

Collect More Information with Marketo Form Integration



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OVERVIEW

This document covers the steps needed to configure the Marketo Design Canvas Integration

Here's a quick list of what we'll cover in the article:

- API Credentials and connection to Justuno
- How to Add Fields
- How to Hide Fields
- Auto-Populate Fields (Collect IP Address, Coupon Code, Current Website URL, Referring URL, Previous Domain Referring URL, First URL visitor landed on)

REQUIREMENTS

Justuno Account

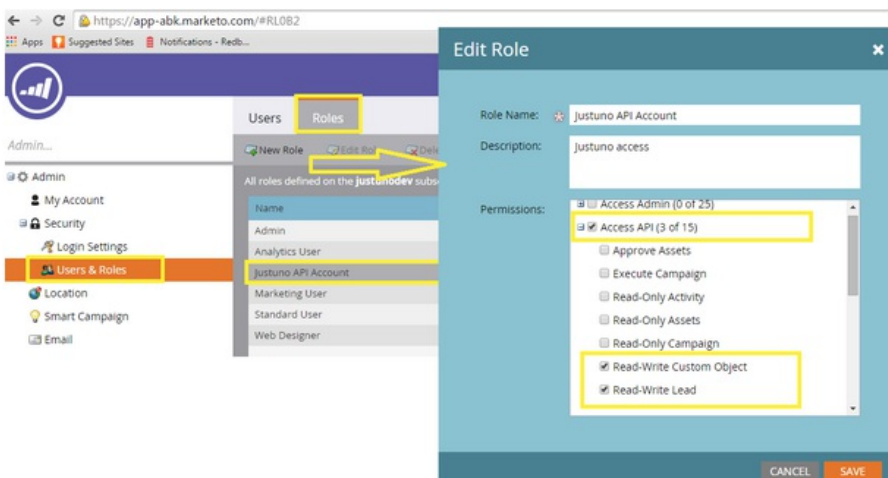
Marketo Account, API Keys and Instance URL

API KEYS

In order to connect Justuno to Marketo, you will need to setup your API credentials and find your Instance URL.

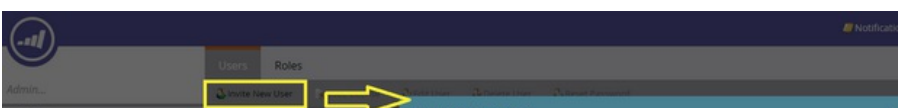
Step 1 - Create API User Role

1. navigate to Admin > Security > Users and Roles
2. create a new Justuno API Role and assign ACCESS API permissions



Step 2 - Create a new Justuno User Account that will access this role and has API ONLY access.

Users > Invite New User



Related articles

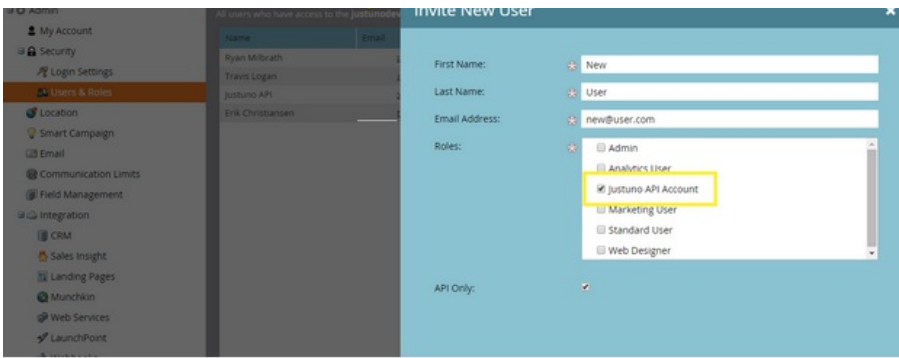
[Marketo Integration](#)

