



This document outlines how to integrate Seventh Sense into your existing Marketo instance to personalize send times in your email campaigns.

System Requirements

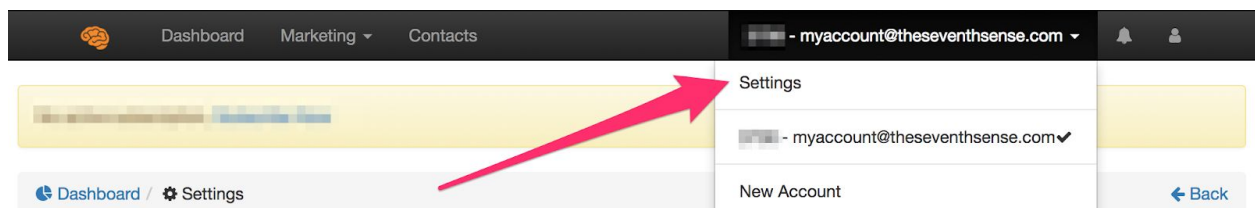
- Active Marketo account with admin privileges
- Seventh Sense login credentials

Installation Steps

Connecting your Marketo Account

In order to use Seventh Sense to personalize your email deliveries, you'll need to connect your Marketo instance. Seventh Sense will then analyze past interactions with your audience to determine the optimal time to deliver your emails, by time of day and day of week, for every contact.

1. To connect your Marketo account to Seventh Sense you'll need to create a connector in Seventh Sense. To create a connector, click "Settings" in the account drop-down menu as pictured below.



2. Scroll to the very bottom of the page and click "Add Connector" as shown below.



3. Select the Marketo connector and the following fields will appear as shown below. Fill in the fields and press connect. Please refer to [this knowledge base article](#) if you aren't familiar with how to get the requested information. Once you click "Connect" the initial analysis phase will begin in the background.

Connect to Marketo

Authorized User

Connector Name

Rest API Endpoint

Rest API Identity

Client ID

Client Secret

Personalizing Batch Campaign Send Times Using Seventh Sense

For every email campaign you send you will now have the capability of personalizing the send time for each contact that is part of the recipient list.

To get started, follow the below steps outlined in this [knowledge base article](#).

Personalizing Trigger Campaign Send Times

Seventh Sense also makes it possible to personalize the delivery of emails in trigger campaigns within a specified delivery window.

A step-by-step guide to integrating Seventh Sense into a trigger campaign can be found in [this knowledge base article](#).

Troubleshooting

If you encounter issues setting up or using Seventh Sense with Marketo, please submit a support ticket via [Zendesk](#), or email us at support@theseventh sense.com so a team member can assist you.