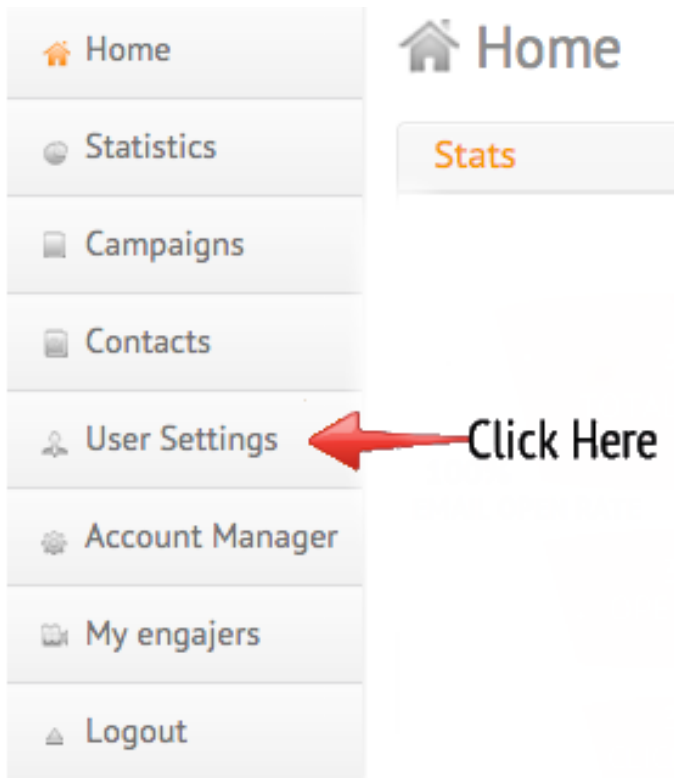
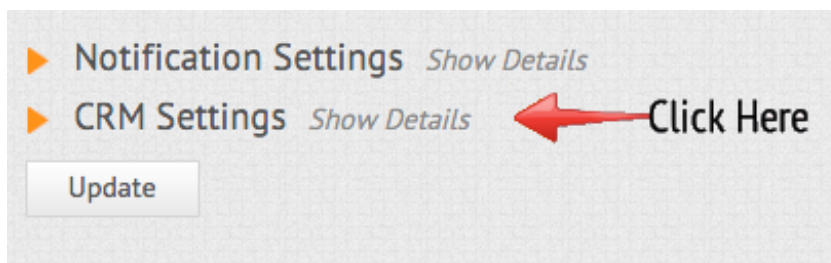


1. You need to connect Marketo application to engajer dashboard.

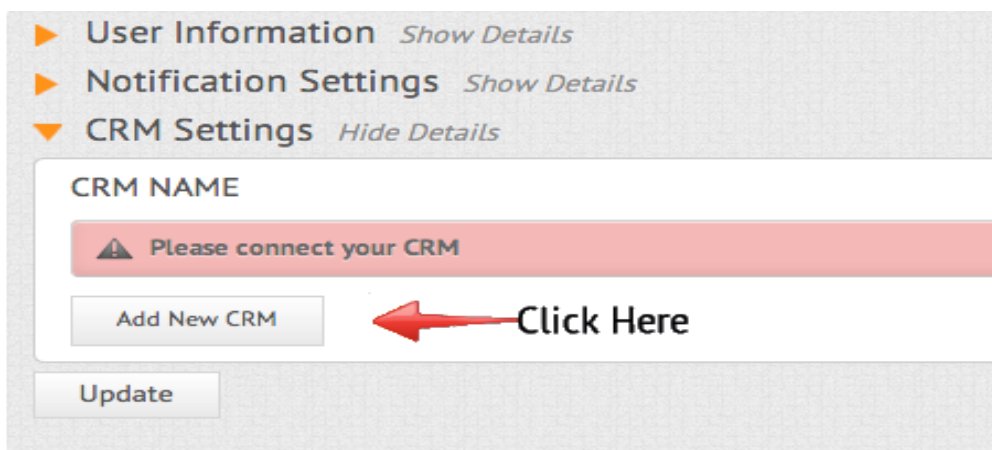
1.1. In your Home page, click on the User settings tab from the left menu.



