

Overview

TrenDemon's Marketo integration allows digital marketers to optimize journeys on their site with personalized, status-based content recommendations and call to actions. TrenDemon's analytics also provides you actionable insights on your customers' journeys. You can learn which content items, topics and traffic sources perform best. Our typical conversion path view can help you make better decisions regarding which topics to write about, which articles to promote and where to get new traffic from.

Use Case

Targeted call to actions based on the visitor's status on Marketo

As part of our optimization efforts to help you generate more leads from your traffic on your website and blog, we present Call-to-Actions (CTAs) to your visitors. Call to Actions are targeted messages, forms or banners which can be used to offer visitors access to specific pages or sign up using a form. CTA's can be presented when your visitors are about to leave your website or on scroll. The CTA's can be easily modified and designed to fit your needs.

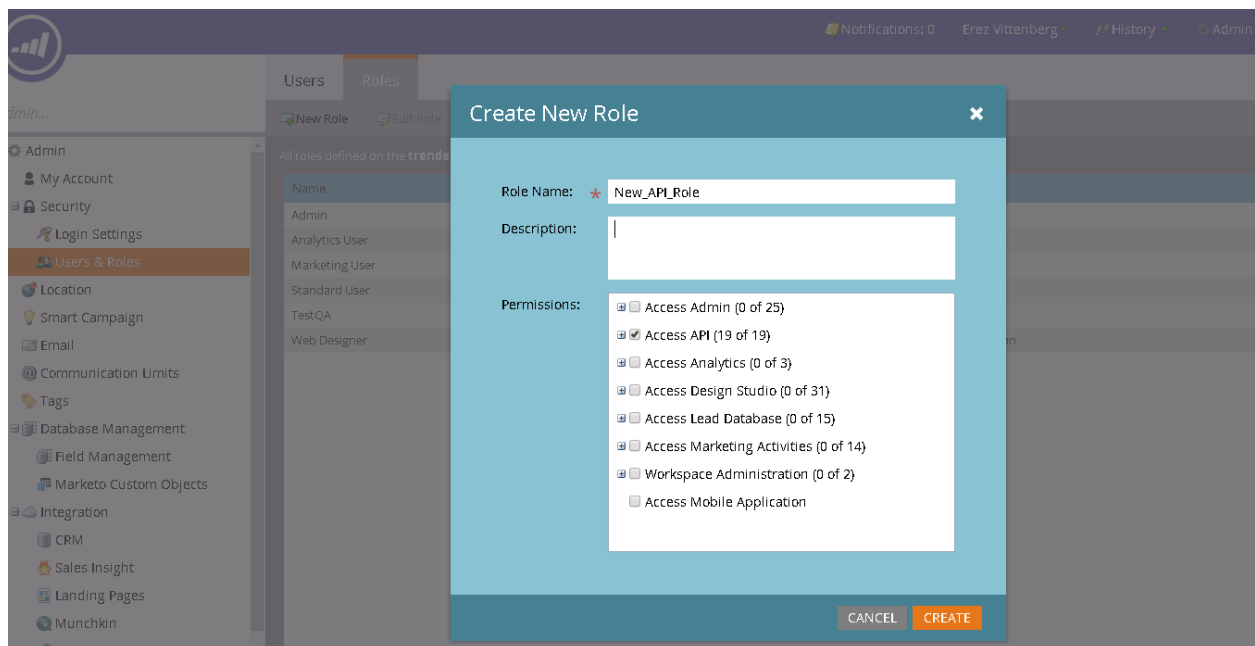
By integrating Trendmon with Marketo, marketers can choose to present CTA's according to the visitor's status. They can personalize each one of them, show it on specific pages and more. With this integration you can also connect a CTA to a specific list as well. Above that, all captured leads (in case it's a form) go directly to your Marketo with a cookie to keep track of each lead.

Below is a guide on how to Integrate TrenDemon with Marketo.

