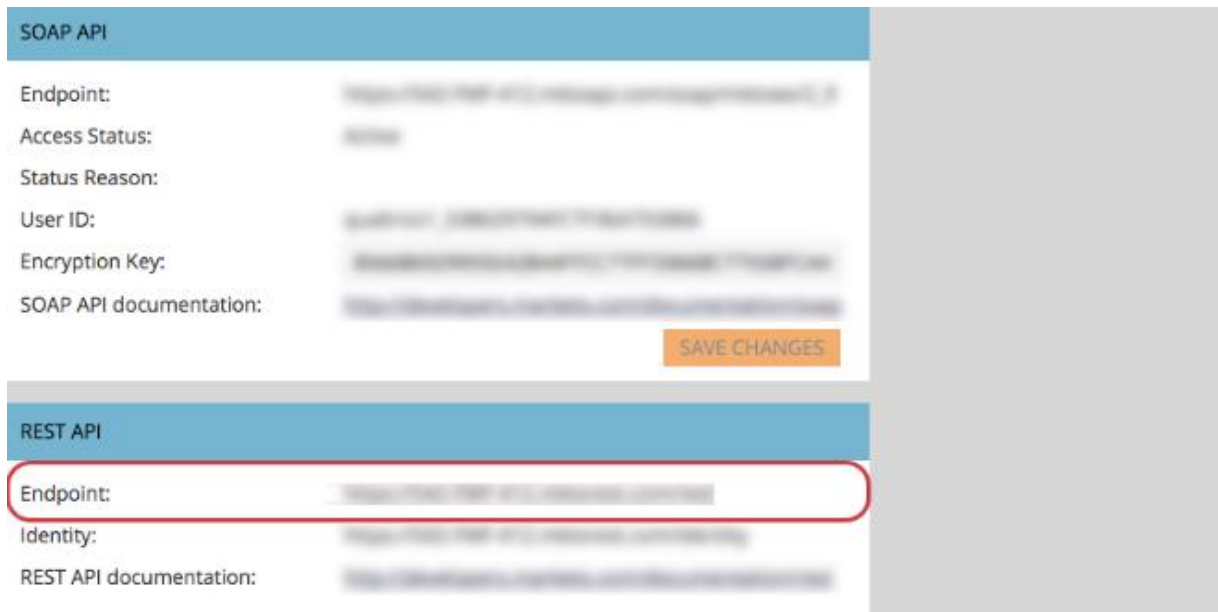


4. Give the New Service a **Display Name** and select **Custom** from the Service dropdown options. Include a **Description** for your New Service and select an **API-Only User** from the dropdown options.

A screenshot of a "New Service" form. The form has a dark blue header with the title "New Service" and a close button (X). Below the header, there are four input fields, each with a red asterisk indicating a required field. The first field is "Display Name" with the value "Atomicreach Integration". The second field is "Service" with a dropdown menu showing "Custom". Below these fields is a section titled "Settings" with a horizontal line. The third field is "Description" with the value "Integration with Atomicreach". The fourth field is "API Only User" with a dropdown menu showing "hassanzia@atomicreach.com". At the bottom right of the form, there are two buttons: "CANCEL" (grey) and "CREATE" (orange).

5. Click **Create**

4. Scroll to **Rest API** and copy the **Endpoint**

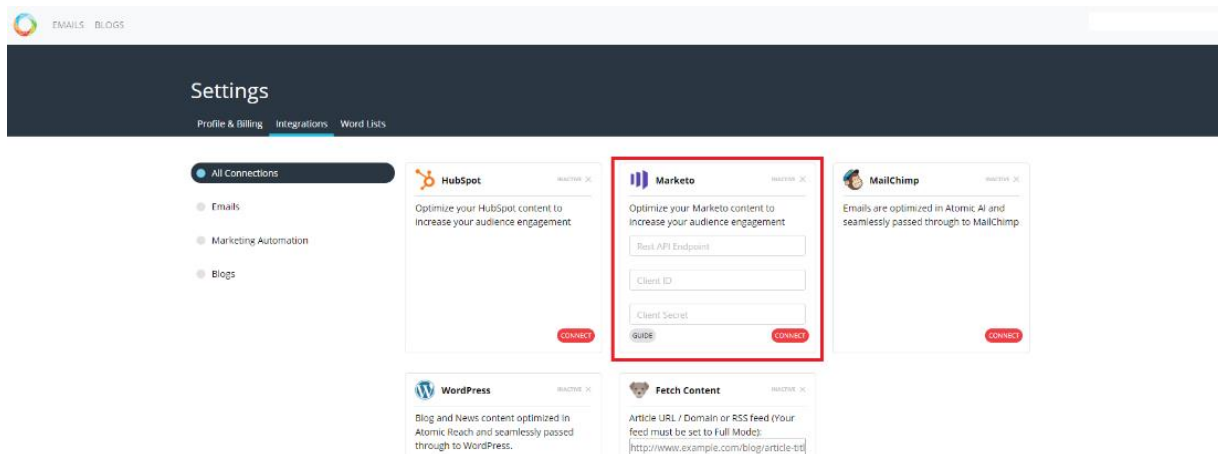


5. In Atomic Reach integration page, paste the data for all three of these requirements:

a. Rest API Endpoint URL

b. Client ID

c. Click **Connect**



6. Atomic Reach will confirm the integration with a **Success** pop up and display **Connections** and **Munchkin ID**


EMAILS BLOGS


Settings


Profile & Billing Integrations Word Lists


All Connections


- Emails
- Marketing Automation
- Blogs

 **HubSpot** INACTIVE X
Optimize your HubSpot content to increase your audience engagement
[CONNECT](#)

 **Marketo** CONNECTED ✓
CONNECTIONS 1
MUNICH ID 407-AVQ-412
[DISCONNECT](#)

 **MailChimp** INACTIVE X
Emails are optimized in Atomic AI and seamlessly passed through to MailChimp
[CONNECT](#)

 **WordPress** INACTIVE X
Blog and News content optimized in Atomic Reach and seamlessly passed through to WordPress.
[DOWNLOAD WP PLUGIN](#)

 **Fetch Content** INACTIVE X
Article URL / Domain or RSS feed (Your feed must be set to Full Mode):

[CONNECT](#)

Troubleshooting

- If you are experiencing issues with your integration, please reach out to support@atomicreach.com and we'd be happy to help you resolve this issue.