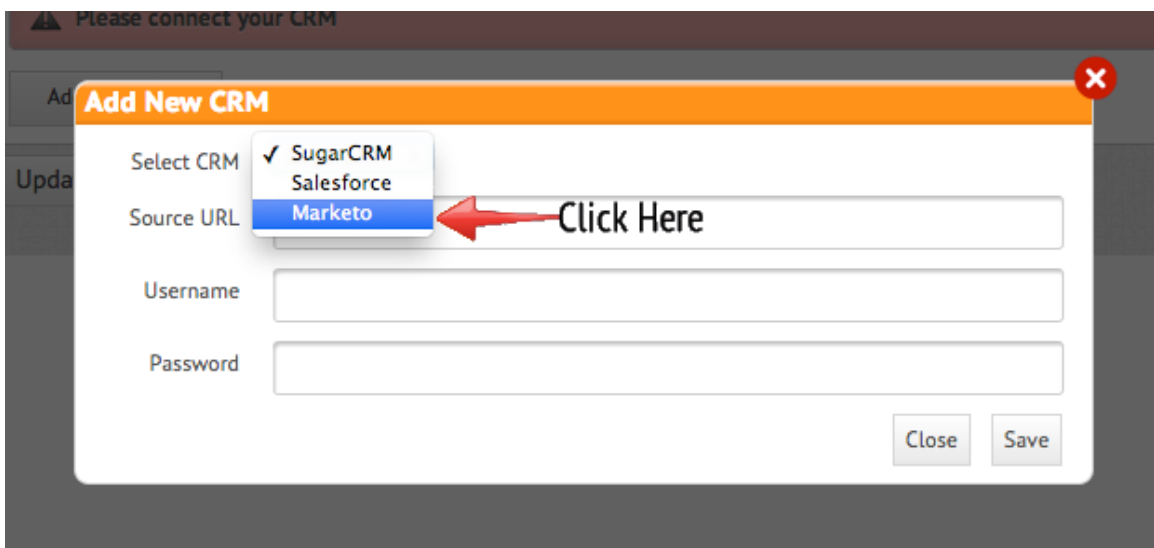
1.2. Click on the CRM Settings tab.



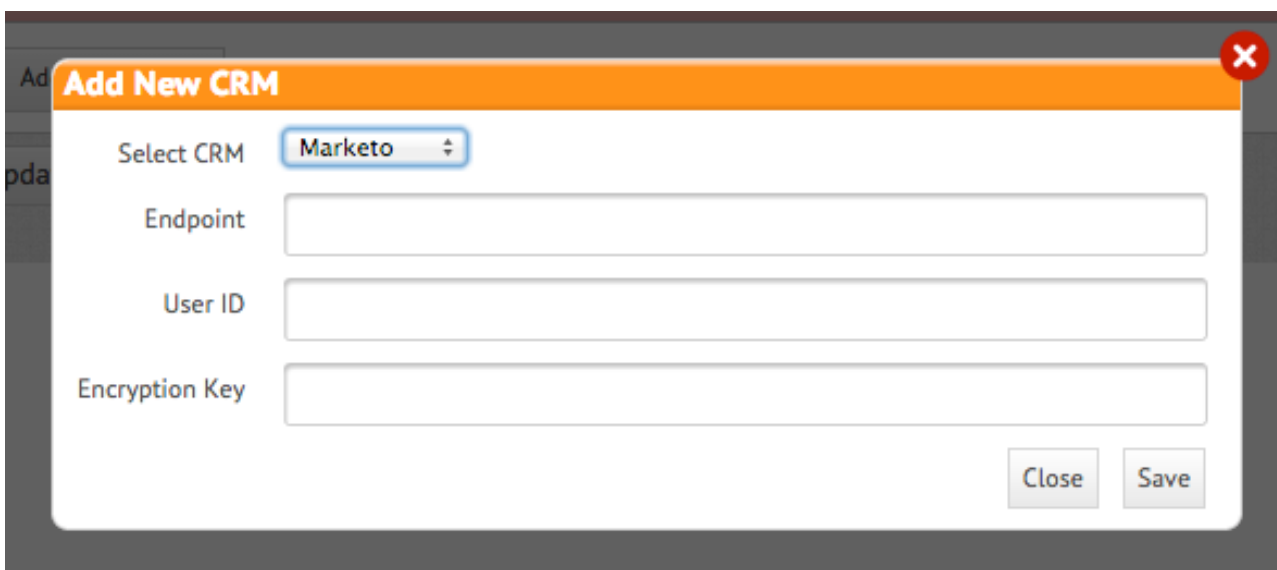
1.3. Click Add New CRM.



