

Automated Print and Direct Mail for Marketo

Step 0: Get Setup on The Platform

If you're not already, you need to have an asset catalog setup on The Platform. For a demo and price quote, you can email platform@morevang.com. For more information visit <http://platform.morevang.com>.

Step 1: Retrieve your API Credentials

1. Login to your instance of The Platform.
2. Navigate to Admin > API Credentials.
3. Copy one of the API tokens or click the Add New Token button to create a new token.

Step 2: Create a Webhook

1. Navigate to the Admin area in your Marketo account.
2. Go to Integration > Webhooks and click New Webhook.
3. Fill out the creation form. See help.morevang.com for more details.

Step 3: Use the Webhook in a Smart Campaign

1. Add your Webhook as part of the flow for any Smart Campaign

More about Webhooks

Marketo allows the use of Webhooks to communicate with third party web services. Webhooks support the use of the GET or POST HTTP verbs to push or retrieve data from a specific URL. For detailed instructions on in-application creation of Webhooks and how to add them to Smart Campaigns, please refer to the following articles:

- [Create a Webhook](#)
- [Call Webhook](#)
- [Use a Webhook in a Smart Campaign](#)

Need help? Contact our support team at platform@morevang.com.