

Marketo Integration Setup Guide

Setup Marketo API

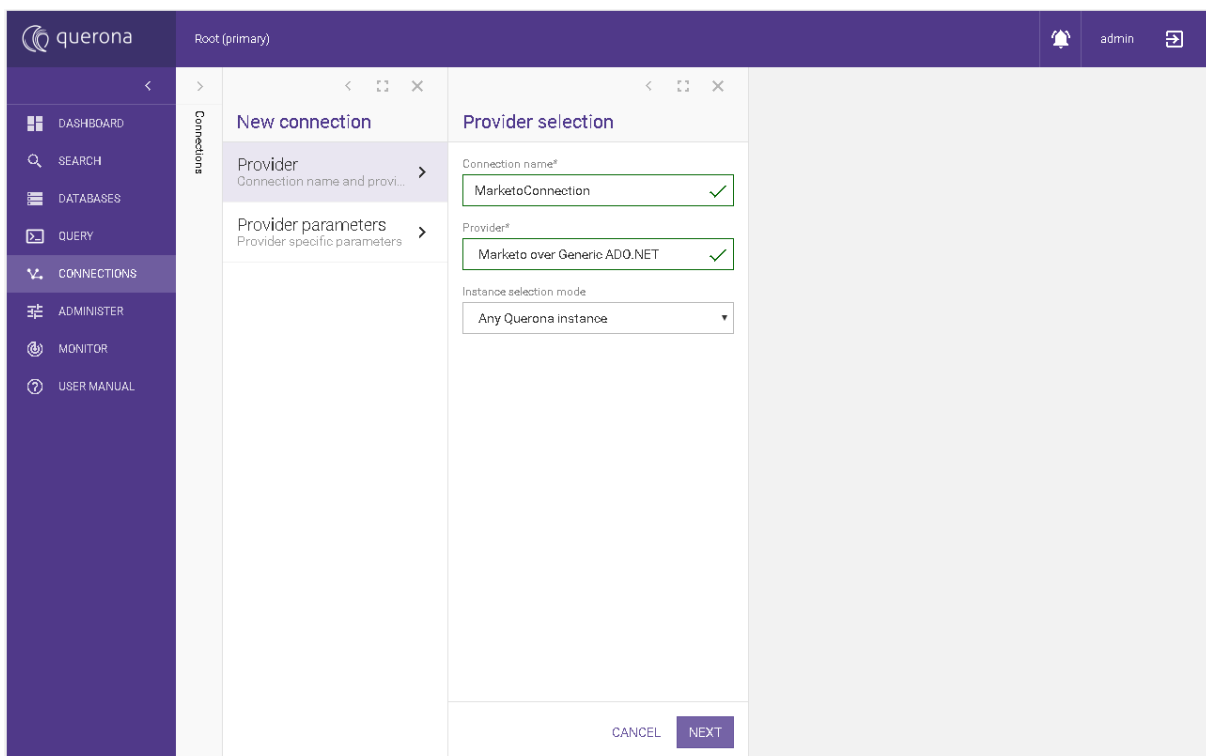
Follow the instructions in this link: <http://developers.marketo.com/blog/quick-start-guide-for-marketo-rest-api/>.

When you are done, please note down:

- REST API endpoint,
- Client Id,
- Client Secret.

Create Marketo connection

Go to „Connections” section. Add connection for „Marketo over Generic ADO.NET” provider.

