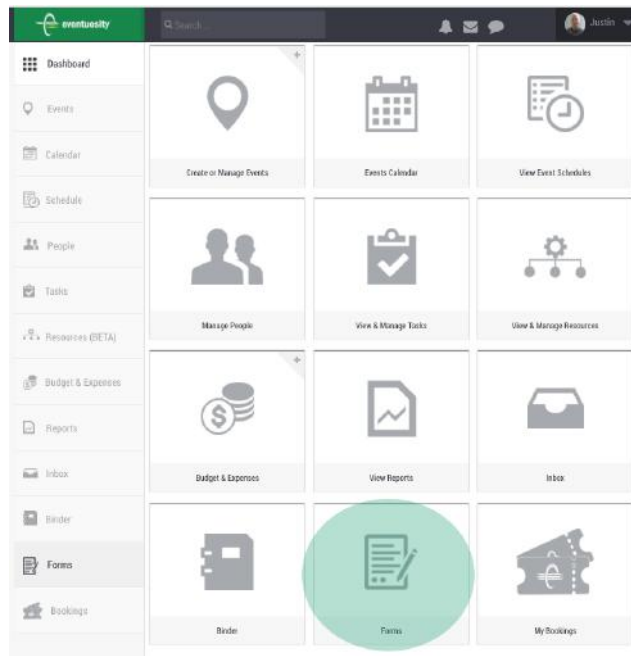


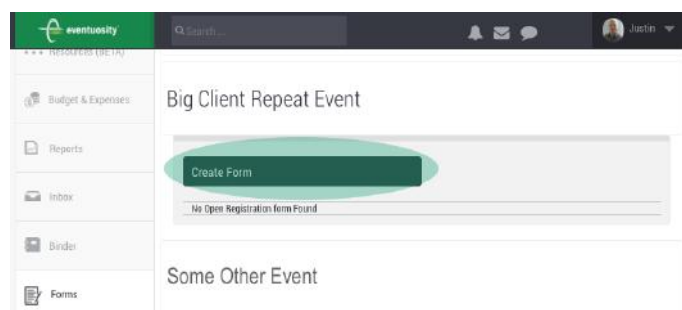
## Eventuality – Integration with Marketo Leads Database (Supplement to Eventuality User Guide)

To set up Eventuality for syncing of captured form data with your Marketo leads database, you must create a form with appropriate options selected.

Start by going to the Forms module in Eventuality from the Dashboard or Task Bar.



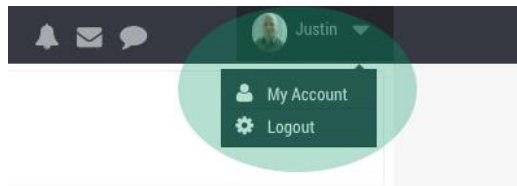
Select the event with which your form data will be associated and click the Create Form button.



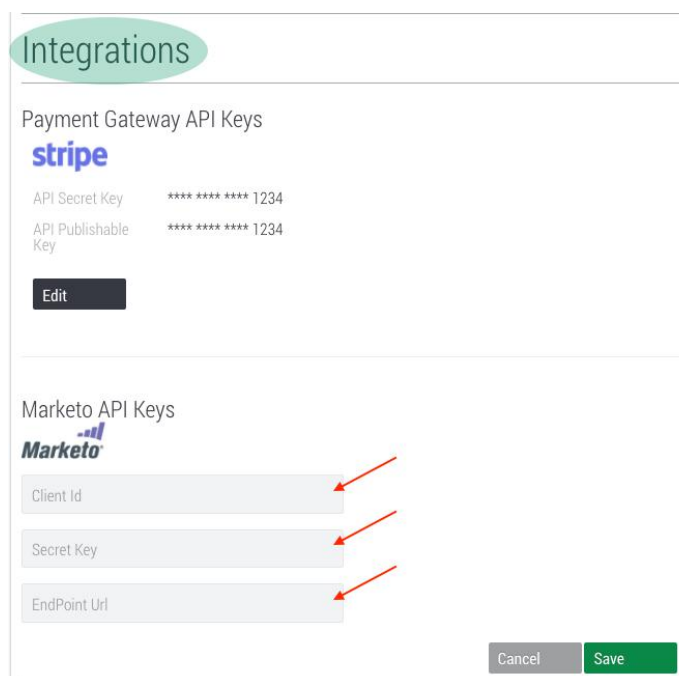
Build your form as you normally would. See the Registration section of the Eventuality User Guide for detailed instructions on form creation. Below the main section of the form builder, you will see a number of options indicating how that form will function. To ensure that form data is entered into your Marketo leads database, check the Sync with Marketo box.



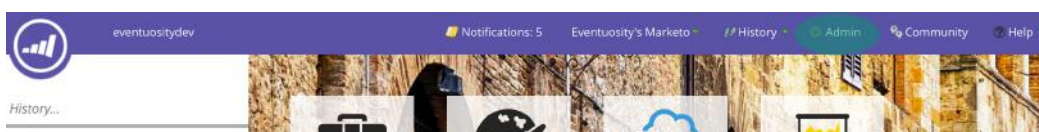
Please note that this box is greyed out and help text appears if your Marketo credentials have not yet been entered in your Eventuosity account. If you see this, save your form and exit to the My Account section of the Eventuosity application (found at the top right of your browser window).