1.4. Select Marketo from the drop down.

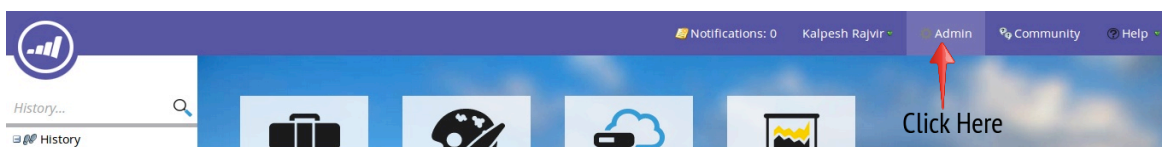


1.5. Fill in the Endpoint, User ID and Encryption Key from Marketo by following step 2.

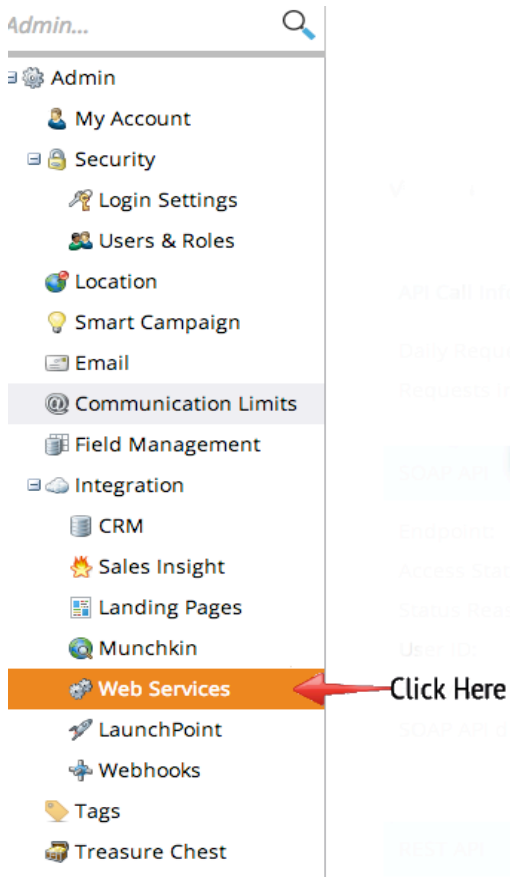


2. You need to get the Soap API credentials from the Marketo application.

2.1. Navigate to the admin area of the Marketo application.



2.2. Click on the Web services tab on the left panel.

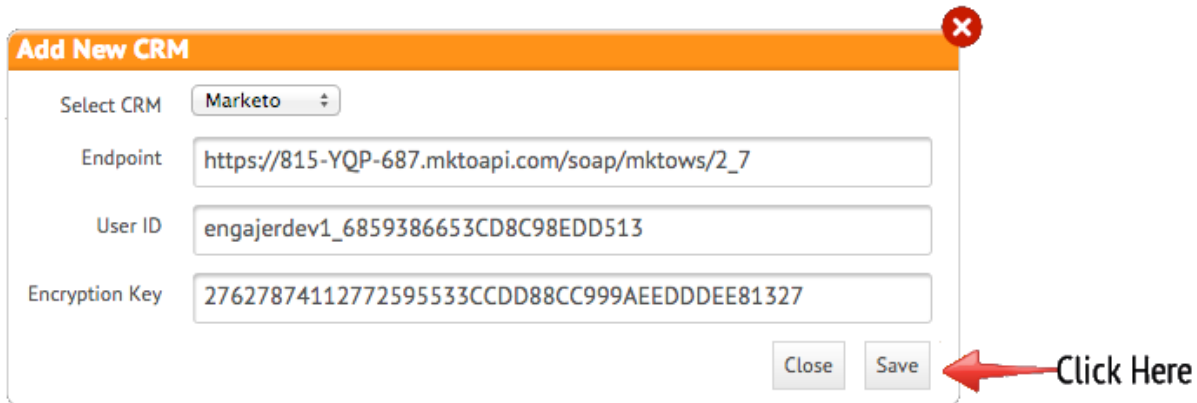


