

123FormBuilder – Marketo integration

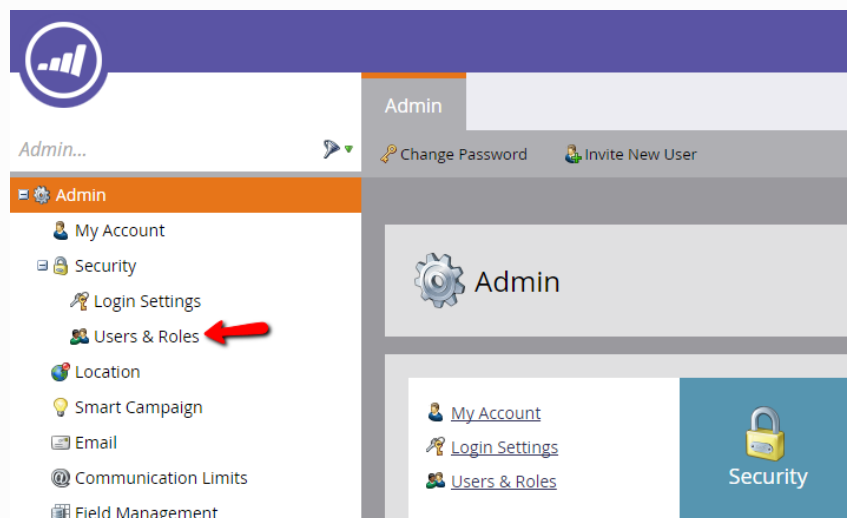
Use the 123FormBuilder – Marketo integration to send leads to one or more lists from your Marketo account. Go to the **Settings** → **3rd Party Apps** section of your form, hover over the **Marketo** logo and hit **Add** to install the application on your form.

Provide your **Rest API Key**, **Client Id** and **Client Secret** to proceed to the customize settings phase.

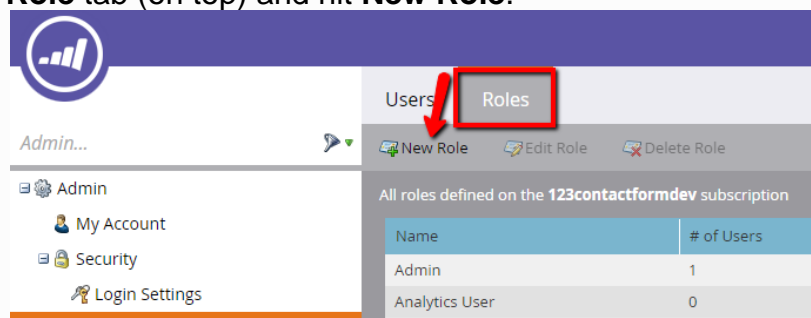
Note: You need at least one existing mailing list in Marketo for the integration to work.

To retrieve the **Client Id** and **Client Secret**, you'll need to create a custom service in your Marketo account. Here's how you do it:

1. In your Marketo account, go to **Admin** and click on **Users & Roles**, on the left.



2. Click on the **Role** tab (on top) and hit **New Role**.



3. In the **Create New Role** lightbox, type in a **Role Name** and go to **Permissions** (third box below). Check the option **Access API** and deselect the sub-options below, except **Read-Only Lead**, **Read-Write Activity** and **Read-Write Lead**. Next, press **Create**.

4. Now go to the tab **Users** and click on **Invite New User**. Provide a name and email address of the API only user, select the newly created role and tick the checkbox **API Only**. In the end, click on **Invite**.

Invite New User

First Name: John

Last Name: Flemeth

Email Address: john@domain.com

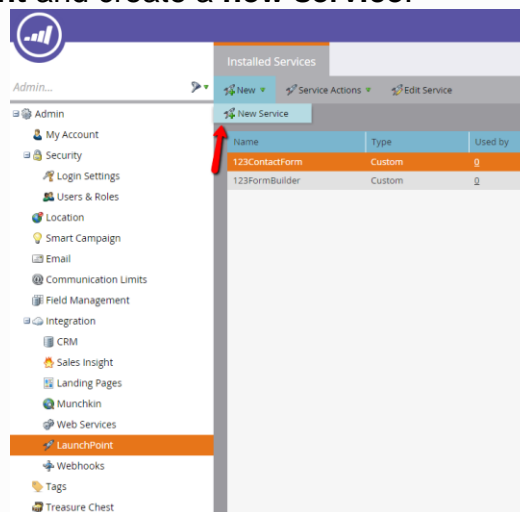
Roles:

- 123 API
- Admin
- Analytics User
- Api Role
- Marketing User
- Standard User

API Only:

CANCEL INVITE

5. You'll now be required to create a custom application. Go to **Admin** → **LaunchPoint** and create a **new service**.



6. In the lightbox, enter a name and select an API Only user in the dropdown list below. Notice that only users that are API only are displayed. Hit **Create** to exit the lightbox and go to **View Details** to retrieve the **Client Id** and **Client Secret** needed for your 123FormBuilder – Marketo integration.

✕

Details

Client Id: 8bd360e0-9df2-4029-817c-48ce1123a80a

Client Secret: OzRtMldvtenkI5IWbsDfYrcTgnGWIOTh

Authorized User: user@domain.com

GET TOKEN

CLOSE

7. To find the **Rest API**, go to **Admin** → **Web Services** and you'll find it within the **Rest API** box. It's the series of characters displayed at *End Point* and *Identity* as shown in the example below:

REST API


Endpoint: <https://429-VSC-006.mktoreset.com/rest>

Identity: <https://429-VSC-006.mktoreset.com/identity>

REST API documentation: <http://developers.marketo.com/documentation/rest>

This concludes the steps in retrieving the **Rest API**, **Client Id** and **Client Secret** for the 123FormBuilder – Marketo integration.

Return to your 123FormBuilder account, go to your form, paste the three codes in the Marketo application box and hit **Connect** to continue.



Send new leads to your Marketo lists

[? Help](#)

Marketo

Rest API Key:

Client Id:

Client Secret:

Enable

Connect
Remove

Go to **Customize** to set up your 123FormBuilder – Marketo integration.

Customize Marketo application

Settings
Configure your integration settings. [Read More](#)

Action *
Add subscriber

Lists
Olivian x Lx 2 List x

Options
 Update existing subscriber

Fields
Match Marketo fields (on the left) with your form fields (on the right).

Email Address *
Email

Salutation
Untitled *

First Name
Name - First

Save Cancel

Here you can select one of the two available actions: **Add subscriber** and **Unsubscribe email**.

Below, select a list from your Marketo account where new leads will be sent on submission. You can send the same lead to multiple lists on the same submission.

Use the **Update existing subscriber** option if needed and start mapping 123FormBuilder fields with Marketo fields and custom fields in the **Field** subsection.

Remember to set the **Email** field as required on the form in order for the integration to work properly. In the end, use the **Email Handling** for problems that might occur during submission, such as a bad network connection on the submitter's side that would prevent the lead to be created in Marketo.