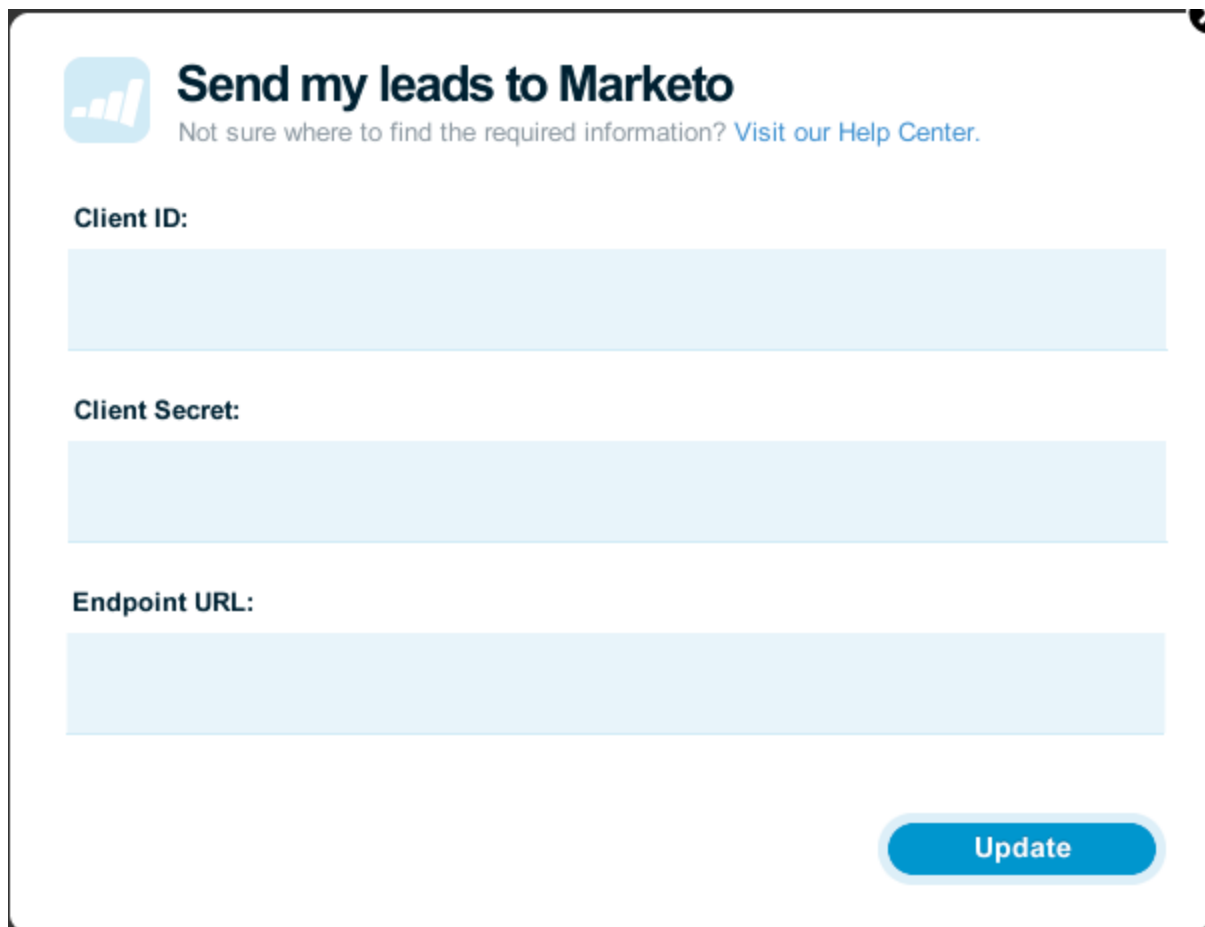


## How to Integrate my Landing Page with Marketo

This post will show you **how to integrate your Lander landing page form with your Marketo** account so you can send your new leads captured on Lander to your email lists in Marketo automatically.