2.3. Copy the Endpoint, User Id and Encryption Key from the SOAP API section and paste them in the user settings in the engajer dashboard.

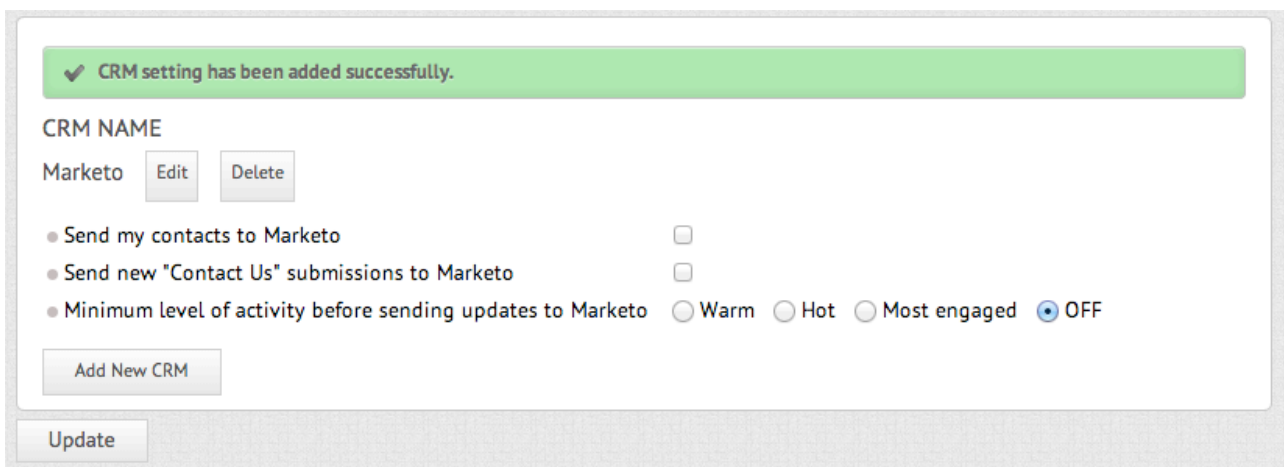
SOAP API

Endpoint:	https://815-YQP-687.mktoapi.com/soap/mktows/2_7
Access Status:	Active
Status Reason:	
User ID:	engajerdev1_6859386653CD8C98EDD513
Encryption Key:	<input style="width: 90%; border: 1px solid #ccc;" type="text" value="27627874112772595533CCDD88CC999AEEDDDEE8"/>
SOAP API documentation:	http://developers.marketo.com/documentation/soap