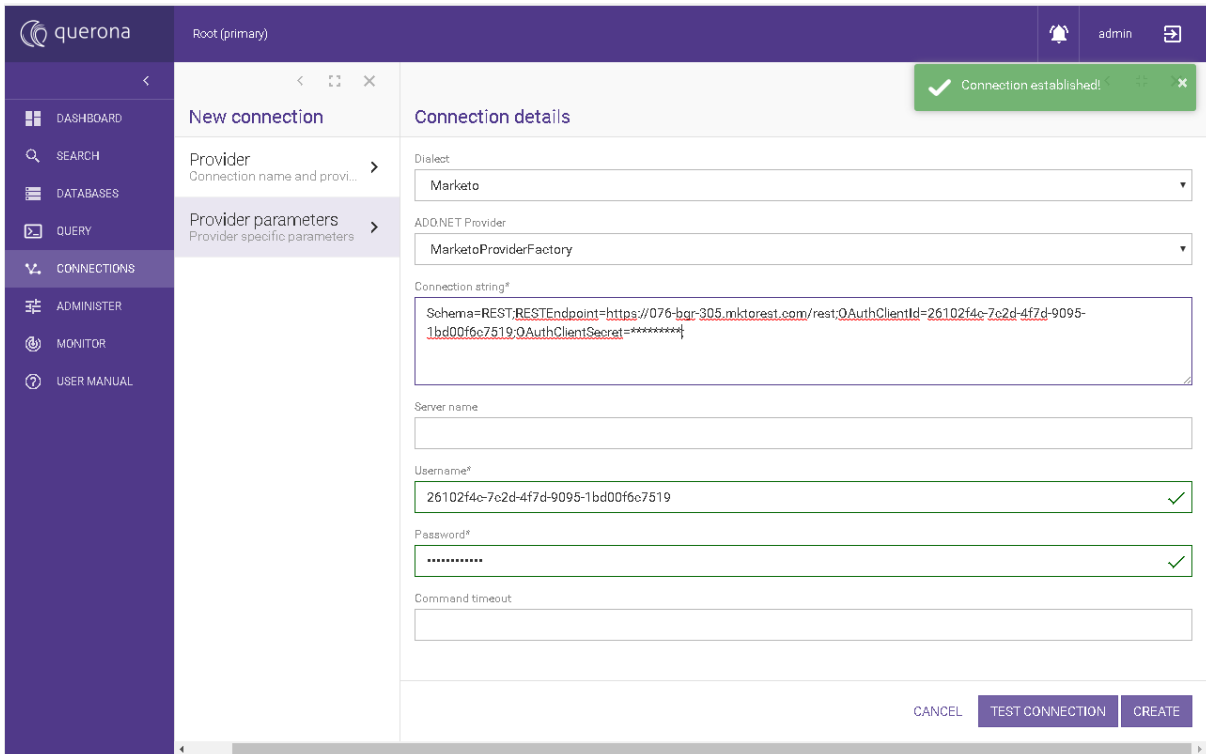


The screenshot shows the Queron application interface for creating a new connection. The left sidebar contains navigation options: DASHBOARD, SEARCH, DATABASES, QUERY, CONNECTIONS (selected), ADMINISTER, MONITOR, and USER MANUAL. The main content area is titled "New connection" and is divided into two tabs: "Provider" and "Provider parameters". The "Provider" tab is active, showing a "Connection name*" field with the value "MarketoConnection" and a green checkmark. Below it, the "Provider*" field is set to "Marketo over Generic ADO.NET" with a green checkmark. The "Instance selection mode" dropdown is set to "Any Queron instance". At the bottom right, there are "CANCEL" and "NEXT" buttons.

In the „Provider parameters” tab provide connection string parameters:

