

# Marketo Integration Guide

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## Introduction

There are several different options that allow integrating of Bevy with your Marketo instance:

- JavaScript (Munchkin) lead tracking
- Membership tracking
- Event-specific Marketo event programs

The following sections describe those integration options and how you can set them up. If your requirements are not met with the existing integration options, please reach out to your customer success contact to discuss what you are hoping to accomplish.

## JavaScript (munchkin) lead tracking

Marketo's JavaScript allows tracking of page visits and clicks by embedding a specific snippet of JavaScript code within web pages.

### Setup

Perform the following steps to enable this feature in the Bevy dashboard.

1. Log in to your Bevy dashboard
2. Navigate to the General Settings at `/accounts/dashboard#/admin/settings/general/`
3. Locate the Marketo section
4. Enter your Marketo Munchkin account ID
5. Check Use Marketo JavaScript Lead Tracking
6. Click Save Settings

No further changes are required and you should start seeing incoming data, as users interact with the site.

## Membership tracking

As people interact within the community, Marketo lead updates are initiated for the following occasions:

- Joining or departing a group or mailing list
- Registering for or deregistering from an event

## Marketo setup

Perform the following Marketo-side steps to enable this feature.

1. Ensure your Marketo instance [has social features enabled](#). Please reach out to your Bevy customer success contact, if you do **not** have social features enabled (*and do **not** want to add them to your Marketo instance*).
2. Create the following custom fields:
  - a. webServicesAPISource (string)
  - b. bevyEventLastRegisteredDate (datetime)
  - c. bevyUserGroupIDs (comma separated list of numeric IDs)

## Bevy setup

Perform the following steps to enable this feature in the Bevy dashboard.

1. Log in to your Bevy dashboard
2. Navigate to the General Settings at `/accounts/dashboard#/admin/settings/general/`
3. Locate the Marketo section
4. Enter your Marketo client ID
5. Enter your Marketo client secret
6. Enter your Marketo Munchkin account ID
7. Click Save Settings

## Event-specific Marketo event programs

It is possible to set up Bevy to generate event-specific Marketo event programs. When a Bevy event is published, a Marketo-side event program is generated. As people register for or check in at events, their Marketo program status is automatically set as Registered and Attended, respectively.

### Marketo setup

Ensure your Marketo instance [has event programs enabled](#). You **cannot** use this Bevy feature, if you do not have event program functionality enabled on your Marketo instance.

### Bevy setup

Perform the following steps to enable this feature in the Bevy dashboard.

1. Log in to your Bevy dashboard
2. Navigate to the General Settings at `/accounts/dashboard#/admin/settings/general/`
3. Locate the Marketo section
4. Enter your Marketo client ID
5. Enter your Marketo client secret
6. Enter your Marketo Munchkin account ID
7. Enter Marketo event program channel (it must exist in your Marketo instance)
8. Enter Marketo event programs folder (it must exist in your Marketo instance)
9. Enter Marketo event program name prefix.
10. Check Use event-specific Marketo programs
11. Click Save Settings

Bevy-generated programs will be stored in the specified Marketo Event Programs Folder.

## Help

Please reach out to your [customer success contact](#) with questions and/or feedback about this document, our Marketo integrations or any other related concerns.