2.4. Click the Save button to save the settings in the engajer dashboard.



2.5. Next you will see advanced options.

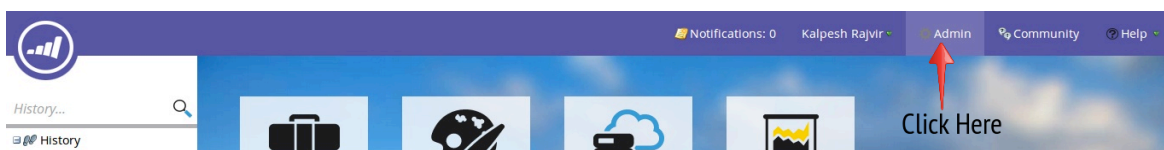


- Send my contacts to Marketo:
 - If this option is checked, then it will send all the contacts in the engajer dashboard as leads to Marketo.
- Send new “Contact Us” submissions to Marketo:
 - If this option is checked, then the field “engajer Activity” in Marketo will be updated as “Contact Us Submitted” when the recipients submits the Contact Us form in the engajer player.
- Minimum level of activity before sending updates to Marketo:
 - Depending on the level selected, the field “engajer Score” in Marketo will be updated.

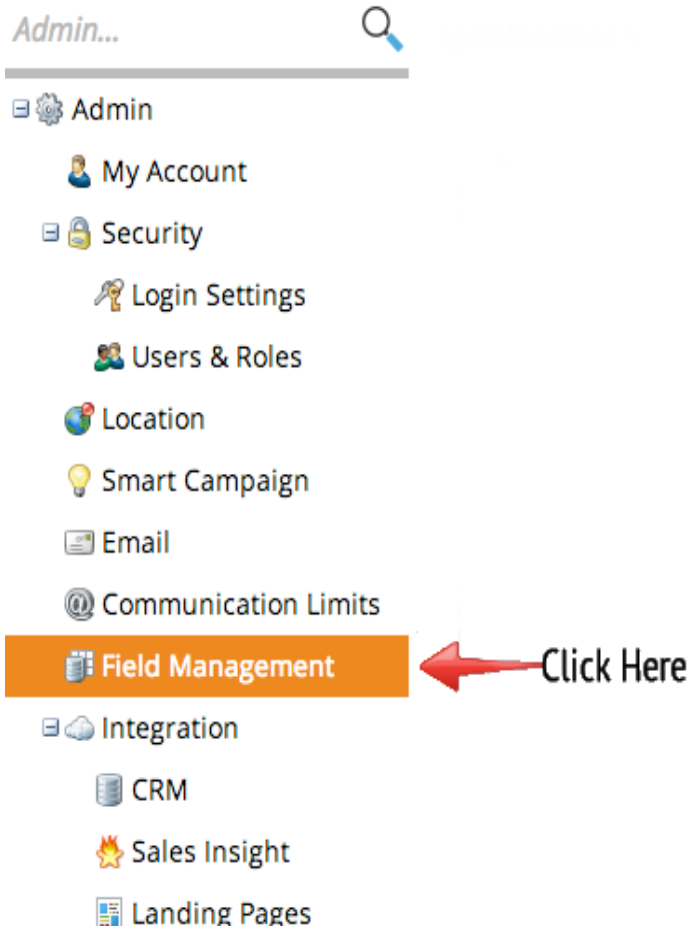
2.6. After all the selections are made click “Update” button.

