



Gimbal + Marketo Integration Guide

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Introduction

The Gimbal integration with the Marketo Engagement Marketing Platform delivers relevant and personalized engagements to a user's mobile device. Advertisers, brands, retailers, venues and Out-of-Home networks can better understand a user's journey from beginning to end and deliver relevant messaging at the proper time in the buying cycle.

Gimbal Setup

Follow the steps in Gimbal API Developer Guide [[iOS](#) | [Android](#)]

Marketo Setup

Configure your app in Marketo

1. [Add your app](#)
2. Configure push access [[iOS](#) | [Android](#)]
3. [Verify push configuration](#)

Create a push notification in Marketo

1. [Create push notification](#)
2. [Configure push notification](#)
3. [Send sample push notification](#)

App Setup

Enable Marketo capabilities in your app

1. Install SDK and add initialization code to your app [[iOS](#) | [Android](#)]
2. Add push notification code to your app [[iOS](#) | [Android](#)]

Sample Code

A common use case is to treat a beacon as a micro fence that triggers arrival and departure events. This allows a developer to know when a user is nears a particular location and for how long they dwelled.

Suppose you want to track entry and exit events at your local high school football stadium in real time. The following sample code illustrates how to leverage Gimbal callback methods to accomplish this goal. When a Gimbal enabled app receives a beacon event notification (such as “Entered Stadium”), the callback associated with that event is invoked. Inside the callback we add code to send a custom action to Marketo. The custom action can then be used to trigger engagement activities within Marketo (such as “Send Push Notification”).

The code below shows sample callback methods that send a custom action to Marketo (for iOS and Android).

iOS - [Place Manager Delegate](#)

```
- (void)placeManager:(GMBLPlaceManager *)manager didBeginVisit:(GMBLVisit *)visit
{
    // this is invoked when a place is entered
    NSInteger dwellTime = visit.dwellTime;
    MarketoActionMetaData *meta = [[MarketoActionMetaData alloc]init];
    [meta setType:@"Entered Stadium"];
    [meta setDetails:visit.place.identifier];
    [meta setLength:dwellTime];
    [sharedInstance reportAction:visit.place.name withMetaData:meta];
}

- (void)placeManager:(GMBLPlaceManager *)manager didEndVisit:(GMBLVisit *)visit
{
    // this is invoked when a place is exited
    NSInteger dwellTime = visit.dwellTime;
    MarketoActionMetaData *meta = [[MarketoActionMetaData alloc]init];
    [meta setType:@"Exited Stadium"];
    [meta setDetails:visit.place.identifier];
    [meta setLength:dwellTime];
    [sharedInstance reportAction:visit.place.name withMetaData:meta];
}
```

Android - [Place Event Listener](#)

```
public void onVisitStart(Visit visit) {
    // this is invoked when a place is entered
    MarketoActionMetaData meta = new MarketoActionMetaData();
    meta.setActionType("Entered Stadium");
    meta.setActionDetails(visit.getPlace().getIdentifer());
}
```

```

meta.setActionLength(visit.getDwellTimeInMillis() /1000.0);
Marketo.reportAction(visit.getPlace().getName(), meta);
}

public void onVisitEnd(Visit visit) {
// this is invoked when a place is exited
MarketoActionMetaData meta = new MarketoActionMetaData();
meta.setActionType("Exited Stadium");
meta.setActionDetails(visit.getPlace().getIdentifier());
meta.setActionLength(visit.getDwellTimeInMillis() /1000.0);
Marketo.reportAction(visit.getPlace().getName(), meta);
}

```

Sample Marketo Triggers

The following trigger will fire when someone has entered the stadium.

Has Mobile App Activity

Add Constraint

Mobile App:	is	High School Football	+
Action Type:	is	Entered Stadium	+

The following trigger will fire when someone has exited the stadium after spending at least an hour there.

Has Mobile App Activity

Add Constraint

Mobile App:	is	High School Football	+
Action Type:	is	Exited Stadium	+
Action Length (seconds):	greater than	3600	+