

Munchkin Tracking Implementation

*How to gain the benefits of Marketo Munchkin Tracking
on your Brandcast campaign and landing pages*

Requirements:

Marketo Account
Brandcast Account
Brandcast Page

Time:

5 Minutes

Step 1: Get your “Marketo Account ID”

Log in to Marketo. Go to the “Admin” Section. Click on “Munchkin” in the left nav.

The screenshot displays the Marketo Admin dashboard. At the top, a navigation bar includes 'Notifications: 0', 'Conor Egan', 'History', 'Admin', 'Community', and 'Help'. Below this, a secondary bar shows 'Admin' and options like 'Change Password' and 'Invite New User'. The left sidebar contains a navigation menu with categories: Admin, Security, Location, Smart Campaign, Email, Communication Limits, Field Management, and Integration. Under 'Integration', 'Munchkin' is highlighted with a red arrow labeled '2. Click “Munchkin”'. The main content area features a grid of tiles for 'Security', 'Integration', and 'Other Stuff', with a list of sub-items including 'My Account', 'Login Settings', 'Users & Roles', 'CRM', 'Sales Insight', 'Landing Pages', 'Munchkin', 'Web Services', 'LaunchPoint', and 'Webhooks'. A red arrow labeled '1. Click “Admin”' points to the 'Admin' link in the top navigation bar.

Copy your "Munchkin Account ID" found on that page:

The screenshot shows the Munchkin configuration interface. At the top, there is a navigation bar with "Notifications: 0", "Conor Egan", "History", "Admin", "Community", and "Help". The left sidebar contains a menu with categories like Admin, Location, Integration, and Munchkin. The main content area is titled "Munchkin" and includes the instruction "Copy and paste the tracking code into your website".

Tracking Code

Munchkin Account ID: **351-IHR-691**

Tracking Code Type: Simple

```
<script type="text/javascript">
document.write(unescape("%3Cscript src="//munchkin.marketo.net/munchkin.js"
type="text/javascript"%3E%3C/script%3E"));
</script>
<script>Munchkin.init('351-IHR-691');</script>
```

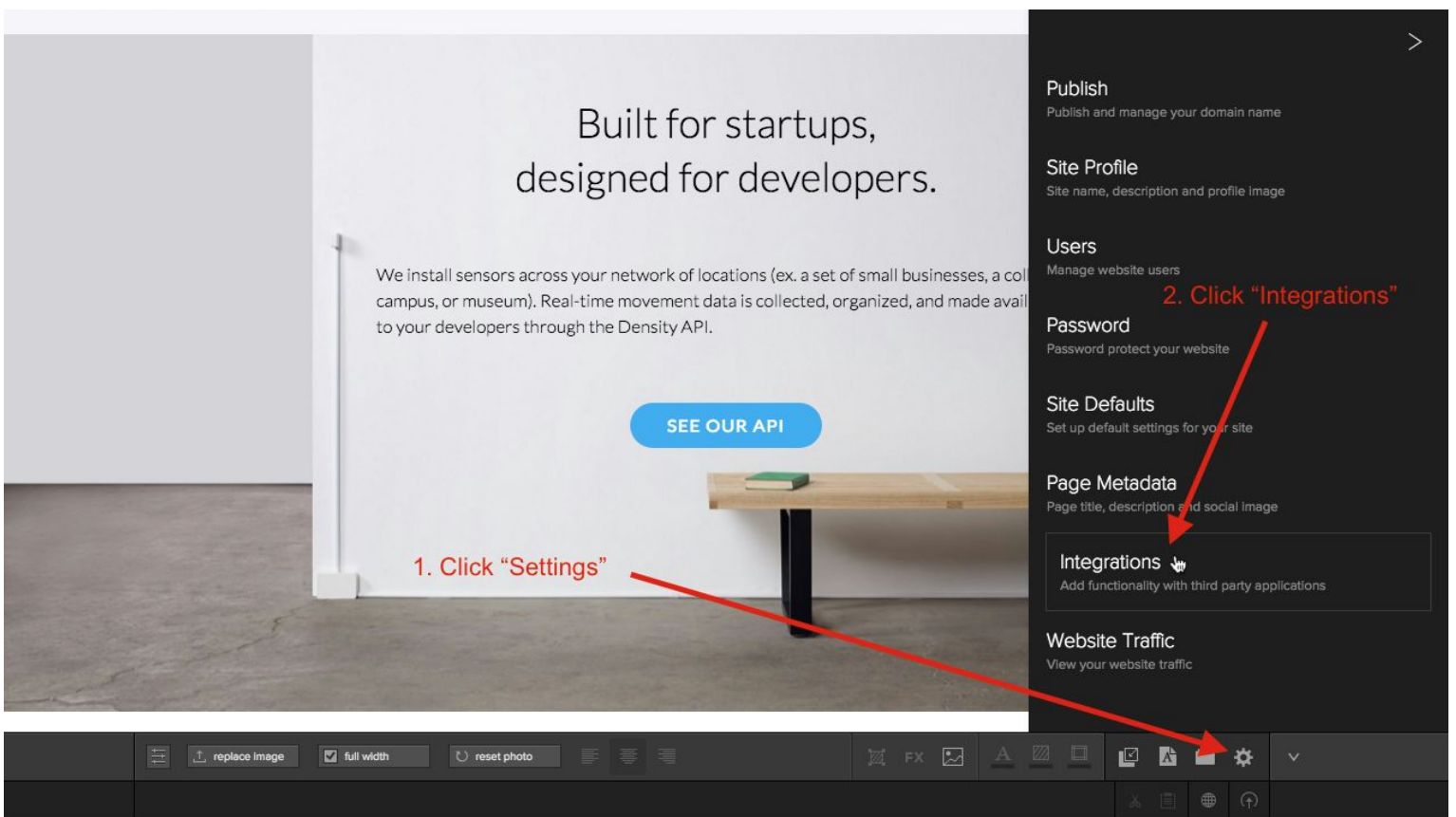
Lead Tracking [EDIT]

"Do Not Track" Browser Request: Ignore

API Configuration [EDIT]

Step 2: Add your tracking code to a page

Log in to Brandcast and load a site in the Brandcast Studio. Click the “Settings” gear on the bottom right and then click “Integrations”:



Click “Marketo” from the integrations list and paste your Munchkin Account ID from Step 1 in to the field provided.

The screenshot shows a website editor interface with a list of integrations on the left and a configuration panel for Marketo on the right. The integrations list includes Premium font library, Typekit, Accomplish, Google Analytics, Optimizely, AdRoll, Hubspot Analytics, Facebook Tracking, Pinterest, Google Webmaster Tools, and Marketo. The Marketo integration is selected, and its configuration panel is visible. The panel includes a field for Munchkin Account ID, a field for Domain level number, and a Submit button. Below the form, there are instructions for setting up Marketo Munchkin Tracking.

2. Paste your “Marketo Account ID”

1. Click “Marketo”

Marketeto

Munchkin Account ID

Domain level number

domain level (optional)

Submit

1. Sign up/sign in to your [Marketo account](#)
2. Click “Admin” in the top navigation bar
3. On the left, click “Integrations” then “Munchkin”
4. Copy your “Munchkin Account ID” and paste above
5. Optional: If your top-level domain isn’t three letters long (like .io or .ca), enter its length in the “domain level” field

Marketeto Munchkin Tracking

By adding Munchkin tracking to your Brandcast pages you can track your users from Marketo email campaigns through lead collection. By directing users to Brandcast pages with Munchkin tracking you can measure the success of your email campaigns as well as collect anonymous leads from visitors to your site.

Learn More

All done!