3. Now you need to create 3 custom fields in leads. Fields are **engajer Activity**, **engajer Score**, **engajer URL**.

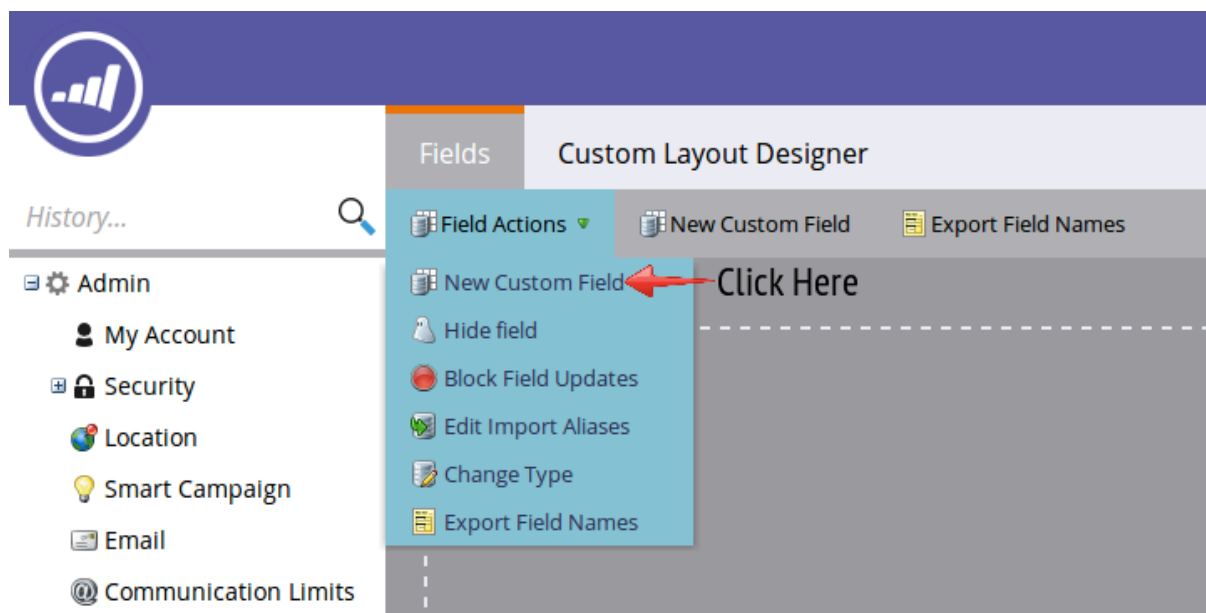
3.1. Navigate to the admin area of the Marketo application.



3.2. Click on the Field Management tab on the left panel



3.3. Create a New Custom Field



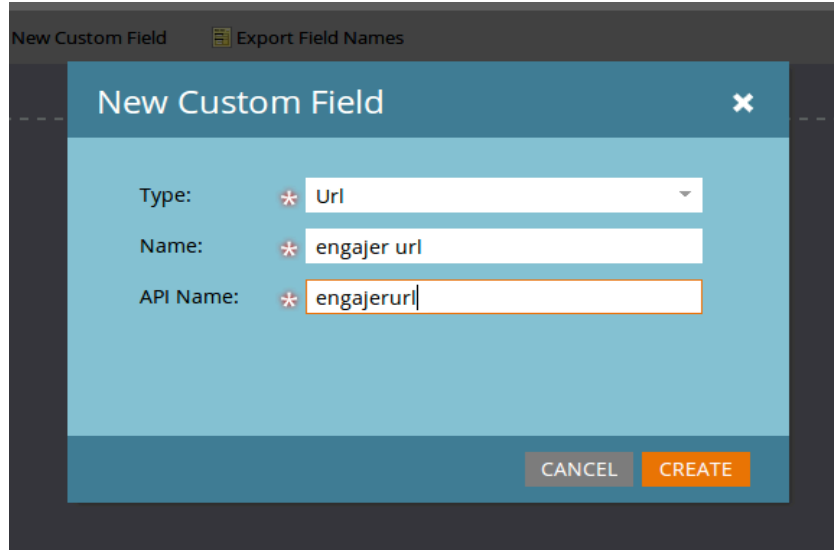
3.4. Create a field to store “engajer url”. In that you need to add data as below mentioned.

Note: You must need to add same details as below.

Type: Url

Name: engajer url

API Name: engajerurl



New Custom Field

Export Field Names

New Custom Field

Type: * Url

Name: * engajer url

API Name: * engajerurl

CANCEL CREATE

3.5. Create a field to store “engajer Activity”. Please follow Step – 3.3 and Step – 3.4.

Note: You must need to add same details as below.

Type: String

Name: engajer Activity

API Name: engajerActivity

3.6. Create a field to store “engajer Score”. Please follow Step – 3.3 and Step – 3.4.

Note: You must need to add same details as below.

Type: String

Name: engajer Score

API Name: engajerScore

3.7. Adjust your leads listing to show “engajer url”, “engajer Score” and “engajer Activity”.