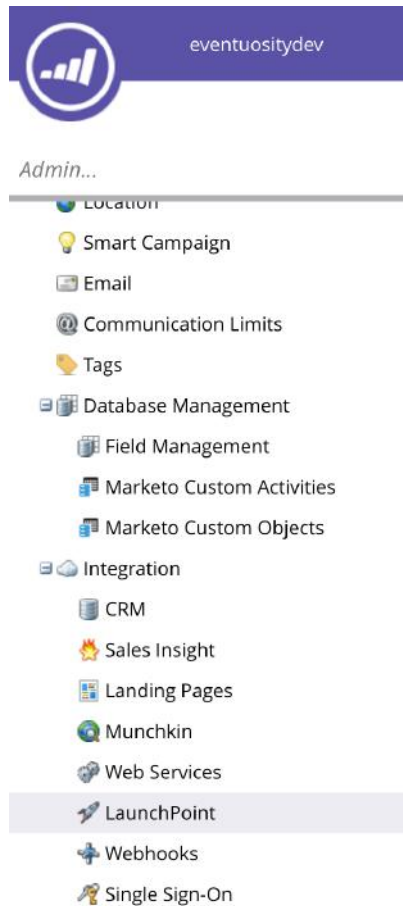
In My Account, scroll to the Integrations area and click the Edit button next to the Marketo section. You will be asked to populate three fields to set up your integration.



The values for these fields are found in your Marketo account. To obtain them, log into Marketo and click Admin on the top menu bar.



From Admin menu that appears on the left of your screen, select Launchpoint under the Integration heading.



You will then see a list of configured services in your Marketo account. Click the View Details link next to the service to get the necessary information to be entered into Eventuality.

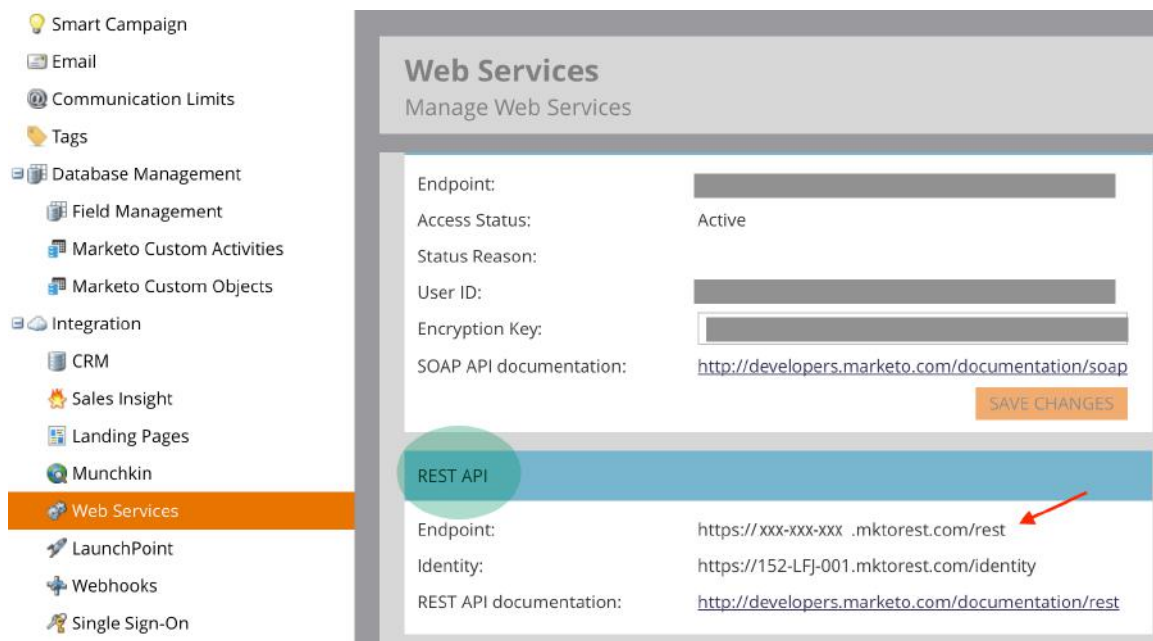
Name	Type	Used by	Status	Details
Example Rest Service - get le...	Custom	0	Active	<a href="#">View Details</a>
Eventuality	Custom	0	Active	<a href="#">View Details</a>

Please note that it may be necessary for you to add a Custom service to your Marketo account for a user with appropriate role/permission level in Marketo. Please consult with your organization's Marketo administrator to complete this step if necessary.

From the Details box that is displayed after clicking View Details, copy the Client id and the Client Secret values and paste them into the corresponding fields in Eventuosity.



Next, return to the Admin menu and select Web Services. Scroll to the REST API section, copy the Endpoint value and paste it into the corresponding field in Eventuosity.



Once you have pasted the Marketo values in all three fields in Eventuosity, click Save. You will receive a confirmation message in your browser that your credentials have been updated.

Marketo API Keys

**Marketo**

Client Id b35[redacted]-ab53-[redacted]

Secret Key \*\*\*\* \*

EndPoint Url https[redacted].001.mktores.com/rest

Edit

You may now return to your form and check the Sync with Marketo box. If your credentials have been entered in My Account, the checkbox will be available and the help text will not be shown.

Please specify domain where form will be displayed (Eg. http://www.example.com)

Form Alias

Sync with Marketo?

Finish building your form, click Save, and copy the code snippet to the webpage on which your form will be presented.

All submissions through your form will be sent to your Marketo leads database from this point forward.