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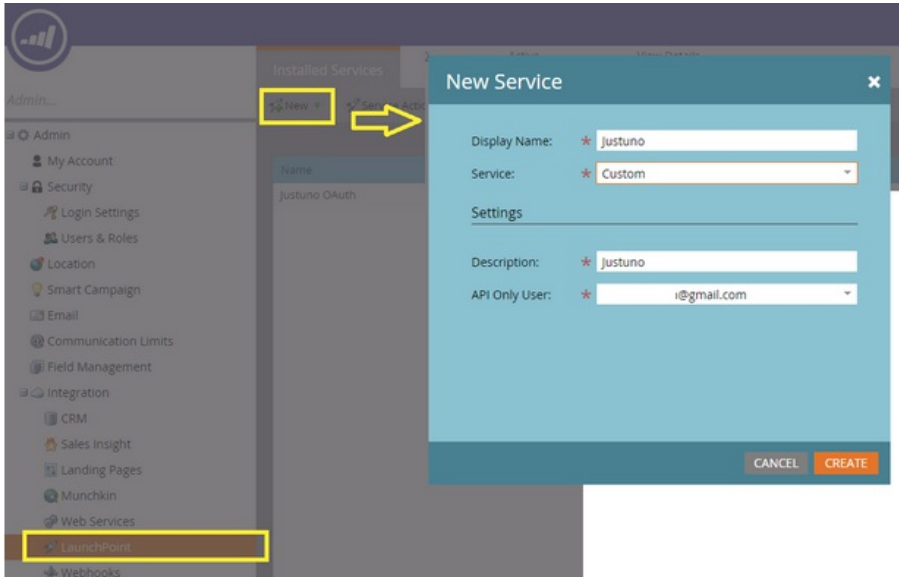
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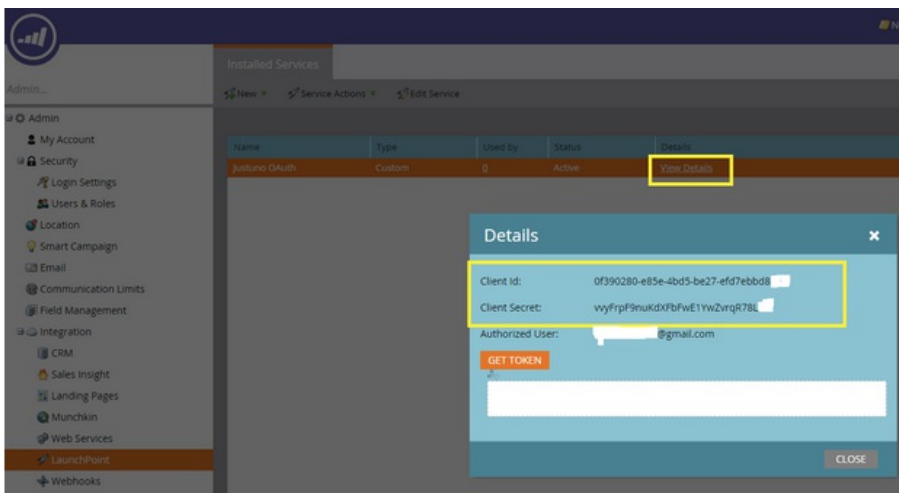


Step 3 - Create a Justuno Launchpoint Service and specify the API ONLY User that you created in Step 2.



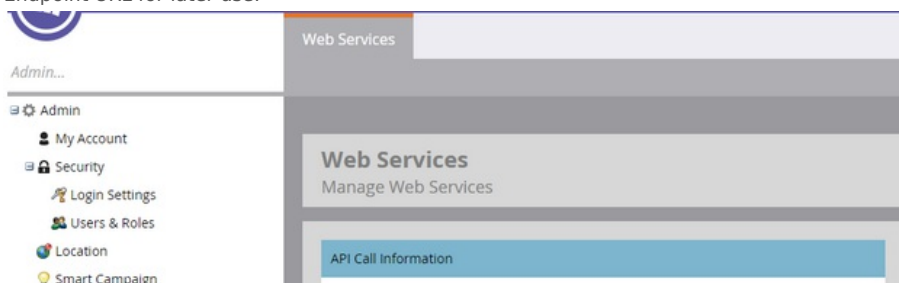
Step 4 - Copy Client ID and Client Secret

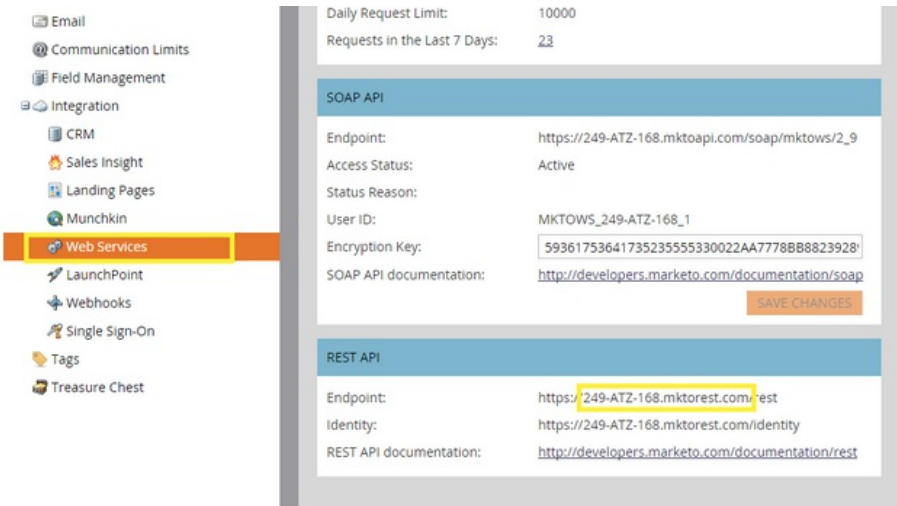
1. After creating the Launchpoint service, click "View Details"
2. Copy the Client Id and Client Secret for later use.



Step 5 - Locate REST Endpoint URL

a. navigate to Admin > Integration > Web Services and locate the highlighted portion of the Endpoint URL for later use.





Now that you have copied all the necessary API credentials, you can now start the Promotion configuration in Justuno.

