

Marketo | Readz Integration Guide

Marketo is a powerful marketing tool that you can integrate with Readz to create and embed forms, measure analytics, and track known and anonymous leads.

How to find your Marketo Munchkin ID on Marketo.com

- Once you've logged in, go to Admin
- Navigate to Munchkin
- Copy the Munchkin ID. You do not need to copy and paste the javascript code they provide you!

Marketo Munchkin

Marketo Munchkin account ID

To attach your Marketo Munchkin ID to Readz, go to Preferences. In the upper portion of the page, you'll see a text field for your Marketo Munchkin ID. Paste that ID in and then hit APPLY to save.

How to embed Marketo forms and social widgets into Readz Use Marketo design studio to build out the forms you want to use to gather your readers' data. Once created, save and finish. From the 'Form Action' drop-down, hit "Embed code."

You'll have two choices - Normal and Lightbox. A Normal form will appear on your page 'normally,' while a Lightbox form will fade-in on the page. Select the embed

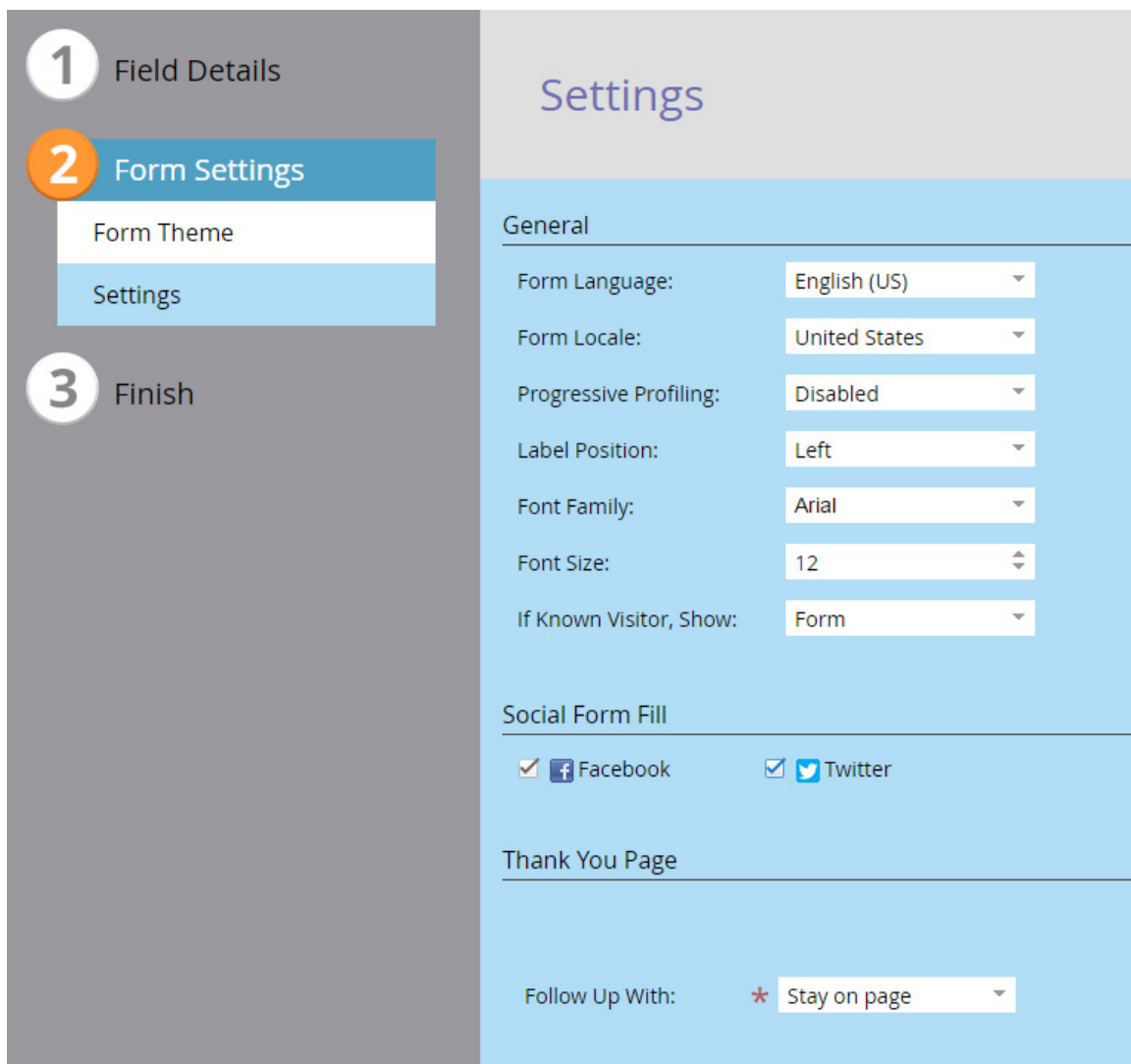
code text for the option you want, and copy it. On your Readz page, drag-and-drop a script element onto the canvas. In the script element's source, paste over the current placeholder text with the copied Marketo form text. In the editor, your form will not be rendered, so please use the preview URL to test your form.

