

Marketo integration module (Preview!)

VirtoCommerce.Marketo module provides integration with <https://marketo.com> Marketing Service.

Key features:

- Creates and updates leads when contacts are created in Virto Commerce

Installation

Installing the module:

- Automatically: in VC Manager go to Configuration -> Modules -> Marketo module -> Install
- Manually: download module zip package from <https://github.com/VirtoCommerce/vc-module-marketo/releases>. In VC Manager go to Configuration -> Modules -> Advanced -> upload module package -> Install.

Settings

- Go to Marketo module settings and configure URL, Client Id and Client Secret. To get those values, consult the following guide.

Scenarios

- Register new user on Virto Commerce storefront, then check marketo leads database. New lead should appear there.