

# TwentyThree™ Marketo Integrated

# Using Marketo together with TwentyThree

Video is a **powerful tool** in marketing automation and lead scoring since engagement and actions can be measured directly. Video, live events and webinars are also a really effective way to identify visitors as qualified leads.

The **Audience** and **Collector** features in TwentyThree are built exactly for this purpose. Using the product you will be able to convert, track and follows viewers of your video directly from TwentyThree.

When you **connect** your Marketo account to TwentyThree, all the information becomes available within Marketo as well: Contact information, viewer data, video engagement scores, and more.

In addition, contact information is synced between TwentyThree and Marketo. This means that contacts from Marketo will **automatically be available** in Audience, and that you won't need to ask for lead information twice.

# About the TwentyThree x Marketo integration

When TwentyThree and Marketo is connected information about contacts and their activity is shared between the two products.

The integration is built with **two-way sync**, which has two major benefits:

- First, contact information and detailed video usage information from TwentyThree is made available directly in Marketo -- where it can be used for attributes, program assignment, smart flows, lead scoring, e-mail campaigns, lead creation and much more.
- Second, TwentyThree will automatically detect if a contact already exists in Marketo -- and then reuse that information without asking visitors to identify again. This ensure a great user experience and the best possible data foundation for your video marketing.

# Connecting to Marketo, step by step

Configuring sub-domain and setting up service credentials

Setting up Marketo for connection requires a few different steps within Marketo itself. Specifically, you will need to set up custom activities for video and collector information, and you may choose to set up a program and/or a partition for leads and activity coming from TwentyThree.

## Configure sub-domain on TwentyThree

In order for account and profile information to be synced automatically, we recommend that TwentyThree is set up to run from a sub-domain to main site domain. This will make sure that TwentyThree and Marketo share the same tracking information, which will also guard against duplicate profiles.

## Set up service credentials

To access lead and activity information in Marketo, you need to create new service credentials for TwentyThree. To do so:

Go to Integration → LaunchPoint within Admin.  
Click New Service and create a Custom service called TwentyThree.  
To get the necessary information about the service click View Details.

# Connecting to Marketo, step by step

## Fields for lead details

### Set up fields for lead details

For every video viewer, TwentyThree will collect key stats such as videos and minutes played. To sync this to the contact card in the leads database:

Go to Database Management → Field Management within Admin.  
Create each for the fields listed below using the New Custom Field button.

Type	Name	API name
Integer	Number of videos played	twentythree_number_of_videos_played
Integer	Number of video visits	twentythree_number_of_videos_visits
Integer	Total video playback (minutes)	twentythree_total_video_playback
Integer	Video engagement score	twentythree_video_engagement_score
String	TwentyThree User Identifier	twentythree_uuid

By default, the fields are added to the Lead Info category, which is also where you want it.

# Connecting to Marketo, step by step

Custom activity for video views

## Set up custom activity for video views

TwentyThree forward two kinds of custom data to Marketo: Information about a video or a live event being watched; and information from collectors about gating and conversion. To capture this information, Marketo must be configured with the correct custom activities.

- Go to *Database Management* → *Marketo Custom Activities* within *Admin*.
- Click *New Custom Activity*.
- Set *Display name* to: *Video view*.
- Set *API Name* to: *twentythreeVideoView\_c*
- After clicking *Next*, set *Filter* to *Has watched video* – and *Trigger* to *Watched video*.
- Create the activity and go to the *Fields* tab.
- Create each of the fields specified in the table below.
- Finally, change the state of the activity to *Approved*.

# Connecting to Marketo, step by step

Custom activity for video views

Type	Name	API name
string	* Event identifier	id
string	Category	category
string	Duration (timestamp)	duration
Integer	Duration (seconds)	durationSeconds
boolean	Is live event	isLive
string	video link	link
string	video tags	tags
string	video title	title
string	User Identifier on TwentyThree	twentythree_uuid
string	Event Identifier on TwentyThree	twentythree_event_id
string	Video watched (timestamp)	watched
integer	Video watched (percentage)	watchedPercentage
integer	Video watched (seconds)	watchedSeconds
string	Video identifier	object
string	Base URL	base_url
string	Heatmap	heatmap
string	People link	peopleLink

# Connecting to Marketo, step by step

Custom activity for collector information

## Set up custom activity for collector information

The second custom activity is added much like the previous one:

- Go to *Database Management* → *Marketo Custom Activities* within *Admin*.
- Click *New Custom Activity*.
- Set *Display* name to: *Collector signup*.
- Set API Name to: *twentythreeCollectorSignup\_c*
- After clicking *Next*, set *Filter* to *Has signed up on video* – and *Trigger* to *Signed up on video*.
- Create the activity and go to the *Fields* tab.
- Create each of the fields specified in the table below.
- Finally, change the state of the activity to *Approved*.



