

Our Marketo integration has 3 Layers. It should only take about 5-10 minutes to complete. We can walk through these steps with you.

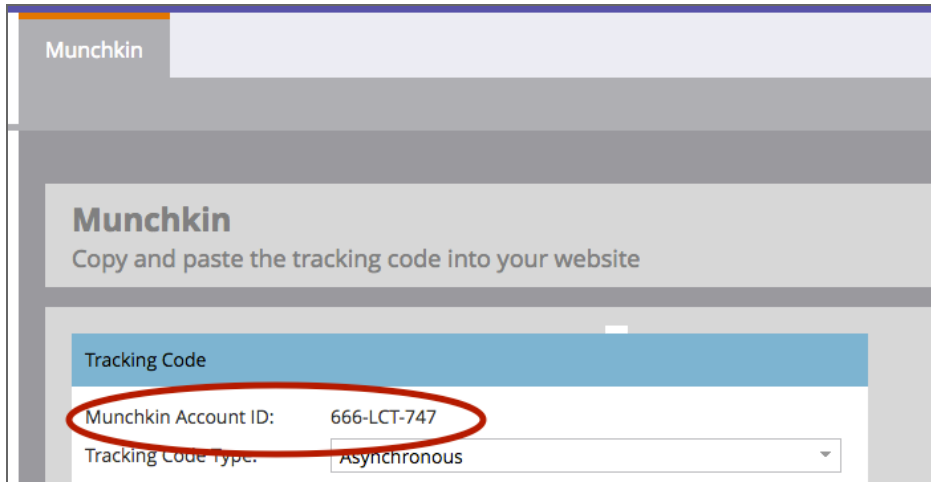
Lead Capturing

We will need your "Munchkin ID" and "Munchkin Key".

Follow these steps to retrieve them and provide them to your customer success rep:

Go to **Admin->Integration->Munchkin Menu**

1. In the **Tracking Code** section, please make note of **Munchkin Account ID** and provide to your Customer Success Rep



Munchkin

Munchkin
Copy and paste the tracking code into your website

Tracking Code

Munchkin Account ID: 666-LCT-747

Tracking Code Type: Asynchronous

2. Next, scroll to **API Configuration** section, and hit **Edit**
 - a. Ensure Munchkin API is **Enabled**
 - b. Make note of **API Private Key** and share with Customer Success Rep



Edit API Configuration ✕

Enable Munchkin API: *

API Private Key: asdfq98e7w73t673

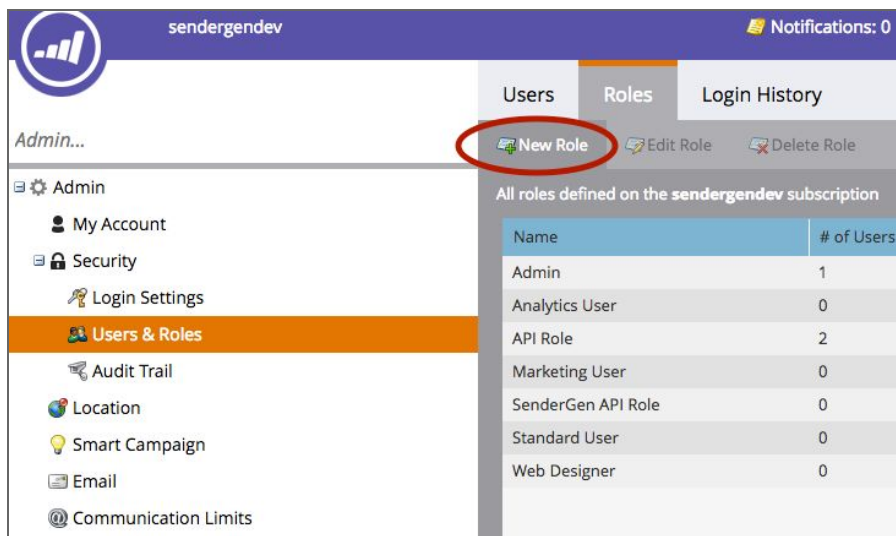
CANCEL SAVE

Banner Targeting

Generate REST API OAuth credentials and provide them to your customer success rep:

Go to Admin-> Users & Roles

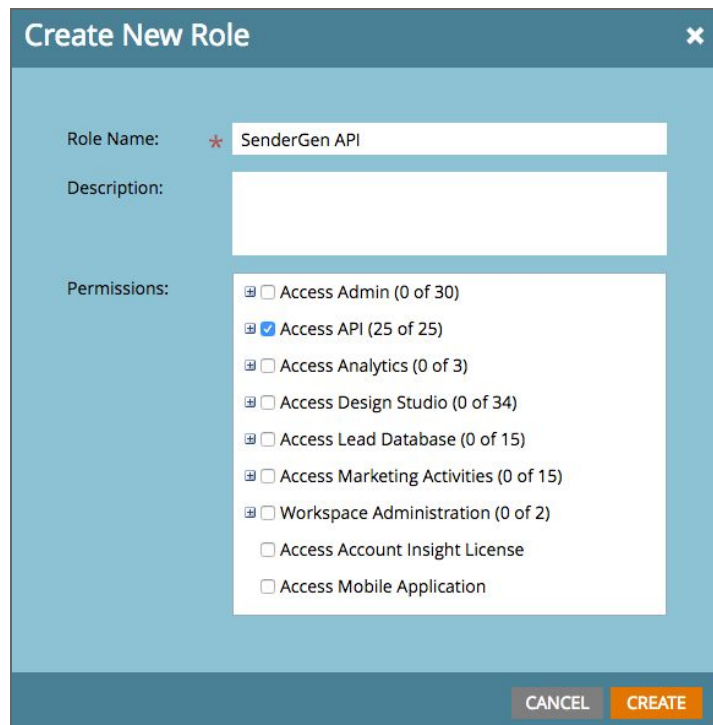
1. Hit New Role to create a new Role



The screenshot shows the SenderGen Admin interface. The top navigation bar includes 'Users', 'Roles', and 'Login History'. The 'Roles' tab is active, and the 'New Role' button is circled in red. Below the navigation bar, there is a table listing all roles defined on the 'sendergendev' subscription. The table has two columns: 'Name' and '# of Users'.

Name	# of Users
Admin	1
Analytics User	0
API Role	2
Marketing User	0
SenderGen API Role	0
Standard User	0
Web Designer	0

2. Add Role Name SenderGen API. Select API Role in Permissions Section. Hit Save

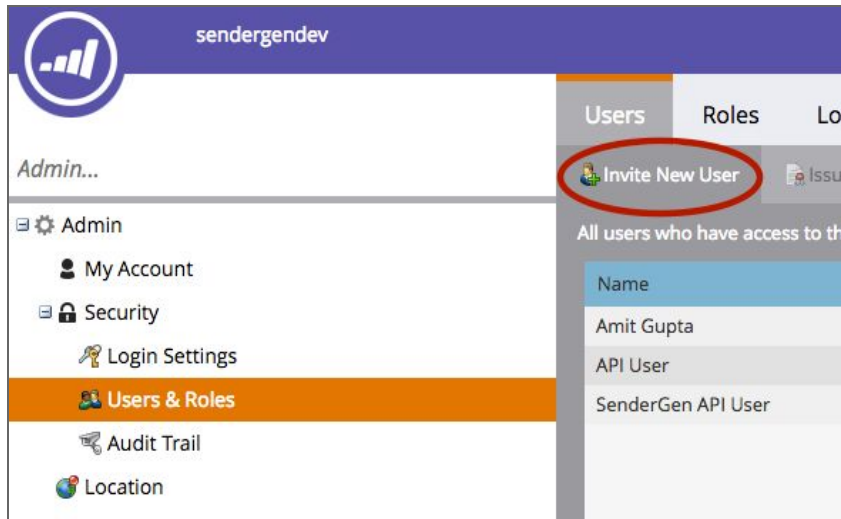


The 'Create New Role' dialog box is shown. It has a title bar with a close button. The form contains the following fields and options:

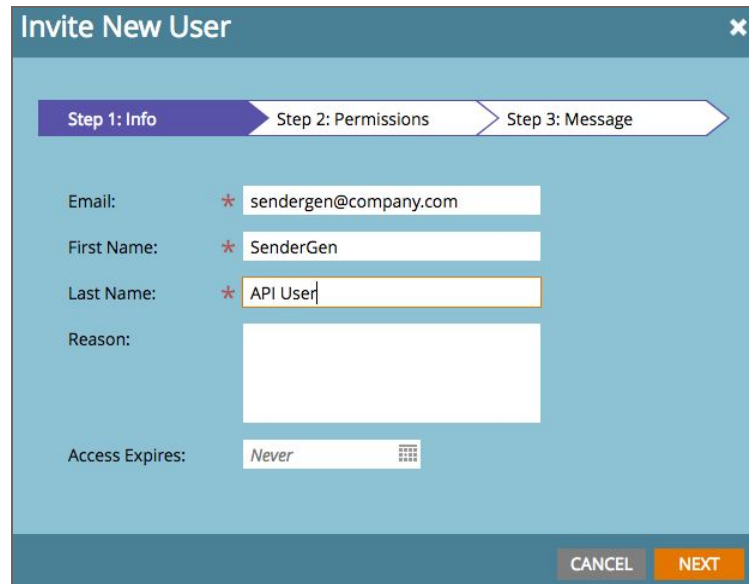
- Role Name:** A text input field containing 'SenderGen API'.
- Description:** An empty text input field.
- Permissions:** A list of checkboxes with expandable icons (plus signs) to the left of each item:
 - Access Admin (0 of 30)
 - Access API (25 of 25)
 - Access Analytics (0 of 3)
 - Access Design Studio (0 of 34)
 - Access Lead Database (0 of 15)
 - Access Marketing Activities (0 of 15)
 - Workspace Administration (0 of 2)
 - Access Account Insight License
 - Access Mobile Application

At the bottom of the dialog, there are two buttons: 'CANCEL' and 'CREATE'.

