

# Marketo Import/Export Connector

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## About Treasure Data

Arm Treasure Data offers a cloud-based analytics platform for customer data and for management of data for the Internet of Things (IoT). The Treasure Data platform delivers continuous data integration of end-to-end data pipeline data through easily accessed interfaces.

With Treasure Data's seamless interface, you can bring in raw data or other types of data from various sources and run queries against the data, set up workflows to manage the data, and create data models from your customer data. You can segment customer data and export data for use in campaigns or alongside enhancements provided by other vendors.

## Treasure Data's Marketo Connector Features

Treasure Data allows you to integrate your data with other sources. With Treasure Data you can use the same connector to import Marketo data into Arm Treasure Data and, also, write Treasure Data job results directly to your Marketo account records. The TD query job results will even add users to your Marketo Target lists.

You can use Treasure Boxes to optimize your data solutions. Treasure Boxes is a library of pre-built code, components, visualizations and applications for fast deployment on Arm Treasure Data.

## Other Features

- [Add Users to your Marketo Target Lists](#)
- [Configure from a Specific Source](#)
- [Monitor Bulk Data Load Jobs](#)
- [Define Your Schedule](#)

## Use Cases

- [Import data to TD to merge it with other data](#)
- [Export to send segment data for targeted marketing campaigns](#)

## Requirements

Because Treasure Data's connector for Marketo works for both ingestion or import, you'll need to be prepared with the following information:

- [Basic Knowledge of Treasure Data and access to the TD Toolbelt](#)
- [Marketo Account ID: This is your Marketo Service/Munchkin ID, Marketo's custom JavaScript tracking code](#)

## Import Requirements

- [Marketo Client ID: This is your service-specific client ID.](#)
- [Marketo Client Secret: This is your service-specific client secret.](#)

## Export Requirements

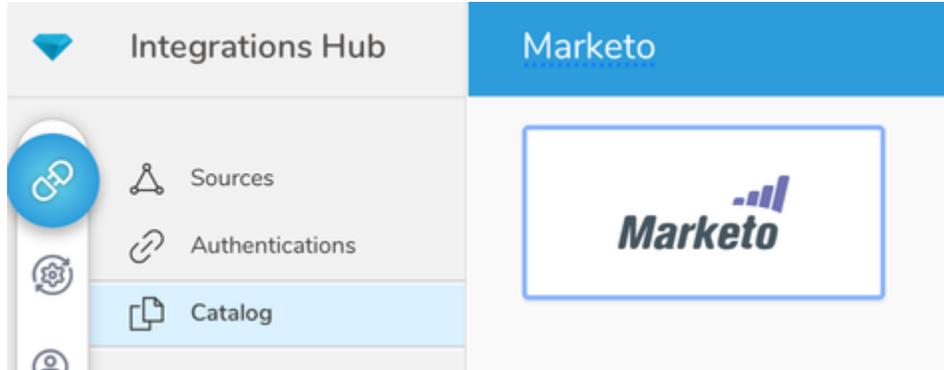
- [API-Enabled Munchkin User Account: Access to your API-enabled account is required before you can upload the Marketo list. The](#)

Munchkin Account ID can be retrieved from the Marketo Admin page.

