



## Getting Started -- Create a Kickbox Account

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Integrating Kickbox into your Marketo environment can be accomplished with relative ease. Once Kickbox has been set up within Marketo, you will have a lean, powerful, fast mechanism for verifying emails in real time. In order to set Kickbox up within Marketo, though, you first need a Kickbox account. You can create your **free** Kickbox account [here](#).

## Preparing Your Marketo Environment

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Once your Kickbox account is created, we can set up the Marketo environment for Kickbox integration. The first thing you will need to do is create some **Custom Fields** and a **Webhook** for Kickbox's API. To do this, navigate to your Marketo **Admin** page.

In the Admin page, look for the **Field Management** menu item on the left. This is where we will create custom fields to map the Kickbox API results to Marketo values to be implemented in your Marketo environment.

While on the **Field Management** page, click on the **New Custom Field** button in the middle of the page to begin creating your new custom fields. You will need to create the following fields with their respective **type** attributes:

Field Name	Field Type
Kickbox Result	String
Kickbox Reason	String
Kickbox Accept All	Boolean
Kickbox Disposable	Boolean
Kickbox Free	Boolean
Kickbox Role	Boolean
Kickbox Sendex	Percent or Float

You can ignore the **API Name** field as Marketo will automatically populate this field based on what you type for the field name. Once you have created all of these custom fields, you should see them on the right side by typing **Kickbox** into the search field. You can double check to make sure.

Before you create a webhook for Kickbox, you will need to switch to your Kickbox account to create an API key. This can be done by logging in and navigating to your **API Settings** page.

Once on this page, you need to click on the green **Add API Key** button to generate an API key for Marketo to use. You can give this API key any name you want since this name is only used for your internal labeling purposes. On this same page, there is a green **GET** icon on the right of the page, followed by a long URL. Highlight this entire URL and copy it.

Now you need to create a **Webhook** for the Kickbox API, which can be done in the webhook page. Click on **Webhooks** in your left Admin menu. In the middle of this page, click on **New Webhook**. Fill in this information with the following (you can alter most of this information if you wish to describe the webhook differently; however, the URL section must remain the same):

- Webhook Name: Kickbox
- URL: `https://api.kickbox.io/v2/verify?email={{lead.EmailAddress}}&apikey=YOUR_API_KEY`
- Request Type: GET
- Response Type: JSON

Please be aware that the URL copied over from your Kickbox account will have `bill.lumbergh@gamil.com` embedded in the link. Find this text and replace it with `**{{lead.Email Address}}` (this has been done in the example above). All other fields not mentioned in the above example can be ignored.

When you have finished creating your webhook, you should see a section called **Response Mappings** at the bottom of the page. If not, select the webhook you just created from the right side menu and click **EDIT** next to the **Response Mappings** section.

Note: If you do not see an **edit** button, click on the double-square window icon near the top right of this content area. This will open a new window and you should see the edit button for the response mappings section.

In the **Response Mappings** section, click the **Add** button until you have created all of the following fields (Note: The response attribute should match the Marketo Field, which is derived from the custom fields we created earlier):

<b>Response Attribute</b>	<b>Marketo Field</b>
disposable	KickboxDisposable
free	KickboxFree
reason	KickboxReason
result	KickboxResult
role	KickboxRole
sendex	KickboxSendex
accept_all	KickboxAcceptAll

Now that you have created the custom fields, your webhook, and configured everything, we can move on to putting everything together to verify emails within your Marketo environment.

# Tying It All Together

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Your webhook has been created and your Marketo environment has been set up to receive the results. Now, you just need to create the necessary forms and pages to implement Kickbox. This particular walkthrough will show you how to create a simple email capture form, verify emails with Kickbox, and then store this information.

The first step is to create an e-mail capture form by going into your **Design Studio** page in Marketo and creating a new form. You can create a new form by clicking on **New** in the middle area of the page and selecting **New Form**.

Enter the information for this form. For this walkthrough's purpose, we will call the form **Test Email Capture Form** and save it to the **Forms** folder. Be sure to leave **Open In Editor** checked.

In the editor window that opens, you can simply click on **Finish** and then **Approve & Close** in the top right, marked as orange buttons. We do not need to modify these forms in any way for the purposes of this walkthrough.

After this form has closed and you are back in Marketo's Design Studio page, click on the **New** button again, but this time you will select **New Landing Page**. Fill out this form like you did the email capture form. For this walkthrough we will use a name of **Test Landing Page** and select the **Standard Template**. Again, be sure to leave **Open In Editor** checked.

When the editor window has opened, simply click and drag the **Form** icon to the main content area. You will be presented with a pop-up window where you should select **Test Email Capture Form** for the **Form** item, the **Landing Page** radio button, and **Stay on this Page** for the **Follow-up Page** item. Then, **Insert** the form.

When you have completed the form addition to your landing page, select the **Landing Page Actions** menu at the top and click on **Approve and Close**. This will save your landing page and make it available to use with a campaign.

Navigate to your **Marketing Activities** page and create a **New -> New Smart Campaign**. Fill in the information as appropriate for your campaign, and click **Create**. Once you have created your Smart Campaign, click on **Smart List** near the top of the content area.

While in the **Smart List** tab, drag and drop the **Fills Out Form** action from the right-side menu. Once you drop this action into the main content area, you can specify which form the campaign will be triggered from. In this case, we want to use the same form name that we created earlier in this walkthrough.

Now we can move on to the **Flow** tab where we will drag and drop the **Webhook** and **Add to List** actions from the right-side menu. It is important that they be in this order (shown below). Make sure that you select the Kickbox webhook that we created earlier.

Note that you do not have to add the **Add to List** action if you are content with having all leads deposited into Marketo's default **All Leads** database. In this walkthrough, we create a new list both to segment the data and to show you how powerful Marketo is. Before you can select a list in the screenshot above, we need to create one. Navigate to Marketo's **Lead Database** page. Here, click **New -> New List**.

Now you can go back to your Smart Campaign and set your **Add to List** action to this new list that you have created. From here, any user processed by your form, will trigger your campaign and deposit the results into the new list you created (in addition to **All Leads**).