1. Create API only user role

(Read more in this [link](#))

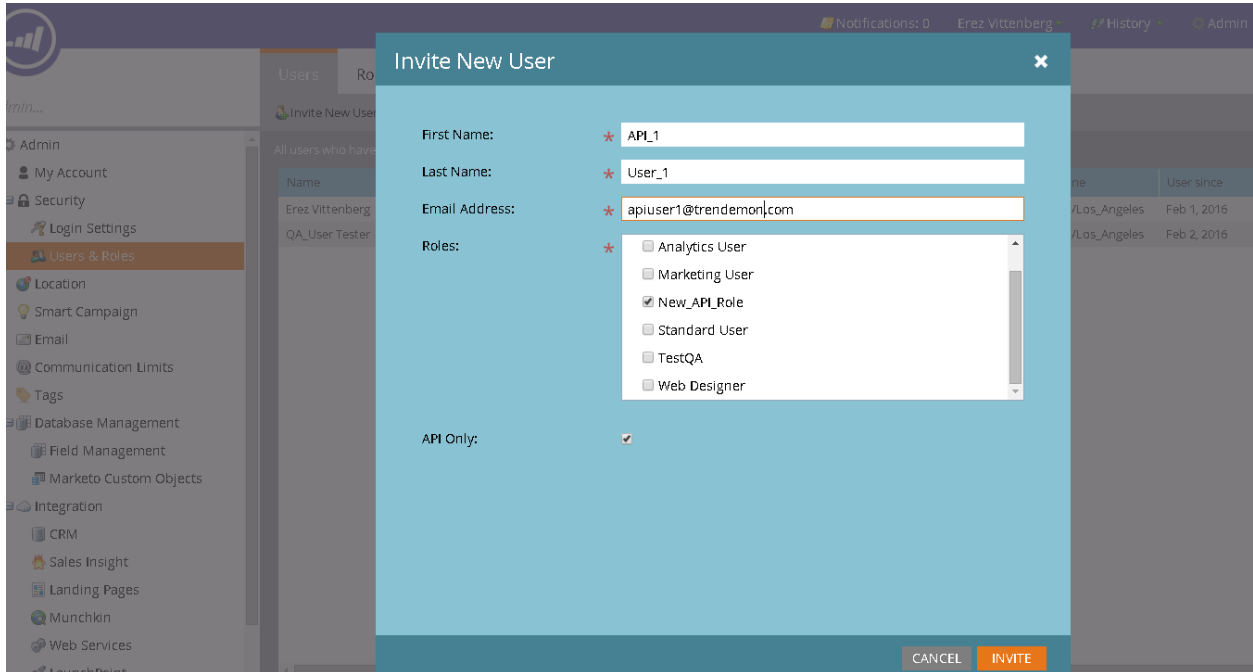
In your Marketo account, go to Admin ->Users&Roles -> Roles -> New Role. Fill the fields, check "Access API" and save.



2. Create API only user

(Read more in this [link](#))

Switch to "Users" tab -> "Invite New User", check the role created in step 1 and "API only" checkbox.



The screenshot shows the 'Invite New User' dialog box in the Trendemon admin interface. The dialog is light blue with a dark blue header and footer. It contains the following fields and options:

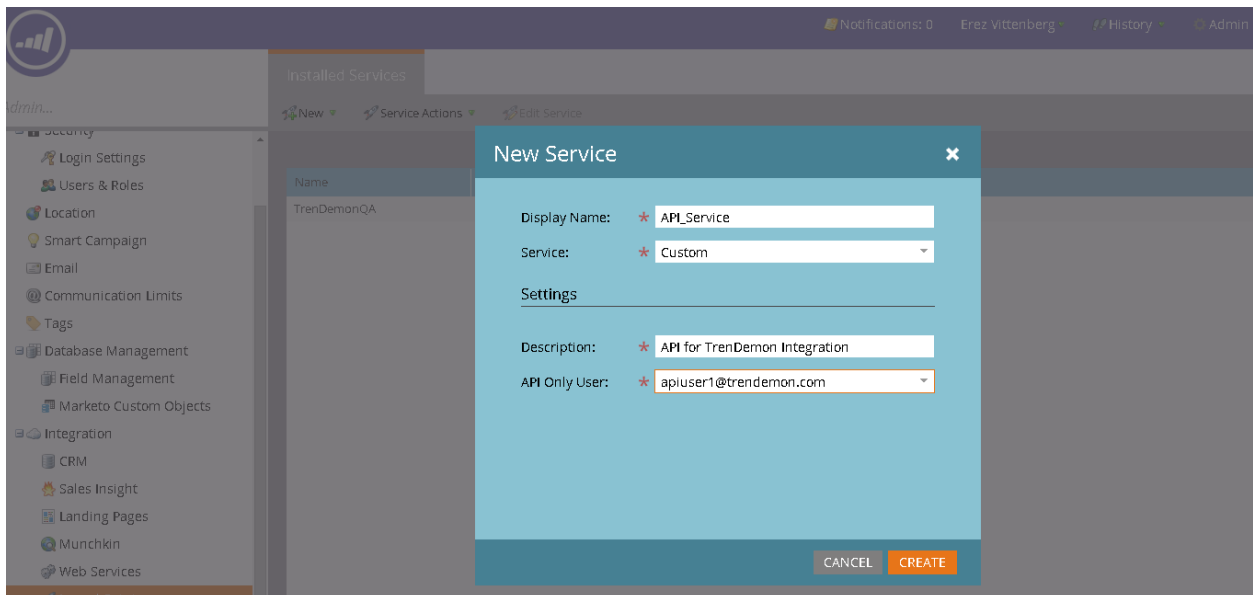
- First Name:** * API_1
- Last Name:** * User_1
- Email Address:** * apiuser1@trendemon.com
- Roles:** * A list of roles with checkboxes:
 - Analytics User
 - Marketing User
 - New_API_Role
 - Standard User
 - TestQA
 - Web Designer
- API Only:**