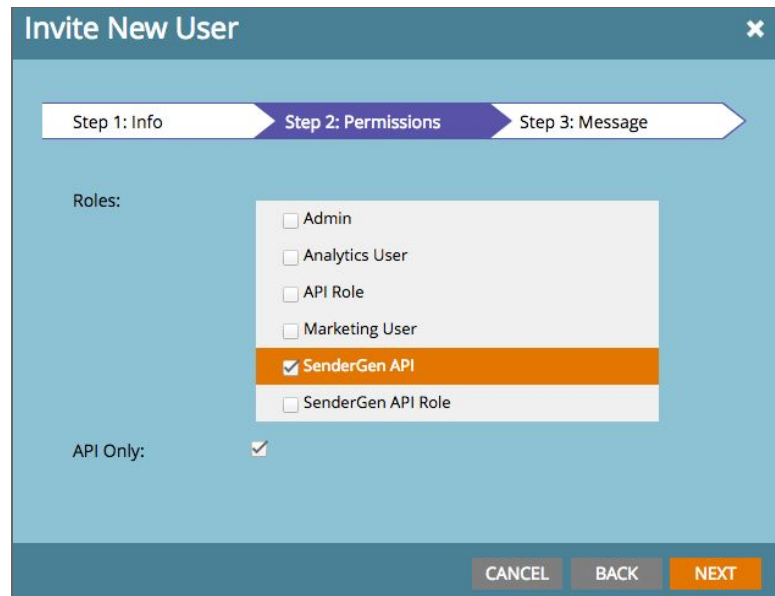
3. Next, add New User.



4. The Invite New User button will prompt a wizard. Enter the following (replace @company.com with your domain):



a.



Invite New User [X]

Step 1: Info → **Step 2: Permissions** → Step 3: Message

Roles:

- Admin
- Analytics User
- API Role
- Marketing User
- SenderGen API**
- SenderGen API Role

API Only:

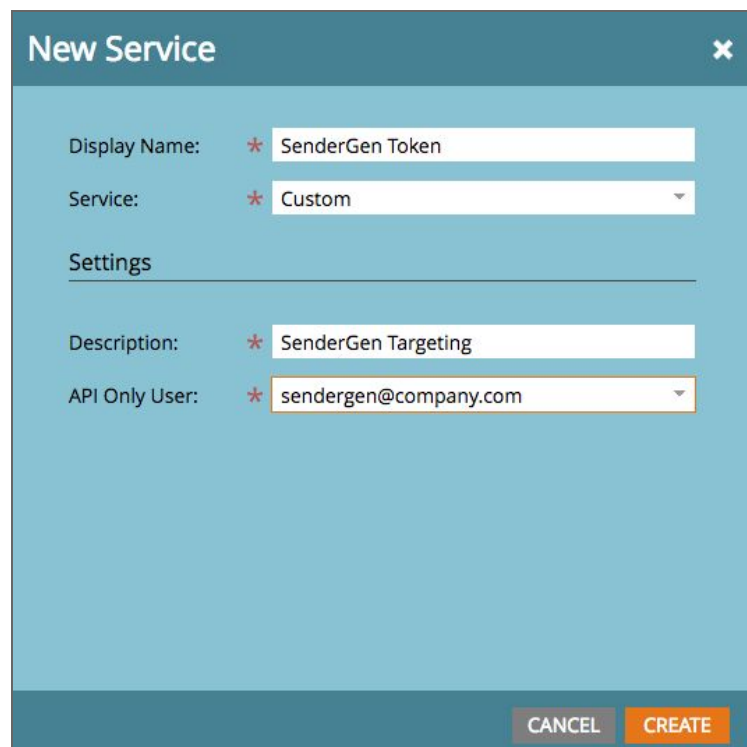
CANCEL BACK NEXT

b.

c. Hit **Send**

5. Create a **Custom Service**. Go to Admin-> Launchpoint-> New-> New Service

a. Enter the following. Use the user created in Step 4. Hit **Create**.



New Service [X]

Display Name: * SenderGen Token

Service: * Custom

Settings

Description: * SenderGen Targeting

API Only User: * sendergen@company.com

CANCEL CREATE

b. In the Installed Services list, select **View Details** for the **SenderGen Token** Custom Service



- c. Make note of **Client Id** and **Client Secret** and provide them to your Customer Success Rep
6. Retrieve **REST Endpoint URL**. Go to Admin-> Web Services
 - a. Scroll to **REST API**
 - b. Make note of **Endpoint** and **Identity** and provide them to your Customer Success Rep

Landing Page Integration

Same as the Banner Targeting steps. There is need to do it again if already completed.