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Marketo Integration (Step 1: Webhooks Setup Guide One-Time)

Sendoso \$123,917.11 My Account Balance \$136,460.00 Company Account Balance

Select Touch / Touch Details / Setup Integration / **Setup Trigger** / Recipient Mapping / Template and Sender Details / Tracking / Sending Limits & Team Invite

Setup Marketo Webhook

If this is your first time Setting up a Sendoso Marketo Webhook then you'll need to setup a new Custom Field, a New Webhook, and Client ID/Secret sync:
[Follow the Instructions](#)

To sync Marketo, please enter your details below:

Marketo Client ID

Marketo Client Secret

Enter Base URL

If this is your first time Setting up a Marketo Flow with Sendoso then you'll need to setup a new Flow step:
[Follow the Instructions](#)

Sendoso Touch ID

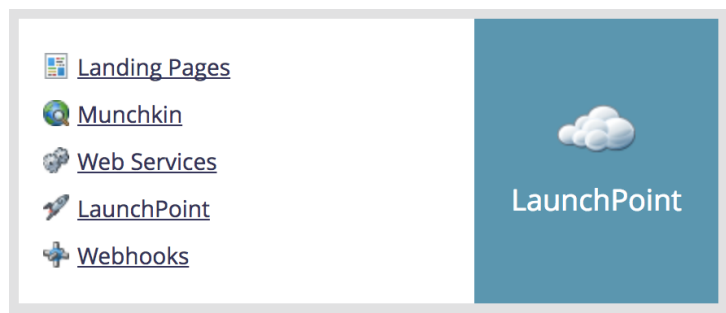
bc37af1a-0406-45bd-b632-8adfae3e5217

Setting up a Marketo Authentication for Sendoso (this setup is a one-time process)

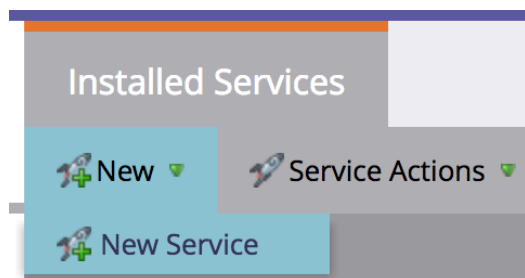
1. Click on Admin:

Notifications: 0 kris s History Admin Community Help

2. Click on LaunchPoint:



3. Click on New Service:



4. Enter in the New Service details:

Display Name: Sendoso

Service: Custom

Description: Sendoso

API Only User: select your own user*

*Marketo's REST APIs are authenticated with 2-legged OAuth 2.0. Client IDs and Client Secrets are provided by custom services that you define. Each custom service is owned by an API-Only user which has a set of roles and permissions which authorize the service to perform specific actions. An access token is associated with a single custom service. Access token expiration is independent of tokens associated with other custom services that may be present in an instance. To create a new API Only User, [click here](#).

New Service [Close]

Display Name: *

Service: *

Settings

Description: *

API Only User: *

[CANCEL] [CREATE]

5. After creating, click on View Details:

Sendoso	Custom	0	Active	View Details
---------	--------	---	--------	------------------------------

6. Copy/Paste the Client ID and Client Secret into Sendoso:

Details [Close]

Client Id: **6170fd81-b815-4929-973c-2e0f399c1c9d**

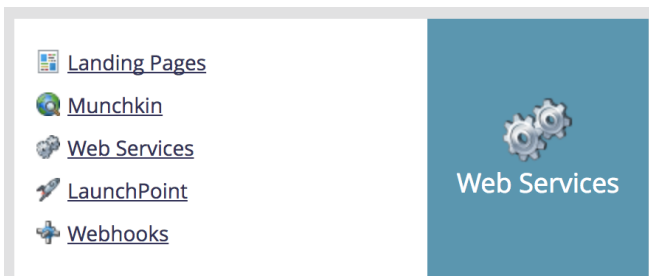
Client Secret: **dGCxesW3LdBPjh3JyAFqqEk984eh9oNp**

Authorized User: api_user@example.com

[GET TOKEN]