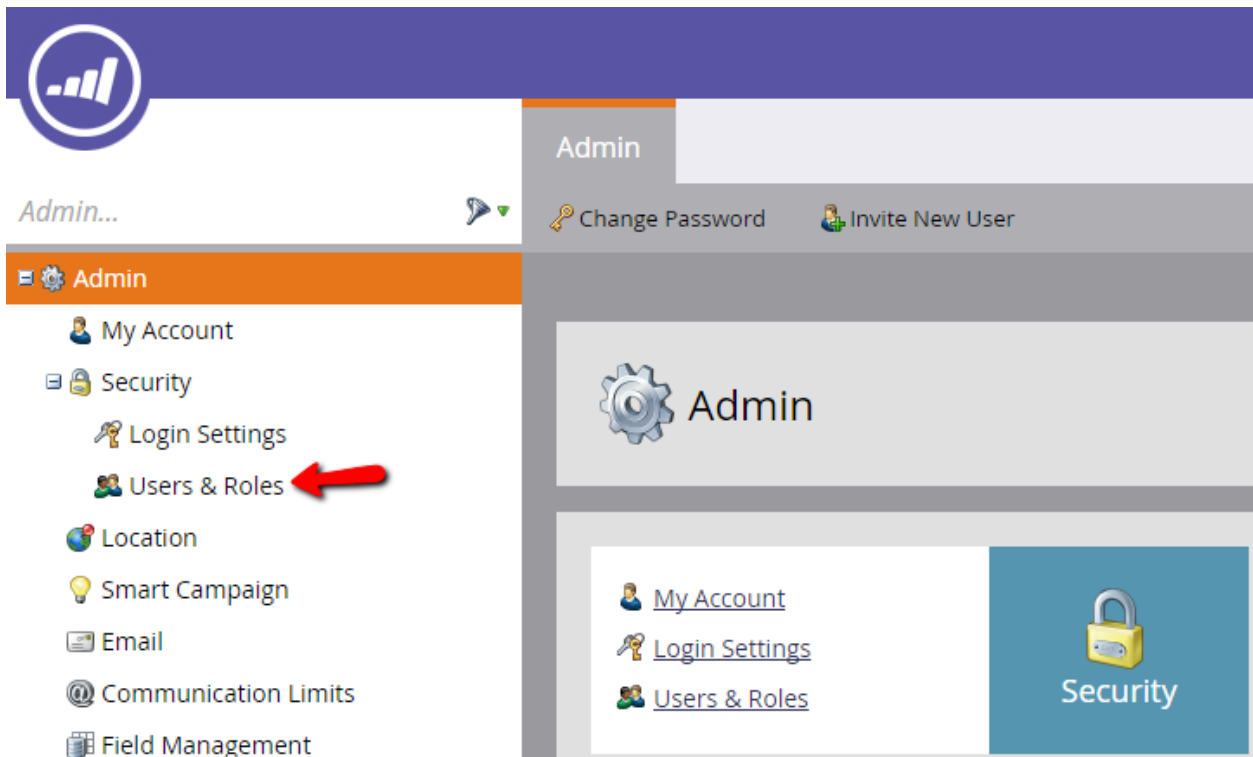
Ok, let's get started! First, you need to access the **Dashboard** of the Landing Page you want to integrate with Marketo. Next, scroll down the dashboard and look for the Integration section towards the bottom and select the **Marketo** option.

The image shows a screenshot of a web form titled "Send my leads to Marketo". At the top left is a blue icon of a bar chart. To the right of the icon is the title "Send my leads to Marketo" in bold black text, followed by a link: "Not sure where to find the required information? Visit our Help Center." Below the title are three input fields, each with a label to its left: "Client ID:", "Client Secret:", and "Endpoint URL:". Each label is in bold black text. The input fields are light blue rectangles. At the bottom right of the form is a blue rounded rectangular button with the word "Update" in white text.

