

Marketo Syncing Setup Guide / v2.1

This guide covers the steps that must be done before any sync of data is possible. It includes steps to take on the Marketo side and the 6Connex side.

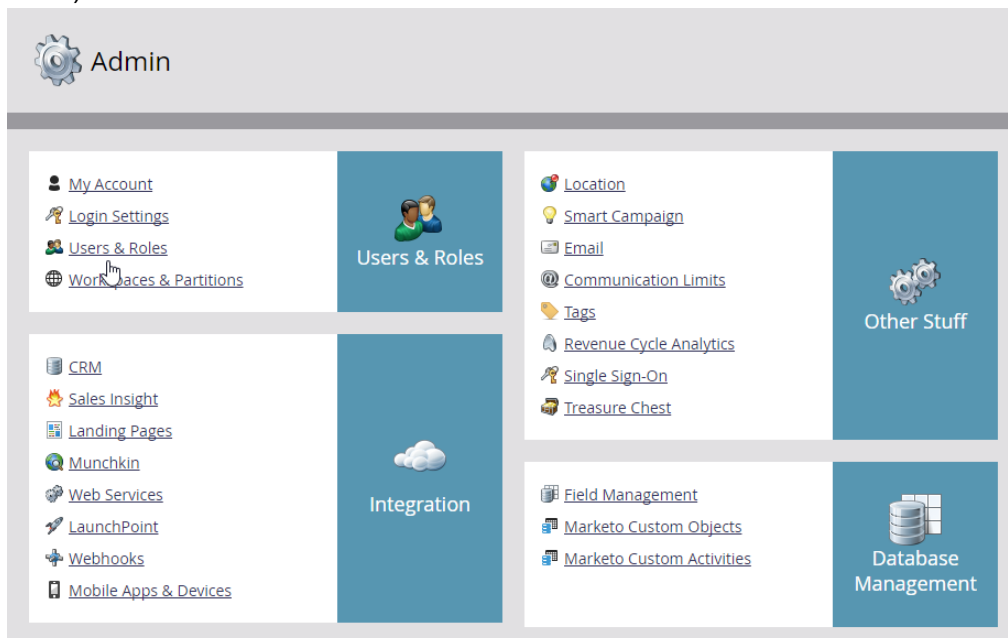
In order to setup the integration, you will need the following items:

- Administrative permission to your Virtual Experience instance.
- Administrative permission to your Marketo system.

Marketo's [REST API](#) is used to do the syncing.

The first step is to create API credentials in your Marketo instance.

- 1) Go to the Admin menu and click Users & Roles. Then click "Invite New User".



2) Fill in the required fields for Invite New User. Select “API Role” and check API Only option.

The screenshot shows the 'Invite New User' form at Step 1: Info. The progress bar indicates Step 1 is active, Step 2 is next, and Step 3 is completed. The form contains the following fields:

- Email: (required, indicated by a red asterisk)
- First Name: (required, indicated by a red asterisk)
- Last Name: (required, indicated by a red asterisk)
- Reason:
- Access Expires: (with a calendar icon)

Buttons at the bottom: CANCEL (grey), NEXT (orange).

The screenshot shows the 'Invite New User' form at Step 2: Permissions. The progress bar indicates Step 2 is active, Step 1 is completed, and Step 3 is next. The form contains the following elements:

- Roles: A list of roles with checkboxes:
 - Admin
 - Analytics User
 - API Role (highlighted in orange)
 - Marketing User
 - Standard User
 - Web Designer
- API Only:

Buttons at the bottom: CANCEL (grey), BACK (grey), NEXT (orange).

The screenshot shows the 'Invite New User' form at Step 3: Message. The progress bar indicates Step 3 is active, Step 1 is completed, and Step 2 is next. The form contains the following text:

An invitation is not required for API only

Buttons at the bottom: CANCEL (grey), BACK (grey), SEND (orange).

3) Go to the Admin menu and click “LaunchPoint”. Then click “New Service”. Select “Custom” for Service type and the user just created for API Only User.

New Service [X]

Display Name: * Example REST Service

Service: * Custom

Settings

Description: * Service used to access lead records.

API Only User: * api_user@example.com

CANCEL CREATE

Once the new service is created, click “View Details” to get the API’s Client Id and Client Secret, which will be used to enable Marketo sync on 6Connex side.

Details [X]

Client Id: 34075545-bd22-416a-8c23-ef45b40fe377

Client Secret: bX0Vkf4eQ2wso8P3p29AtWaTjxWsptVh

Authorized User: apiuser@example.com

GET TOKEN

[Text Area]

CLOSE

The second step is to get the REST API endpoints.

Go to the Admin menu and click “Web Services”. The Endpoint and Identity URLs are in the REST API box.

REST API	
Endpoint:	https://955-ACZ-823.mktorest.com/rest
Identity:	https://955-ACZ-823.mktorest.com/identity
REST API documentation:	http://developers.marketo.com/documentation/rest


The third step is to enable Marketo syncing on 6Connex side. You can configure it yourself or email the following information to the 6Connex team.

- REST API Client Id
- REST API Client Secret
- REST API Endpoint URL
- REST API Identity URL


If you are configuring it yourself, go to your 6Connex Client Admin’s “Edit Virtual Experience” page and find the field for “Sync Registrants”. Select Enabled and select “Marketo” as the target. Fill in the Client Id, Client Secret, Endpoint, and Identity.

Sync Registrants

Use this option to enable and disable syncing registrants, including activities data, to a third party application, for example Marketo.

Enabled 

Sync Registrant Target

Marketo 

Client Id

ba4af33a-852e-4f11-a261-b23022054a5d

Client Secret

S1y2kbzLfDDOM2MfFnyG0ci8GOUtiOJ

Endpoint

https://955-ACZ-823.mktorest.com/rest

Identity

https://955-ACZ-823.mktorest.com/identity