At the bottom right of the dialog are two buttons: 'CANCEL' and 'INVITE'.

3. Create a Custom Service for Use with ReST API

(Read more in this [link](#))

In Admin go to LaunchPoint -> New -> New Service. Fill in the fields, choose Service=Custom and API Only User - the user created in step 2. Save it.

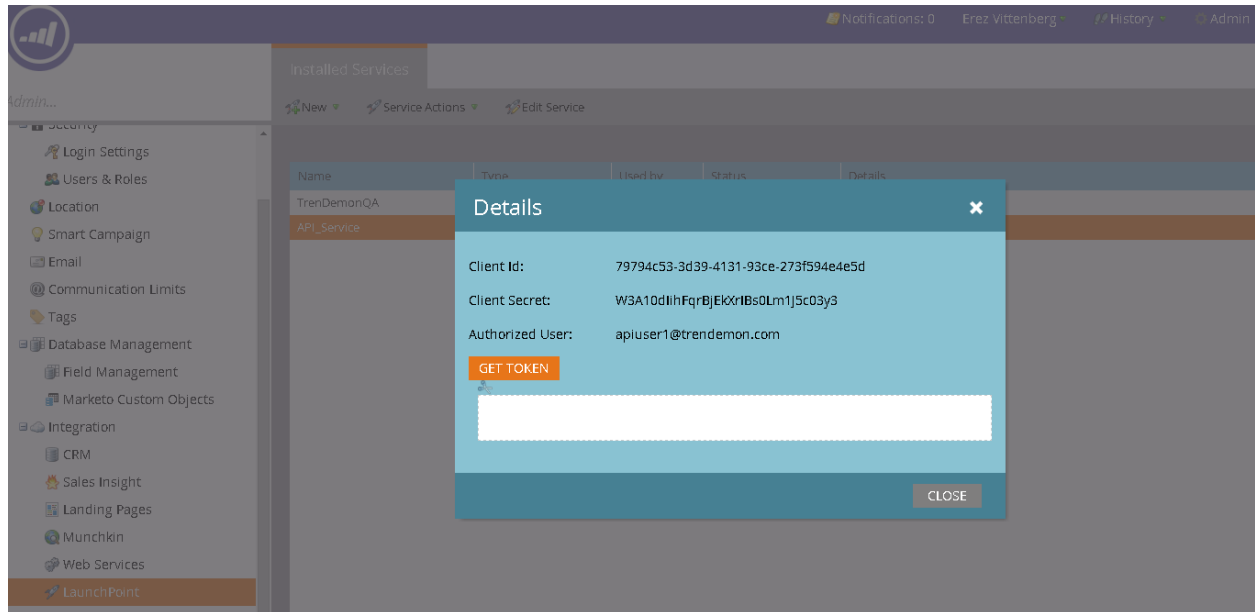


The screenshot shows the 'New Service' dialog box in the Trendemon admin interface. The dialog is light blue with a dark blue header and footer. It contains the following fields and options:

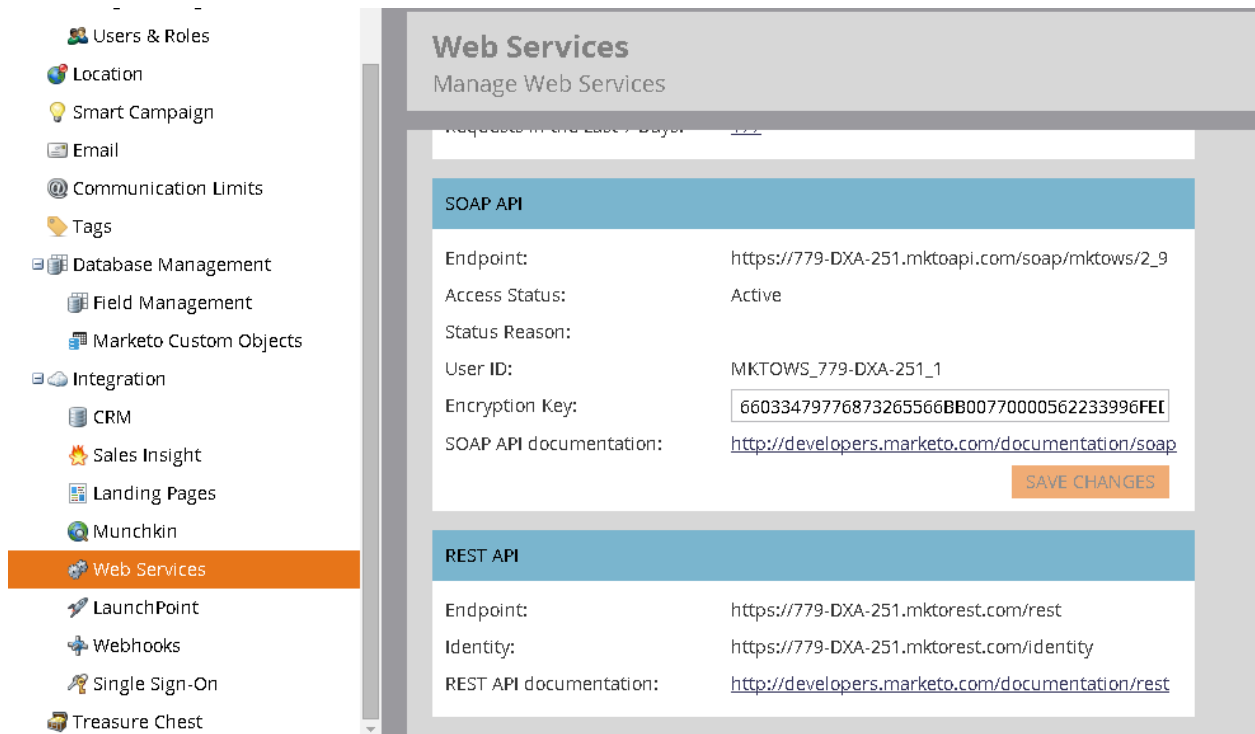
- Display Name:** * API_Service
- Service:** * Custom
- Settings:**
 - Description:** * API for TrenDemon Integration
 - API Only User:** * apiuser1@trendemon.com

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

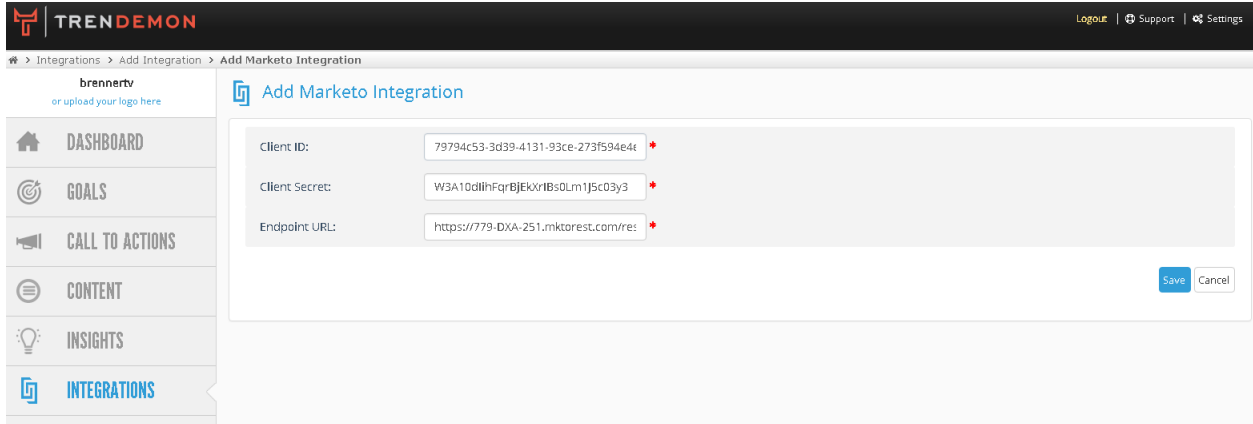
4. Click "View details" next to service created in step 3 and copy Client ID and Client Secret values. You will need them later to setup integration in yourTrenDemon account.