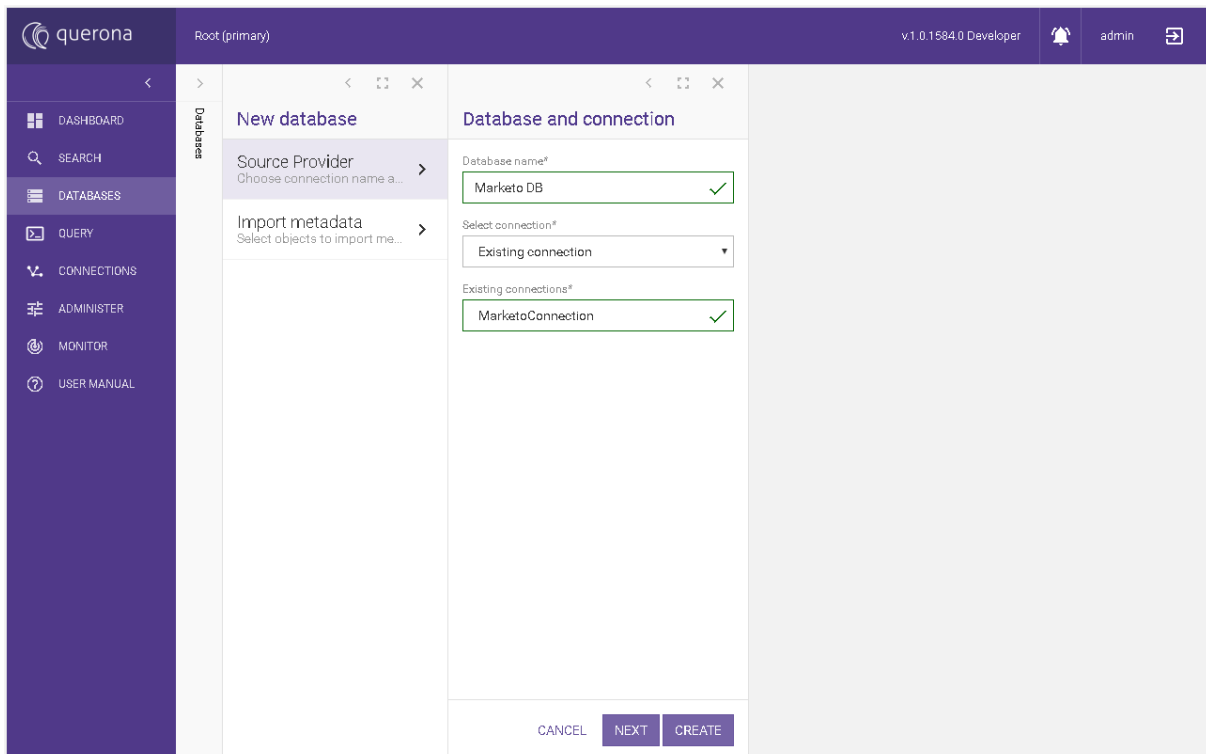
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"Schema=REST;RESTEndpoint=[ REST API endpoint];OAuthClientId=[ Client Id];OAuthClientSecret=[ Client Secret];"
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Use Client Id for Username and Client Secret for Password. Click „Create”.

