Marketo

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The Tray.io connector for Marketo puts the whole of the Marketo API at your fingertips. Save leads directly into Marketo, export data to other Cloud Services, and interact with campaign & custom field data - in real-time.
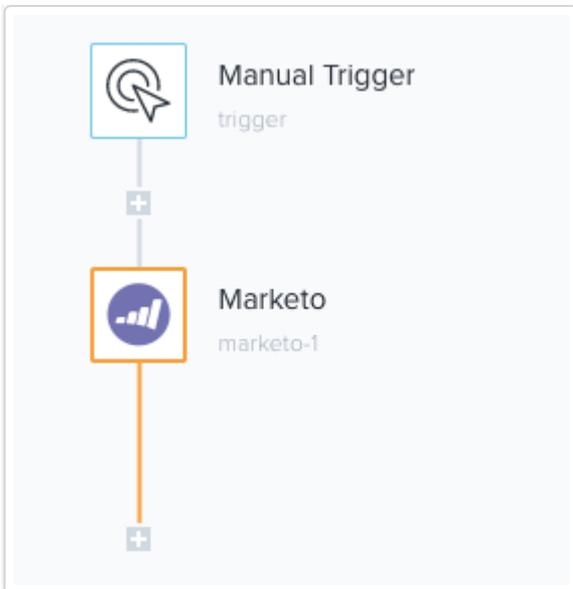
Configuration

Operation	Description
Create custom activities	This API is used to add custom activity for multiple leads. A maximum of 300 activity records can be submitted at a time.
Create/update multiple companies	Create or update a list of companies in Marketo.
Create/update multiple custom objects	Create or update custom object data in Marketo.
Create/update multiple leads	Create or update a list of leads in Marketo.
Create/update multiple opportunities	Create or update a list of opportunities in Marketo.
Create/update multiple opportunity roles	Create or update a list of opportunity roles in Marketo.
Create/update multiple sales persons	Create or update a list of sales persons in Marketo.
Delete companies	Delete multiple companies for a given criteria.
Delete leads	Delete multiple leads for a given criteria.
Delete opportunities	Delete multiple opportunities for a given criteria.
Delete opportunity roles	Delete multiple opportunity roles for a given criteria.
Delete sales persons	Delete multiple sales persons for a given criteria.
Describe object	Get full details about an object type in Marketo.

Get activity types	This API returns meta data about activity types (except change data value) available in Marketo.
Get lead activities	Get a list of lead activities.
Get lead by ID	Get a lead in Marketo by their ID.
Get lead changes	This API retrieves change data value for leads.
Get paging token	This API returns a token for a given date.
Get program	Get a program in your Marketo account, using it's unique ID.
List custom object types	Get a list of all of the custom object types.
List custom objects	Get a list of custom objects of a given type.
List program leads	Get a list of leads belonging to a particular program.
List programs	Get a list of programs in your Marketo account.
Search companies	Retrieve multiple companies for a given search criteria.
Search leads	This API will retrieve multiple leads for a given search criteria.
Search opportunities	Retrieve multiple opportunities for a given search criteria.
Search opportunity roles	Retrieve multiple opportunity roles for a given search criteria.
Search sales people	Retrieve multiple companies for a given search criteria.
Trigger campaigns	Trigger a campain with specified input in Marketo.

Setup

You can start working with the Marketo connector in minutes. To connect your Marketo instance with Tray.io, go through the following steps:

1) Create a new workflow with any trigger.

2) Add a Marketo connector step to the workflow.

3) Click "Add Authentication" in the properties panel on the right.

4) Enter your Marketo instance details. Each field you need to enter has details of what you need to add.

5) Click Next.

6) That's it! You can now interact with your Marketo instance using the Tray.io platform.

Last updated on July 31, 2017