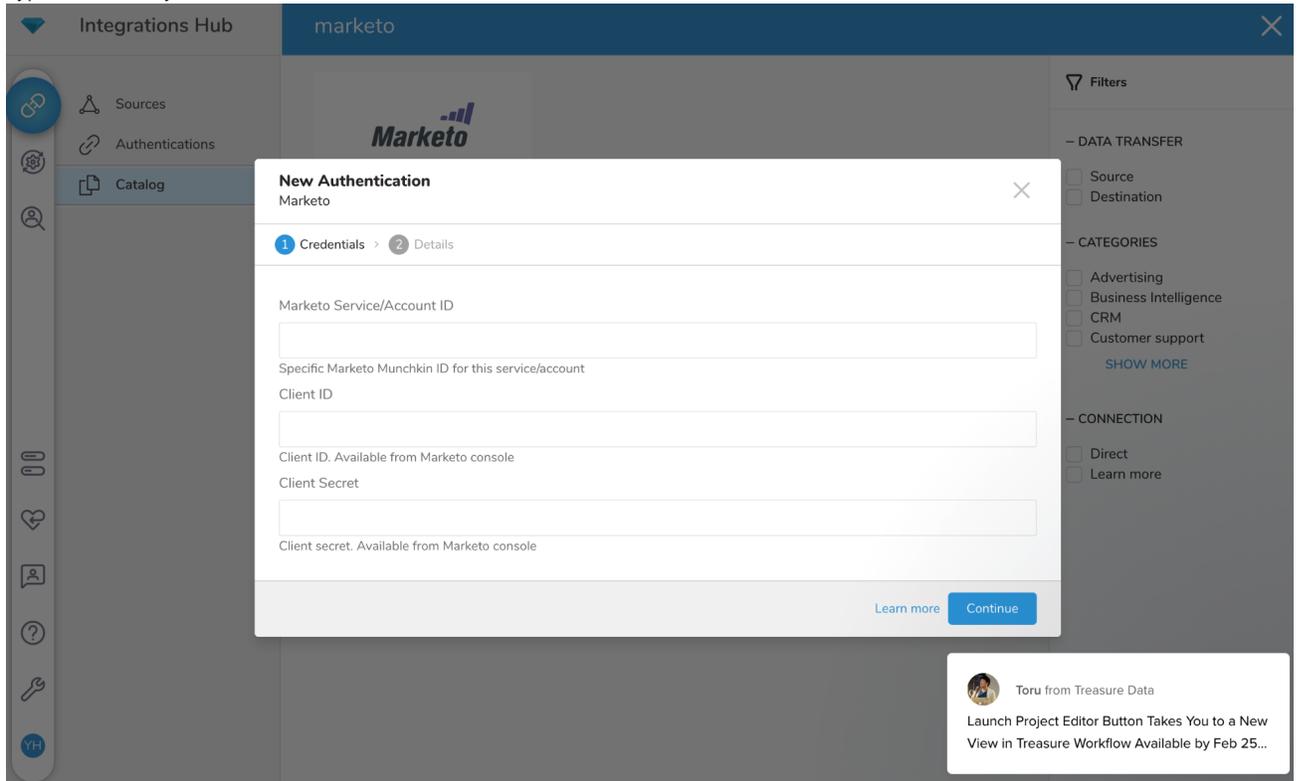
## Creating a New Connection

Setting up a new connection is easy with the Treasure Data Console.

1. Navigate to **Integrations Hub > Catalog** and type Marketo.
2. Select **Marketo**.



3. Type a name for your new connection.



4. Select **Next** to go to the next panel.
5. Select a **Source Table** Supported sources include: Lead, Activities, Campaigns, Leads by Static List, Members by Program, or Programs.

1 Connection	Source:	Leads
2 Source Table		Marketo import source
3 Data Settings	Incremental:	<input checked="" type="checkbox"/> Run in incremental mode? Supported Target: Activity, Leads without Use "UpdatedAt" and Programs with Query By "Date Range"
4 Data Preview	From date:	mm/dd/yyyy, --:-- -- Only imports data since this time
5 Data Placement	Fetch days:	1 Number of days to fetch since From date
	Escape character:	" Escape character for bulk extract
	Quote character:	" Quote character for bulk extract