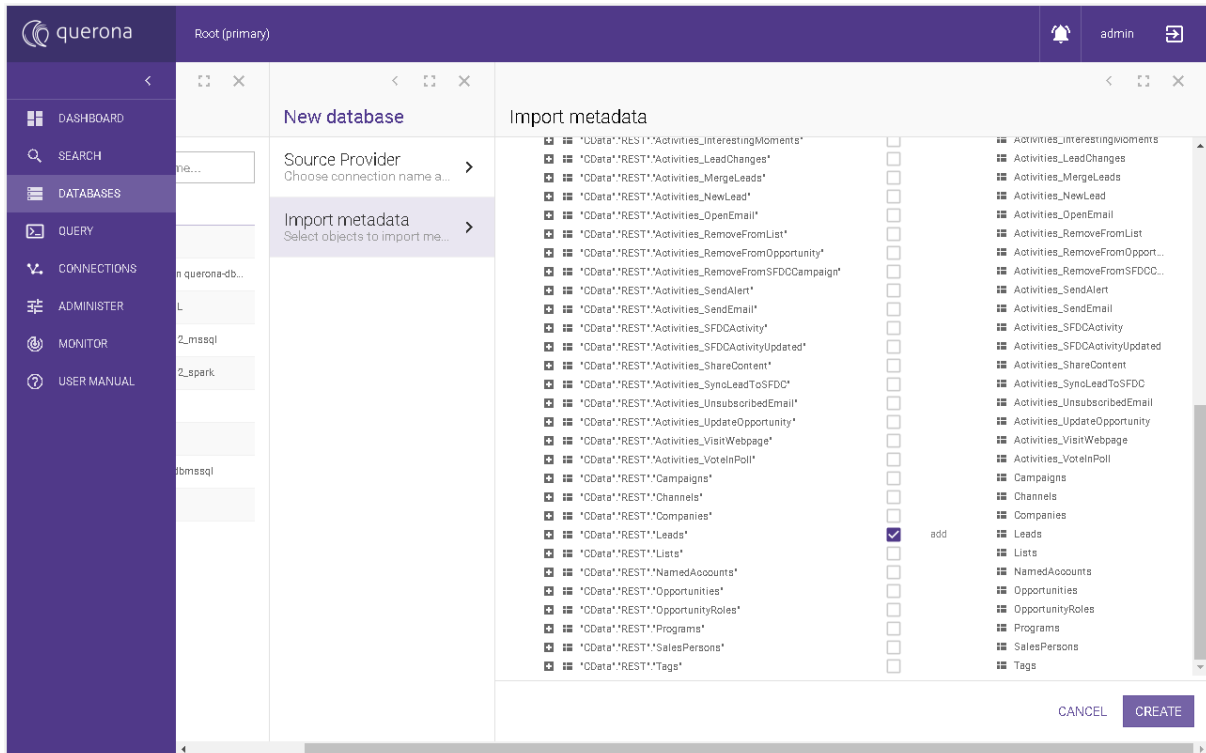


Create Marketo virtual database

Go to „Databases” section and click „Add database”. Enter the name for your Marketo database and select the previously created connection.

