

## NEW: About using Marketo data in Klipfolio

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### Resources

Connector Type:	Web Accessible Resource (Marketo)
Format of URL Endpoint:	<p><a href="https://{subdomain}.mktorest.com/rest">https://{subdomain}.mktorest.com/rest</a></p> <p>To query json data, use the following query syntax:</p> <p><a href="https://{subdomain}.mktorest.com/rest/v1/lead/1.json">https://{subdomain}.mktorest.com/rest/v1/lead/1.json</a></p> <p>Replace <b>{subdomain}</b> with your subdomain name.</p>
API Documentation	<p><a href="#">Quick Start Guide for Marketo REST API.</a></p> <p>Available endpoints are listed <a href="#">here</a>.</p>

#### Connecting to data sources

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There are two ways you can work with Marketo data in Klipfolio:

**Marketo data source connector** - Klipfolio provides a data source connector that allows you to work with Marketo's transactional API. Using a set of distinct calls to the API, you can obtain useful data from your Marketo programs. Click here for instructions on using [a href="#"marketo1">Klipfolio's Marketo connector</a>. \*Note: Marketo's API is currently very transaction-focused.\*](#)

**Leverage Marketo integration with Salesforce via the Salesforce data source connector** - This alternative leverages the mature association and real-time data synchronization between Salesforce and Marketo. If your Marketo data is already in Salesforce, you can use Klipfolio's direct Salesforce connector to work with the data in real-time. For more information, see the article [Use Salesforce as a data connector](#). *Note: this will enable you to gain more aggregate view of data coming from Marketo and provide the ability to combine it with*

*Salesforce data to give you a holistic view of your programs from leads to revenue cycle.*

## Configuring the Marketo connector

The Marketo connector requires information that you can obtain from your Marketo account. Marketo Admin level access is required. In order to retrieve your data from the Marketo REST API endpoint, you will need to authenticate to generate an access token.

# Step-by-Step

## Using the Marketo connector

To create a data source using Marketo, you need to accomplish three tasks:

- Authenticate using your Marketo credentials.
- Obtain the configuration values from Marketo to configure the connector.
- Build your Endpoint query and enter it into Klipfolio.

### Step 1: Start the data source creation process

1. Click on the **Library** link.
2. Select the **Data Sources** tab.
3. Click the **Create a New Data Source** button.
4. Select the **Marketo** option.

### Step 2: Authenticate with Marketo

1. Log into your **Marketo** account.
2. Follow the directions contained in the [Quick Start Guide for Marketo REST API](#) to generate an authentication token.

### Step 3: Obtain the values needed for the connector configuration including the Identity URL, Client Id and Client Secret:

1. Ensure you are logged into your Marketo admin account.
2. Click the **Admin** tab.
3. From the left navigation menu, click **LaunchPoint**.
4. In the main panel, click the **View Details** link under Details.
5. The Details pop-up contains both the **Client Id** and **Client Secret** values.
6. From the left navigation menu, select **Web Services**.
7. In the main panel under **Web Services**, you will find the values you need for the first part of the query or **Endpoint**, as well as the

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Use WatchMouse as a data source

Use Teambox as a data source

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Use date range parameters to modify data retrieval period

Authentication method: OAuth Token Authentication for Web Accessible Data Source

Authentication method: 2 Step Authentication

Authentication method: Basic HTTP Authentication

Authentication method: API Key Authentication

iFormBuilder

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Updating data sources

Use the REST connector to create a Google Analytics data source

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Using QuickBooks as a data source

Using Google Analytics to create a Multi-Channel Funnel (MCF) API data source

Use Brightcove as a data source

information required for the **Rest API Identity URL**.

8. Build your **REST Request URL API** request as shown in the [Quick Start Guide for Marketo REST API](#). Available endpoints are listed [here](#).
9. Build your Endpoint API request as shown in the [Quick Start Guide for Marketo REST API](#). Available endpoints are listed [here](#).

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**New Data Source**

**Configure a connection to Marketo.**

Log into your Marketo account to obtain the values for the fields listed below that are needed to create the connection.

LaunchPoint Client Id:

LaunchPoint Client Secret:

---

REST API Identity URL:

REST Request URL:

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## Using the Salesforce connector to access your Marketo data

You can use Klipfolio's Salesforce connector to leverage the mature association and real-time data synchronization between Salesforce and Marketo. If your Marketo data is already in Salesforce, you can use Klipfolio's direct Salesforce connector to work with the data in real-time. Read [Using Salesforce as a data connector](#) for more information.

## Learn More

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