

## Marketo + Insightpool Sales Platform Integration Guide

Customers can follow this guide or contact their dedicated account manager for help. Insightpool's team can help get the integration set up on your behalf.

Go to "Utilities" > "External System Profile"

Click "Create New Profile"

Fill the settings (see below for example settings)

Click Save. When you click save, default field mappings are automatically generated for the newly created profile

### Marketo example settings

- For "CRM/MA Vendor" choose "Marketo"
- Get consumer key & consumer secret from Marketo system. Here is a tutorial how to do that -> <http://developers.marketo.com/documentation/rest/custom-service/>
- For "Redirect URL/Identity" enter "Identity" URL from Marketo. Refer to this article for more info -> <http://developers.marketo.com/documentation/rest/endpoint-url/>
- For "Environment/Endpoint" enter "Endpoint" URL from Marketo. Refer to this article for more info -> <http://developers.marketo.com/documentation/rest/endpoint-url/>
- For "Version" enter "1"
- Leave "Max Twitterers per campaign" and "Max Tweets per contact" blank
- Leave "Refresh Token" blank
- For "Vendor Type" choose "Marketing Automation"