Cancel Back Next

6. Select **Next** to go to the next panel.
7. Choose the parameters for the import source under **Data Settings**.

1 Connection	Optionally, you can modify data settings and then see your changes in Data Preview. <a href="#">Skip This Step</a>
2 Source Table	<div style="border: 1px solid #ccc; padding: 5px;"> <p>LEAD INCLUDED FIELDS</p> <p>List of Lead fields to be included in data import, only affect Lead family target.</p> <p style="text-align: center;"><a href="#">Add</a></p> </div>
3 Data Settings	Interval limit in milliseconds: 20000 Marketo have a 100 concurrent api calls for 20 seconds
4 Data Preview	Maximum retries: 7 Maximum times to retry Marketo request
5 Data Placement	Batch size: 300 Marketo REST API Batch size
	Max return: 200 Program endpoint use offset for paging
	Bulk job timeout in seconds: 3600 Killed job if bulk extract run longer than this time
	Bulk job polling interval in second: 60

Cancel Back Next

8. Select **Next** to go to the next panel.
9. Preview the attributes in the **Data Preview**.

1 Connection      The preview shows a subset of data from the source based on the data settings. Refer to [help document](#) to learn more about preview data.

2 Source Table

3 Data Settings

4 **Data Preview** 137 columns

5 Data Placement

	Ab_mk_company	Ab_mk_site	Ab_mk_billingstreet	Ab_mk_billingcity
1	mk_company_1	mk_site_1	mk_billingStreet_1	mk_billingCity_1
2	mk_company_2	mk_site_2	mk_billingStreet_2	mk_billingCity_2
3	mk_company_3	mk_site_3	mk_billingStreet_3	mk_billingCity_3
4	mk_company_4	mk_site_4	mk_billingStreet_4	mk_billingCity_4
5	mk_company_5	mk_site_5	mk_billingStreet_5	mk_billingCity_5
6	mk_company_6	mk_site_6	mk_billingStreet_6	mk_billingCity_6
7	mk_company_7	mk_site_7	mk_billingStreet_7	mk_billingCity_7
8	mk_company_8	mk_site_8	mk_billingStreet_8	mk_billingCity_8
9	mk_company_9	mk_site_9	mk_billingStreet_9	mk_billingCity_9
10	mk_company_10	mk_site_10	mk_billingStreet_10	mk_billingCity_10
11	mk_company_11	mk_site_11	mk_billingStreet_11	mk_billingCity_11
12	mk_company_12	mk_site_12	mk_billingStreet_12	mk_billingCity_12
13	mk_company_13	mk_site_13	mk_billingStreet_13	mk_billingCity_13
14	mk_company_14	mk_site_14	mk_billingStreet_14	mk_billingCity_14
15	mk_company_15	mk_site_15	mk_billingStreet_15	mk_billingCity_15

Cancel    Back    Next

10. Select **Next** to go to the next panel.

11. Select **Save** or schedule the job.

1 Connection

2 Source Table

3 Data Settings

4 Data Preview

5 **Data Placement**

▼ STORAGE

Database:

Table:

Method:

Append: Add records into existing table.

Replace: Clear table before adding records.

 Overwrites existing data and cannot be restored.

Timestamp-based Partition Key:

Select a column. Columns for user-defined partitions are not supported.  
See [data partitioning](#).

Data Storage Timezone:

Timezone the data is stored in; data will also be displayed in this timezone.