# Connecting to Marketo, step by step

Custom activity for collector information

Type	Name	API name
string	* Event identifier	id
string	Video object	object
string	Video category	category
string	E-mail	email
string	Company name	company
string	First name	firstName
string	Last name	lastName
string	Title	personTitle
string	Phone	phone
boolean	Is live event	isLive
string	Video link	link
string	Video tags	tags
string	Video title	title
string	User Identifier on TwentyThree	twentythree_uuid
string	Event Identifier on TwentyThree	twentythree_event_id
string	Base URL	base_url
string	People link	peopleLink

# Connecting to Marketo, step by step

Marketo program for leads and activities and final TwentyThree set-up

## Set up a Marketo program for leads and activities (optional)

Marketo track lead activity within programs, and to connect you should set up a new program for TwentyThree:

- Go to Marketing Activities and click New program.
- Create a new program called TwentyThree.
- Configure the other properties as needed. We suggest using a campaign folder with Data Management, using Engagement as the program type and Web content as your channel.

## Set up TwentyThree

After Marketo has been set up with all the previous steps, go to TwentyThree and click the Marketo icon in the Connect section. Here, input the information gathered above:

- Munchkin Account ID: The account identifier from found under Integration → Munchkin within Admin.
- Custom activities: The number identifying the newly created custom activities for video views and collector information.
- Program name: The name of the program you set up for TwentyThree interactions.
- Client Id and Secret: The information for the new TwentyThree service found under Integration → LaunchPoint within Admin.
- Optionally, you can include a lead partition name if you're using this feature of Marketo.

# Video usage information in Marketo

The screenshot shows a web browser window displaying the Marketo lead detail page for Steffen Christensen. The browser address bar shows the URL: <https://app-lon04.marketo.com/leadDatabase/loadLeadDetail?leadId=1010142>. The page title is "Steffen Christensen - TwentyThree ApS". The navigation menu includes "Lead Info", "Company Info", "Opportunity Info", "SFDC Lead Field", "SFDC Custom Fields", and "Activity Log". The "Lead Info" tab is active, showing a list of fields and their values:

Marketo Social Twitter Referred Enrollments:	
Marketo Social Twitter Referred Visits:	
New Company Name:	
Number of video visits:	4
Number of videos played:	15
Profile Img URL:	
SFDC ID:	
Temp_task_description:	
Total video playback (minutes):	40
Video engagement score:	110
Want_Tax_news:	<input type="checkbox"/>

# Video usage information in Marketo

TwentyThree collects individual viewer information and calculated video usage -- such as the number of videos played and the total video engagement minutes for that contact. The tracking will also calculate a video engagement score between 0 and 100 based on the interaction.

This information is automatically updated on the Marketo profile:

- **Number of videos played:** Total play count of ondemand and live video on TwentyThree.
- **Number of videos visits:** Total visits where video on TwentyThree was played.
- **Total video playback:** Total video playback duration in minutes, from TwentyThree.
- **Video engagement score:** Video engagement score (between 0 and 100) on TwentyThree.

# Custom activities with leads

## Using custom activities with leads information in Marketo

When Marketo and TwentyThree are configured with custom activities the Activity Log tab for all leads will be updated with two different kinds of information:

**Info about videos watched:** This includes video information such as title, tags, category, type and duration – along with details about how much was watched by the lead contact. This allows specific flows to fire depending on the content and the interaction.

**Info about conversations:** This include the sign-up information such as name, company, phone, title and mail address – plus of course information about video or live event that triggered the conversion. This also includes title, tag, category, type, duration and more.

# How to: Segment Marketo contacts based on videos watched

After integration is set up there are a number of options for creating lists and workflows around video data. For example, you can create a Smart List using the properties:

- From the Lead Database section create a New Smart List.
- From Custom drag in the Has watched video option and set event identifier to "is not empty"

This will give you a list of all contact that have watched a video.

1 - Has watched video

Add Constraint

Event identifier:	is not empty		
Category:	is	Product videos	+ ✕
Video watched (percentage):	at least	50	✕
Video tags:	contains	acquire	+ ✕

To filter further you can add more constraints to the list. For example:

- Limit to leads that have watched videos in a specific category.
- Limit to leads that have watched more than 50% of a video.
- Limit to leads that watched a specific video on TwentyThree using the id and the Identifier on TwentyThree.
- Limit to certain parts of the funnel by using tags on TwentyThree and in the filter.

These constraints can be combined as needed.



# How to: Segment Marketo contacts based on total video usage

The same method can also be used to segment contact by total video usage, for example how many videos were played; how many minutes of video have been watched; or by the aggregate video engagement score in TwentyThree.

The screenshot displays a configuration interface for video segmentation. It consists of three stacked rows, each representing a different video usage metric. Each row has a green header bar with a play icon, a title, and up/down and close icons. Below each header is a configuration area with a label, a dropdown menu, and a text input field.

- 1 - Number of videos played**: The dropdown is set to "at least" and the input field contains the number "3".
- 2 - Number of video visits**: The dropdown is set to "at least" and the input field contains the number "2".
- 3 - Video engagement score**: The dropdown is set to "at least" and the input field contains the number "40".

For this, all the video usage properties listed above are available.

Visit [twentythree.net](https://twentythree.net) to get a 30-minute demo from a video marketing expert - you'll be converting leads in no time!