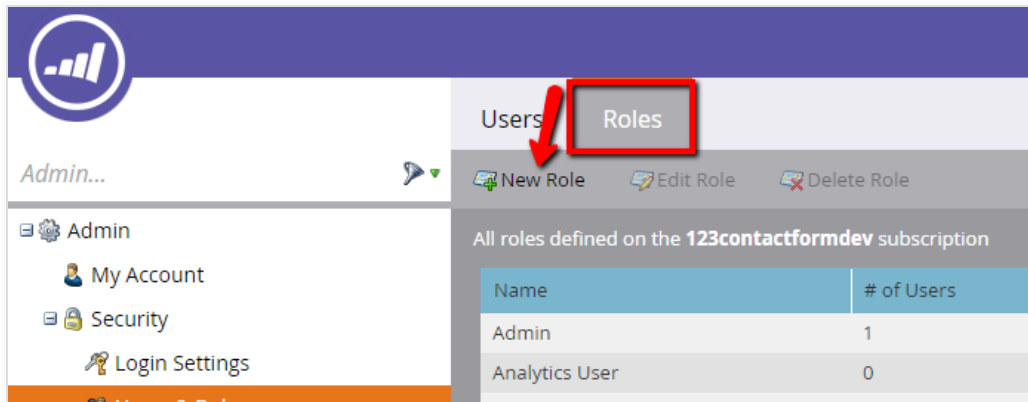
As you can see in the image, you'll be asked for your Marketo's Endpoint URL and Access Token, read on to learn how to get them. Keep in mind that the following steps can be performed only by a user with Marketo admin role.

### Here's how to 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**.

## Create New Role ✕

Role Name: \* 123 API

Description:

Permissions:

- Access Admin (0 of 25)
- Access API (4 of 8)
  - Execute Campaign
  - Read-Only Activity
  - Read-Only Campaign
  - Read-Only Lead
  - Read-Write Activity
  - Read-Write Campaign
  - Read-Write Lead

CANCEL 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: \*

Last Name: \*

Email Address: \*

Roles: \* 

- Admin
- Analytics User
- Lander API
- Marketing User
- Standard User
- Web Designer

API Only:

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

The screenshot shows an admin interface with a sidebar on the left and a main content area on the right. The sidebar contains a navigation menu with categories like Admin, Security, Location, Smart Campaign, Email, Communication Limits, Field Management, Integration, and LaunchPoint (highlighted in orange). The main content area is titled 'Installed Services' and has a toolbar with 'New', 'Service Actions', and 'Edit Service'. The 'New' button is expanded to show 'New Service', which is highlighted with a red arrow. Below this is a table with the following data:

Name	Type	Used by	Status
Lander Service	Custom	0	Active

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.

## New Service ✕

Display Name: \* Lander

Service: \* Custom ▼

[Learn More](#)

### Settings

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Description:

API Only User: \* johndoe@mail.com ▼

CANCEL CREATE

Hit **Create** to exit the lightbox and go to **View Details** to get the **Client ID** and **Client Secret** needed for your Lander – Marketo integration.

## Details ×

Client Id: f812d944-ff45-7f80-bc77-e45693474ef3

Client Secret: yhnCPeHztLfFueX6ef7Os85xy4jbE4T0

Authorized User: johndoe@mail.com

**GET TOKEN**



**CLOSE**

7. Finally, in order to find the **Endpoint URL**, go to **Admin** → **Web Services** and you'll find it within the Rest API box. Copy that complete URL after "Endpoint".

### REST API

Endpoint: <https://941-MFE-794.mktorest.com/rest>

Identity: <https://941-MFE-794.mktorest.com/identity>

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

Now that you have your Access Token and your Endpoint URL, go back to Lander and paste them into the Marketo integration lightbox. Hit **Update** and you'll see a dropdown with your Marketo's lists. Choose the one you want to send your leads to, and Save.

That's it, now every new conversion on your landing page will be sent to your Marketo account.