



Skilljar Marketo Integration Guide

With Skilljar, you can send student registration and training activity data directly to Marketo. The benefits include:

- Automatically capturing student lead data, such as first name, last name, email address, job title, and more
- Automating Marketo email workflows based on training activity (registrations, completions, etc.) and a 360 degree view of your lead (training plus other data).
- Syncing data to Salesforce via the Marketo-Salesforce connector

The easiest way to send data to Marketo is via our Javascript based events available in the [Theming](#) area of your dashboard. We call Marketo's [Munchkin API](#) to add leads and training data. This can be done without any developer involvement.

You will need:

- Your Marketo account number (looks like XXX-XXX-XXX)
- Your Munchkin API key. This can be set/retrieved on your Marketo admin site under Admin > Integration > Munchkin > API Configuration. Please send this to your Skilljar account manager so we can set this up.

General Tracking

In the Global Code Snippet, you will add the general Marketo tracking script. The script should look like:

```
<script src='http://munchkin.marketo.net/munchkin.js'  
type='text/javascript'></script>  
<script>  
Munchkin.init('###-###-###');  
</script>
```

Adding Leads

In the Global Code Snippet, you will add the general Marketo tracking script plus the basic Associate Lead function. The script should look like:

```
<script src='http://munchkin.marketo.net/munchkin.js'  
type='text/javascript'></script>  
  
<script>Munchkin.init('###-###-###');  
if (isSkilljarFirstPageviewSinceAuth) {  
  Munchkin.munchkinFunction(  
    'associateLead',  
    { Email: skilljarUser.email, FirstName: skilljarUser.firstName, LastName:  
skilljarUser.lastName},  
    skilljarUser.munchkinHash);  
}  
</script>
```

Adding Leads with Additional Signup Information

In the Global Code Snippet, you will add the general Marketo tracking script plus the Associate Lead function. Each Marketo API field should be mapped to the label on the Skilljar Signup Fields as follows:

```
leadInfo["MarketoFieldName" = skilljarUserSignupFields["SkilljarLabel"].value;
```

The example below has one additional signup field, Country. We separate authorization from domain membership because in the case of Single Sign On, users might authenticate before filling out the signup fields to complete their domain membership. The script should look like:

```
<script src='http://munchkin.marketo.net/munchkin.js'  
type='text/javascript'></script>
```

```
<script>Munchkin.init('###-###-###');  
if (isSkilljarFirstPageviewSinceAuth ||  
isSkilljarFirstPageviewSinceNewDomainMembership) {  
  var leadInfo = {  
    Email: skilljarUser.email,  
    FirstName: skilljarUser.firstName,  
    LastName: skilljarUser.lastName  
  };  
  if (isSkilljarFirstPageviewSinceNewDomainMembership) {  
    leadInfo["Country"] = skilljarUserSignupFields["Country"].value;  
  }  
  Munchkin.munchkinFunction(  
    'associateLead',  
    leadInfo,  
    skilljarUser.munchkinHash  
  );  
}  
</script>
```

Sending Course Enrollment Events

In the Conversion Code Snippet, pasting the following code will create web page views in Marketo for the Course Enrollment event. The query string parameters include additional information like the course ID and title, order ID, price, currency, and more.

```
<script>
Munchkin.munchkinFunction('visitWebPage', {url: "/event/CourseEnrollment",
params: $.param($.extend({}, skilljarPurchase, skilljarCourse))});
</script>
```

Sending Course Completion Events

In the Completion Code Snippet, pasting the following code will create web page views in Marketo for the Course Completion event. The query string parameters include additional information like the course ID and title and final lesson ID and title.

```
<script>
Munchkin.munchkinFunction('visitWebPage', {url: "/event/CourseCompletion",
params: $.param($.extend({}, skilljarCourse))});
</script>
```