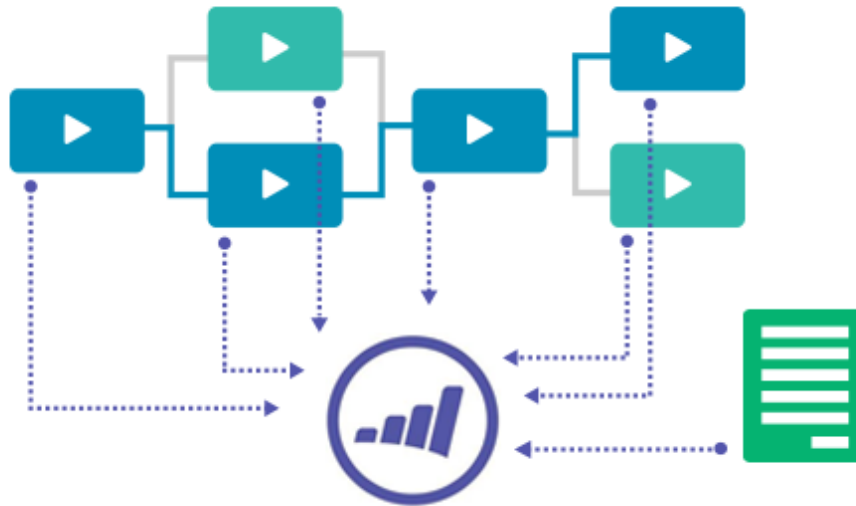


## Rapt Media for Marketo Setup Guide



*Easily integrate Marketo with Rapt Media interactive video nodes*

### HOW IT WORKS

Integrating Marketo with a Rapt Media interactive video is easy. Embedding the Rapt Media for Marketo code into your website pushes information from your Rapt Media video up to Marketo. From there, you can put users into campaigns or programs. For example, if you ask the viewer to choose their position (C-level, manager-level, or team-level) within the interactive video, their choice will then be populated into a form in the background and uploaded to Marketo via the integration.

By answering questions through the entertaining medium of interactive video, the viewer is volunteering their information, and unknowingly completing what would normally be a long and cumbersome form.

### DO I NEED TO CREATE THE CODE MYSELF?

Nope. We'll provide you with the code, and all you need is the ability to put javascript on your website. If you don't have the resources, we can give you everything you need to turn your interactive video into a marketing automation machine. No code customization is required on your end. You simply put the code we provide you onto your Marketo-tracked page, and you're all set.

### WHO'S RAPT MEDIA FOR MARKETO FOR?

Rapt Media for Marketo is available to our enterprise-level customers.