▼ SCHEDULE

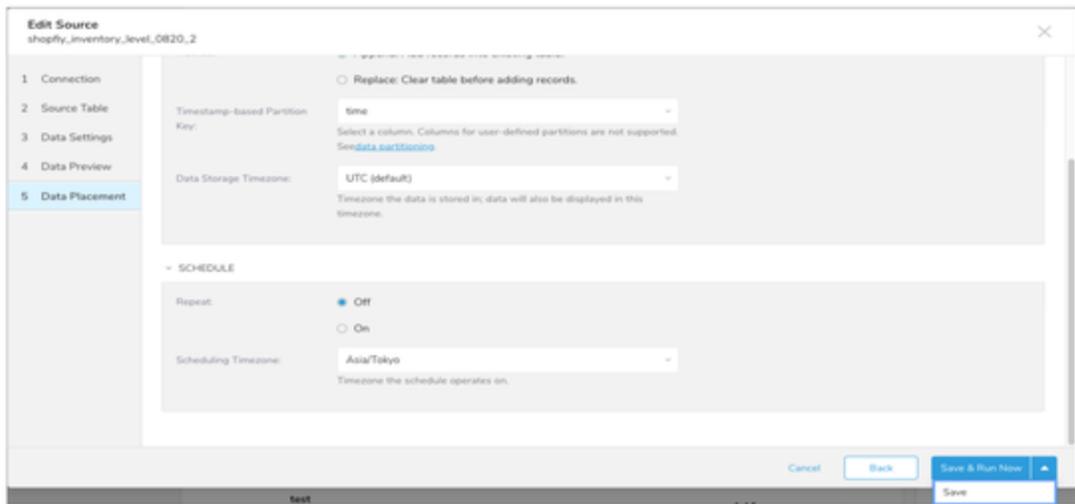
Repeat:  Off

Cancel    Back    Save & Run Now

## Creating a Schedule

You can save any newly created data transfers without executing a job or save and run the job now.

1. Choose when you want your job to run and select **Save**, or
2. Select **Save & Run** to run your job now.



## Confirm the Job is Running

TD Console allows you to verify that your job is running correctly.

1. Open TD Console
2. Select **Jobs** from the Dashboard
3. View the jobs that are running

ps://console-next.treasuredata.com/jobs

### Jobs

Status	Job	Started	Runner	Database	Filters
<b>RUNNING</b> -1 min	87128395 - Data Connector {*embulk_config*:{*in*:{*endpoint*:"https://714-XIJ-402.mktoa...	11:56 am	Ryutaro Yada	yada_demo	All Databases
<b>SUCCESS</b> 1 sec	87119786 - Presto -- mi-demo.treasure-data.com:metric=297 SELECT TD_TIME_FORMAT...	11:02 am	Demo	game	All Users
<b>SUCCESS</b> 42 secs	87119785 - Hive -- mi-demo.treasure-data.com:metric=133 SELECT TD_TIME_FORMAT...	11:02 am	Demo	game	<b>- STATUS</b> <input type="checkbox"/> ERROR <input type="checkbox"/> KILLED
<b>SUCCESS</b> 38 secs	87119457 - Presto Temperature for google spreadsheet (1d hourly) · select TD_TIME_FORMAT(...	11:00 am	ryota@treasure-data.com	pidb	

## Configure Output Results to Marketo Connection

Treasure Data easily allows you to export your query results to Marketo.

1. Open your query editor
2. Select **Output Results**
3. Select your Marketo connection
4. Type into the parameter fields as requested. There are several parameter fields to complete:

Parameter	Definition
<b>Marketo Target List ID</b>	ID of the list where the new leads are imported into. <b>Important note:</b> Select an existing list, otherwise the new leads will go into the main Marketo database
<b>Headers for Importing Data</b>	Specify headers here or in the result output query as a column alias
<b>Marketo Partition Name</b>	Name of the partition the new leads will belong to (optional)

<b>Lookup Field</b>	The value in this field is bound to this data set and can be used to lookup or de-dup the data set
<b>Retry limit</b>	Number of retries before the connector stops trying to connect and send data out. Default 6. (optional)
<b>Initial intervals in milliseconds between retries</b>	(optional, default 10000): Interval to retry if a recoverable error happens (in millisecond).
<b>Maximum intervals in milliseconds between retries</b>	(optional, default to 32000) : Maximum time in milliseconds between retrying attempts.

A sample configuration:

**Configuration** [Close]

**Connection: kd\_marketo\_output**

Market Target List ID

Headers for importing data

Specify headers here or in the result output query as column alias

Market partition name

Name of target Marketo Partition name (Optional)

Lookup Field

Name of field for dedup (default to email)

Retry Limit

Retry initial wait in Milliseconds

[BACK] [DONE]

For additional information about using Treasure Data with Marketo, contact your account representative.