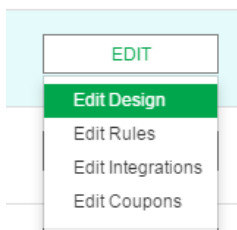
CONFIGURATION

Log in to Justuno

Navigate to Justuno.com and log in using your account credentials.

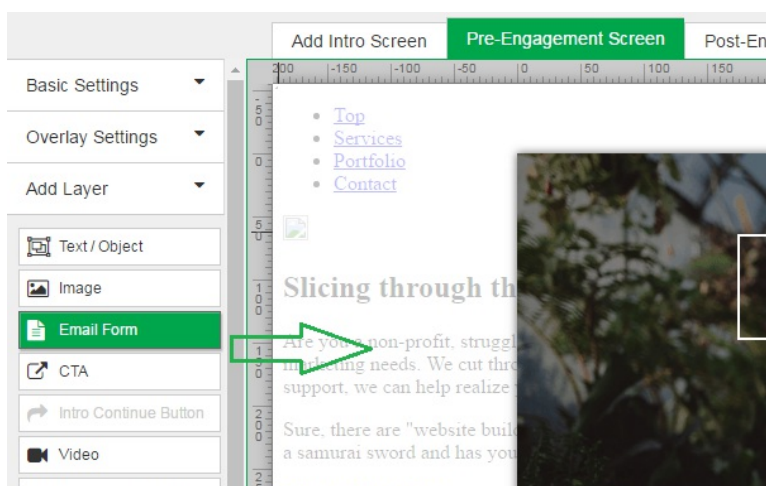
Edit Promotion Design

1. Click the Promotions tab at top
2. Click "Edit Design" next to the desired Promotion



3. ADD/EDIT Email Form

1. To ADD a new email form, select "Email Form" under the "Add Layer" option on the left side and drag it onto the Promotion Canvas. (If you have an integration set up in Step 3 of your promotion already, please disconnect it in order for the step 1 integration to work)



2. Click the "Marketo" tile to authenticate.

a. You will be prompted to enter your API credentials.



Enter Your Marketo API Instance URL:

Format: 249-ATZ-168.mktorest.com

Enter Your Marketo API Key:

Enter Your Marketo API Secret:

Help setting up your Marketo Private Key information [here](#).

Import API Key

Close Window

b. Click "Import API Key".

Marketo Mailing List Selection

1. Once authenticated, you will see your current Marketo Static Mailing Lists appear. Select one list you would like contacts to be added to.

List Name	List ID	Subscribers	Date Created
Justuno	1001	N/A	03/10/2015
Test List One	1002	N/A	04/04/2017
Test List Two	1003	N/A	04/04/2017
Test List Three	1004	N/A	04/04/2017
Test List Four	1005	N/A	04/04/2017

Marketo Field Definition

We return a common set of Marketo Fields for you to use within the form. You can set additional options for each Field, such as Required or Hidden properties.

If you are sending information that does not require a user to fill anything out make sure the hidden setting is checked. We have added a few hidden fields that are commonly used:

- Current url (the url a user is on when they submit the form)
- IP address (the visitor's IP address)
- Coupon code (the coupon code they receive in the post engagement)
- Referring url (the url the user clicked on to get to the new page in your website.)
- Previous Domain Referring URL (the url of the last page)
- First url visitor landed on (the url the user first landed on)

Form Integrations	
Please specify which fields need to be required, you can also hide fields, but make sure they aren't required by the form provider you copied this from. You can type in default text or select defaults from dropdown menus and check boxes.	
Email Address *	<input type="text"/>
Input Label	Email Address
Required	<input checked="" type="checkbox"/>
Hidden	<input type="checkbox"/>
Auto Populate	<input type="checkbox"/>
None	<input type="checkbox"/>

First Name

Last Name

Address 1

City

State

Input Label	First Name
Required	<input type="checkbox"/>
Hidden	<input type="checkbox"/>
Auto Populate	<input type="checkbox"/>
	None
Input Label	Last Name
Required	<input type="checkbox"/>
Hidden	<input type="checkbox"/>
Auto Populate	<input type="checkbox"/>
	None
Input Label	Address 1
Required	<input type="checkbox"/>
Hidden	<input type="checkbox"/>
Auto Populate	<input type="checkbox"/>
	None
Input Label	City
Required	<input type="checkbox"/>
Hidden	<input type="checkbox"/>
Auto Populate	<input type="checkbox"/>
	None
Input Label	State
Required	<input type="checkbox"/>
Hidden	<input type="checkbox"/>
Auto Populate	<input type="checkbox"/>
	None

If you need a Field that does not exist, click click "Additional Fields" to create a new one.

[Load Additional Fields](#)

Gender Add Field

[Create My Form](#)

Create Form

1. Once you have finalized the fields to use, click "Create Form" then arrange the fields are your promotion as desired.

Preview and Publish Your Changes

Once you have arranged all fields, be sure to SAVE and then Preview or Publish your Promotion.

Important Step: If you have an integration set up in Step 3 of your promotion already, please disconnect it in order for the step 1 integration to work.

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