[CLOSE]

7. The Base URL can be found by clicking Admin > Web Services:



8. Copy/Paste the *REST API Endpoint URL* (without the "/rest") into the *Enter Base URL* input box in Sendoso:

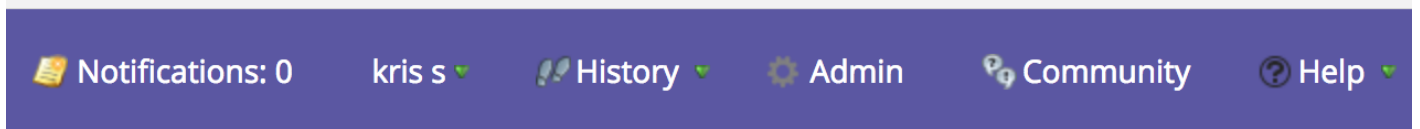


*Note- yours will most likely be different then the URL above.

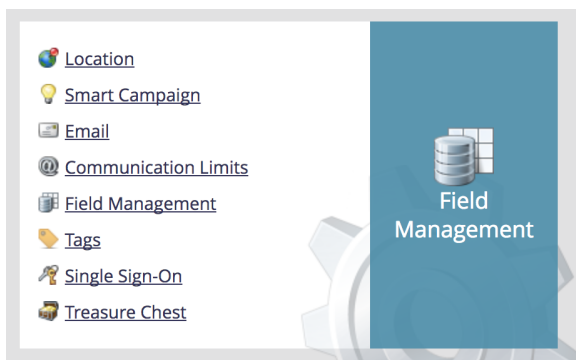
Setting up a Marketo Custom Field for Sendoso (this setup is a one-time process)

There is one custom field necessary, this setup is one-time process.

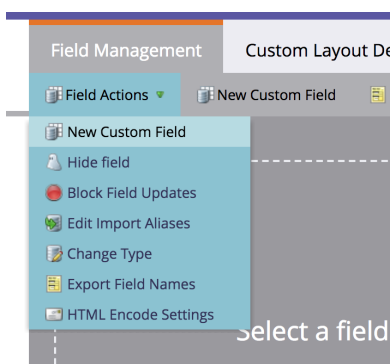
1. Click on Admin:



2. Click on Field Management:



3. Click on New Custom Field:

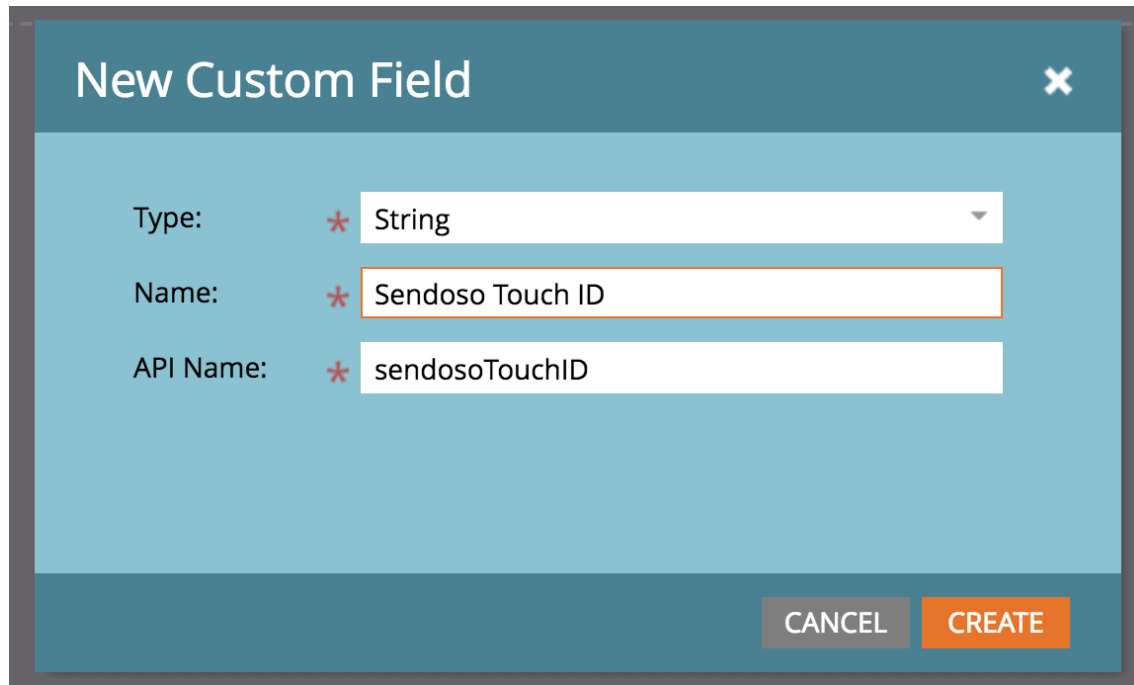


4. Enter in the below custom field details:

Type: String

Name: Sendoso Touch ID

API Name: sendosoTouchID



New Custom Field

Type: * String

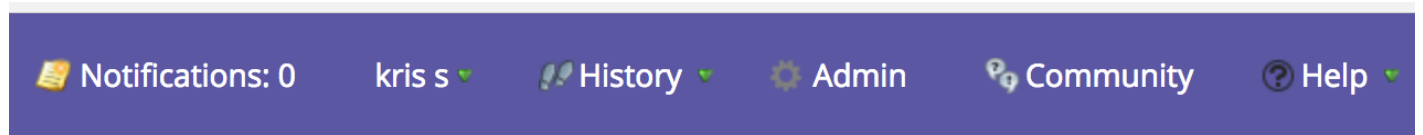
Name: * Sendoso Touch ID

API Name: * sendosoTouchID

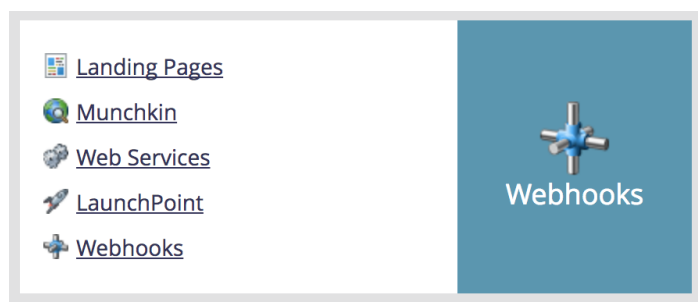
CANCEL CREATE

Setting up a Marketo Webhook for Sendoso (this setup is a one-time process)

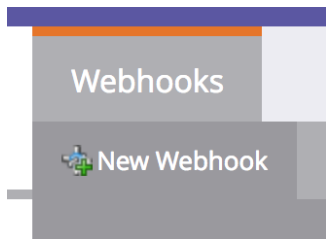
1. Click on Admin:



2. Click on Webhooks:



3. Click on New Webhook:



4. Enter in the below Webhook details:

Webhook Name: Sendoso

URL: <https://sendoso.com/api/v3/marketo>

Request Type: Post

Template:

```
{
"send": {
"lead_id": {{lead.id}},
"email":{{lead.Email Address}},
"name": {{lead.name}},
"address": {{lead.address}},
"city": {{lead.city}},
"state": {{lead.state}},
"zip": {{lead.zip}},
"country": {{lead.country}},
},
"uuid": {{lead.Sendoso Touch ID}},
"key": ENTER YOUR KEY HERE
}
```

Replace the ENTER YOUR KEY HERE with your unique Key found on the Settings or Touches page.

*Note - The template above assumes you are using the standard fields in Marketo. If you have custom fields for email, name, or mailing address data then please add them in or contact your Customer Success Manager at Sendoso for additional help.

Edit Webhook [X]

Webhook Name: *

Description:

URL: *

Request Type: *

Template:

Request Token Encoding:


Response type:

After completing everything above you can now use the Sendoso Touch ID and setup a Marketo Flow.

Click here for setup instructions to setup a Marketo Flow:

<https://sendoso.zendesk.com/hc/en-us/articles/115002663331-Sendoso-Marketo-Setup-Guide-Flow-Setup->

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