When you paste in the embed code into Readz, it will recognize that you're trying to attach a Marketo form. A dialog popup will appear letting you know that the system automatically attached the Marketo Munchkin ID to your publication.

Lead	First Visit (PDT)	P...	HTTP Referrer	Entry Page
Anonymous Lead Sg-2, LLC United States	Aug 11, 2015 9:2...	44	http://www.readz.com/features.html	/responsive-design
jc mc	Sep 4, 2015 1:37 ...	26	http://features.readz.com/lets-talk	/lets-talk
Anonymous Lead Airtel Broadband India	Aug 31, 2015 10:...	23	http://features.readz.com/responsive-design	/responsive-design
Anonymous Lead Mahanagar Telephone Nigam India	Aug 16, 2015 7:4...	22	http://features.readz.com/build-easily	/build-easily
Anonymous Lead Tele Danmark Denmark	Sep 1, 2015 12:5...	16	http://features.readz.com/responsive-design	/responsive-design
Anonymous Lead Etropol Cabel Company Ltd. Bulgaria	Aug 16, 2015 7:4...	15	http://features.readz.com/responsive-design	/responsive-design
Anonymous Lead Axtel Mexico	Aug 21, 2015 9:3...	15	http://features.readz.com/responsive-design	/responsive-design
Anonymous Lead Jazz Telecom S.A. Spain	Aug 13, 2015 7:2...	13	http://features.readz.com/lets-talk	/lets-talk
Anonymous Lead Russmedia IT GmbH Austria	Aug 25, 2015 11:...	13	http://features.readz.com/lets-talk	/lets-talk
Anonymous Lead Airtel Broadband India	Aug 16, 2015 7:4...	11	http://features.readz.com/responsive-design	/responsive-design
Anonymous Lead Bluewin Switzerland	Aug 26, 2015 3:2...	11	http://features.readz.com/responsive-design	/responsive-design

How to track leads from Readz on Marketo

Marketo has built-in Analytics that tells you what your leads are up to. Together with the forms and social widgets, you can capture the names and emails of your readers. If they decline to fill out said forms, no need to worry...Marketo still tracks them and will label them as "Anonymous Leads." Based on the reader's IP address, you can see the geolocation of your audience.



The screenshot displays the Marketo Form Settings interface. On the left, a navigation sidebar contains three steps: 1. Field Details, 2. Form Settings (highlighted in blue), and 3. Finish. Under 'Form Settings', 'Form Theme' and 'Settings' are listed. The main content area is titled 'Settings' and is divided into three sections: 'General', 'Social Form Fill', and 'Thank You Page'. The 'General' section includes dropdown menus for Form Language (English (US)), Form Locale (United States), Progressive Profiling (Disabled), Label Position (Left), Font Family (Arial), Font Size (12), and If Known Visitor, Show (Form). The 'Social Form Fill' section has checkboxes for Facebook and Twitter, both of which are checked. The 'Thank You Page' section includes a 'Follow Up With' dropdown menu set to 'Stay on page' with a red star icon.

1 Field Details

2 Form Settings

Form Theme

Settings

3 Finish

Settings

General

Form Language: English (US) ▾

Form Locale: United States ▾

Progressive Profiling: Disabled ▾

Label Position: Left ▾

Font Family: Arial ▾

Font Size: 12 ▾

If Known Visitor, Show: Form ▾

Social Form Fill

Facebook Twitter

Thank You Page

Follow Up With: ★ Stay on page ▾