

Marketo Integration Documentation

How to set up your low code integration

workato



Market leaders like Slack, Visa, Intuit and Disney use Workato to orchestrate data and automate processes across their tech stack. Workato, the new leader in Integration and Automation (Gartner & Forrester 2018-2019), offers a no-code, drag-and-drop UI and fully customizable integration features with enterprise-grade security and governance.

Why Marketo + Workato?

- Access to integrating 1000+ apps on a single platform
- Flexibility beyond native integration to provide more customization
- Ease-of-use allows marketing to integrate and automate processes within hours, not days
- Migrating to Marketo became easier, faster, and cheaper

Setup

Configure Marketo

Configure Workato

Configuring Marketo

Create an API only role on Marketo to allow Workato to connect to your Marketo database.

For more information about creating an API only user role, read [Marketo's documentation](#). Note: Admin permissions are required.



Invite New User

Step 1: Info Step 2: Permissions Step 3: Message

Roles:

- Admin
- Analytics User
- API Only
- API role
- API Role - Read Only
- Clearbit API User

API Only:

CANCEL BACK NEXT

Configuring Marketo



Next, add Workato as a **LaunchPoint Service** on Marketo using the same role you just created.

Go to **LaunchPoint**, then under **New**, click **New Service**

Enter a display name for your Workato integration. In the **Service** drop-down, select **Custom**. Click **Create**.

Click **Create**.

For more information, see Marketo documentation on [Custom Services](#).

New Service [X]

Display Name: * Example REST Service

Service: * Custom

Settings

Description: * Service used to access lead records.

API Only User: * api_user@example.com

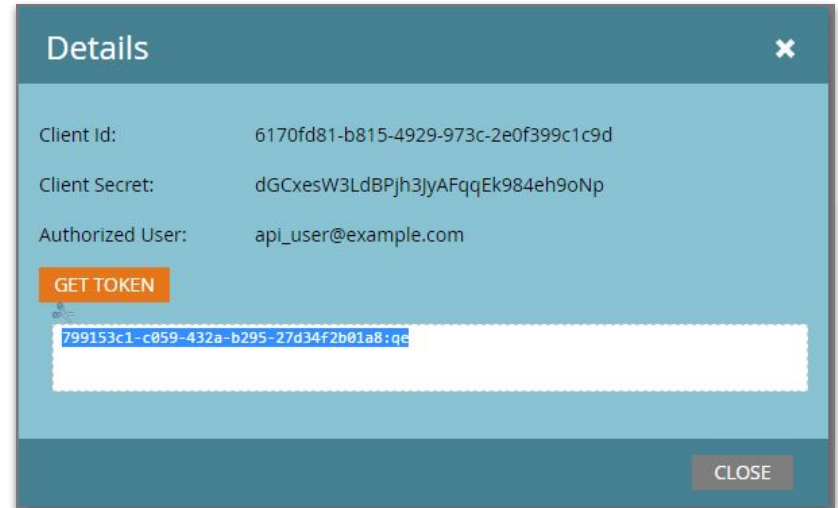
CANCEL CREATE

Configuring Marketo

Create an **Access Token** to access **Client ID** and **Client Secret**

Go to **LaunchPoint**, then click on the role you just created

You will need these later



Configuring Workato

Create a new Marketo connection.

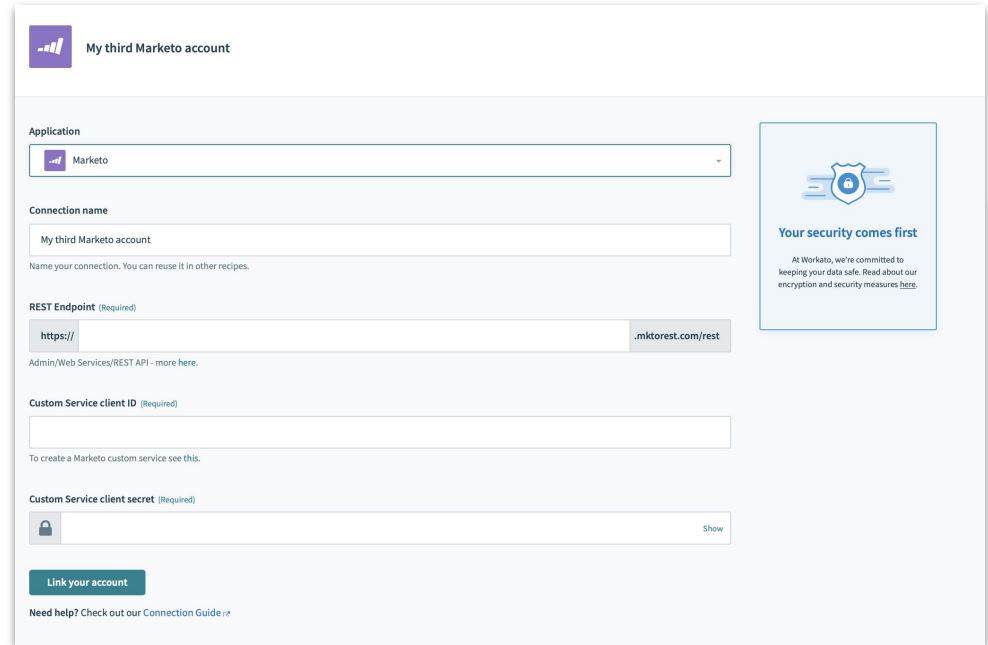
Go to [App Connections](#) and select the button [Create a new connection](#).

Under Application, select Marketo

Name your connection

Enter your **REST Endpoint**, **Custom Service client ID**, **Custom Service client secret**. You can find these information on the [same page you used to Create your Access Token](#)

Click **Link your account**



The screenshot shows the 'Link your account' configuration page for a Marketo connection. The page title is 'My third Marketo account'. The 'Application' dropdown is set to 'Marketo'. The 'Connection name' field contains 'My third Marketo account'. The 'REST Endpoint' field is filled with 'https://.mikrorest.com/rest'. The 'Custom Service client ID' and 'Custom Service client secret' fields are empty. A 'Link your account' button is at the bottom. A security notice on the right states 'Your security comes first' and 'At Workato, we're committed to keeping your data safe. Read about our encryption and security measures here.'

My third Marketo account

Application: Marketo

Connection name: My third Marketo account
Name your connection. You can reuse it in other recipes.

REST Endpoint (Required): https://.mikrorest.com/rest
Admin/Web Services/REST API - more here.

Custom Service client ID (Required):
To create a Marketo custom service see this.

Custom Service client secret (Required):
Show

Link your account

Need help? Check out our Connection Guide

Your security comes first
At Workato, we're committed to keeping your data safe. Read about our encryption and security measures here.