5. In Admin go to "Web Services". In "REST API" section copy "Endpoint" URL.



6. Go to your TrenDemon account -> Integrations ->Marketo and fill the fields with the corresponding values copied in steps 4 and 5. Click on 'Save'.



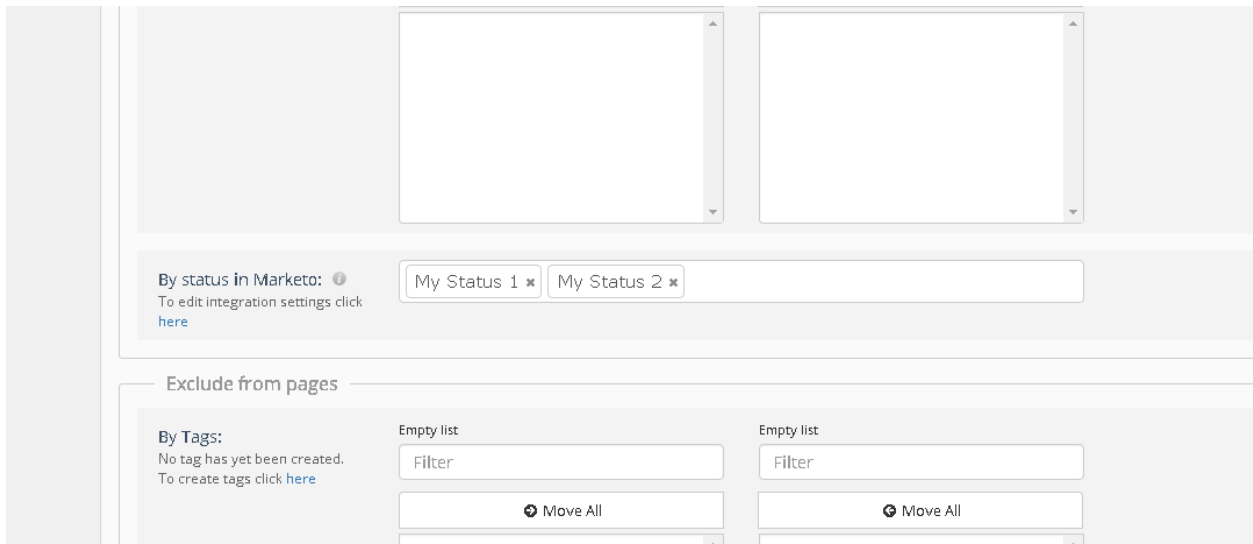
The screenshot shows the 'Add Marketo Integration' form in the TrenDemon user interface. The form is titled 'Add Marketo Integration' and is located under the 'Integrations' menu. The user's name 'brennertv' and a link to upload a logo are visible at the top. The form contains three input fields: 'Client ID' with the value '79794c53-3d39-4131-93ce-273f594644', 'Client Secret' with the value 'W3A10dlhFqrBjEKXrIBs0Lm1JSc03y3', and 'Endpoint URL' with the value 'https://779-DXA-251.mktorest.com/re:'. There are 'Save' and 'Cancel' buttons at the bottom right of the form. A sidebar on the left contains navigation options: Dashboard, Goals, Call to Actions, Content, Insights, and Integrations (which is highlighted).

7. After Marketo integration is enabled, go to "Call to Actions".

For Exit Intent of any type you can specify statuses according to which the current CTA will be included/excluded.

Just type the status name, press enter to add it and save the CTA.

Now the CTA will appear/not appear ONLY for the site visitors which have the specified status.



The screenshot shows the 'Call to Actions' configuration page. At the top, there are two empty text input fields. Below them, there is a section titled 'By status in Marketo:' with a help icon and a link 'To edit integration settings click here'. This section contains two dropdown menus, each with the selected status 'My Status 1' and 'My Status 2'. Below this is a section titled 'Exclude from pages'. Under this section, there is a 'By Tags:' section with a help icon and a link 'To create tags click here'. This section contains two 'Empty list' sections, each with a 'Filter' input field and a 'Move All' button.