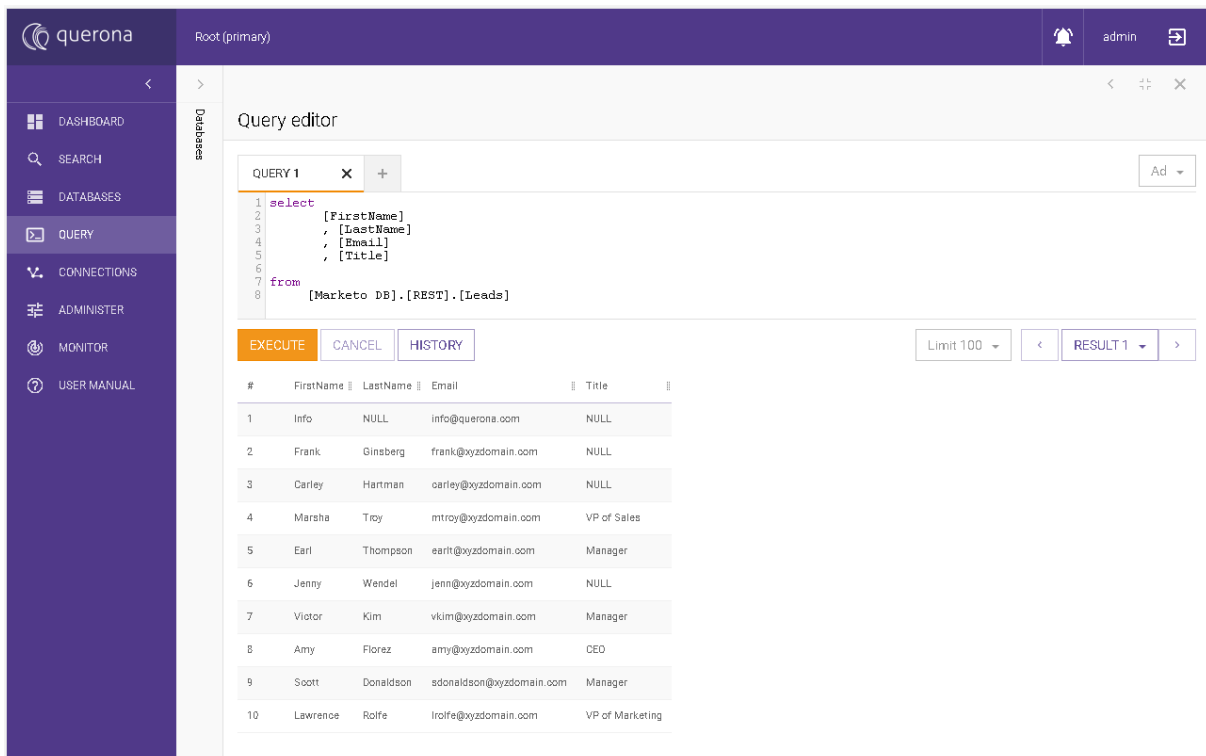


At this point, you can import the metadata but It is possible to do it later.



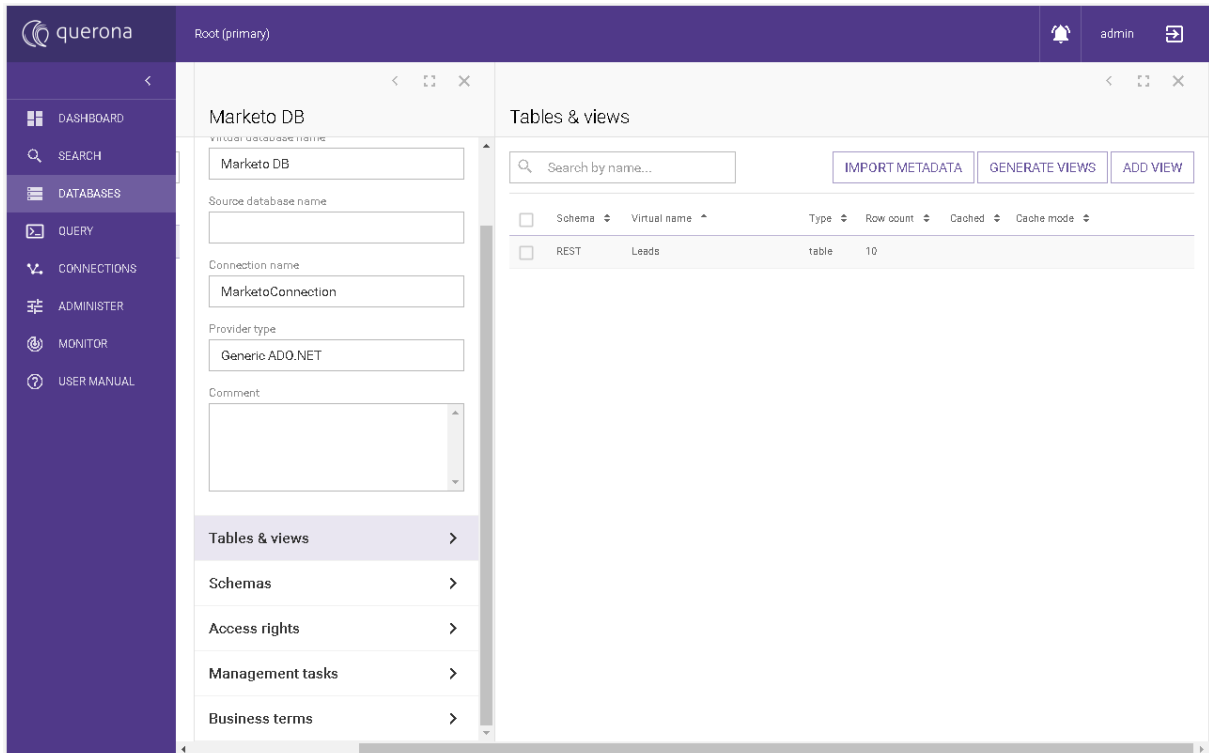
Run queries

Go to „Query” section and run your query against the Marketo. You can use your other virtual databases in order to create reports. You can store them as a views.

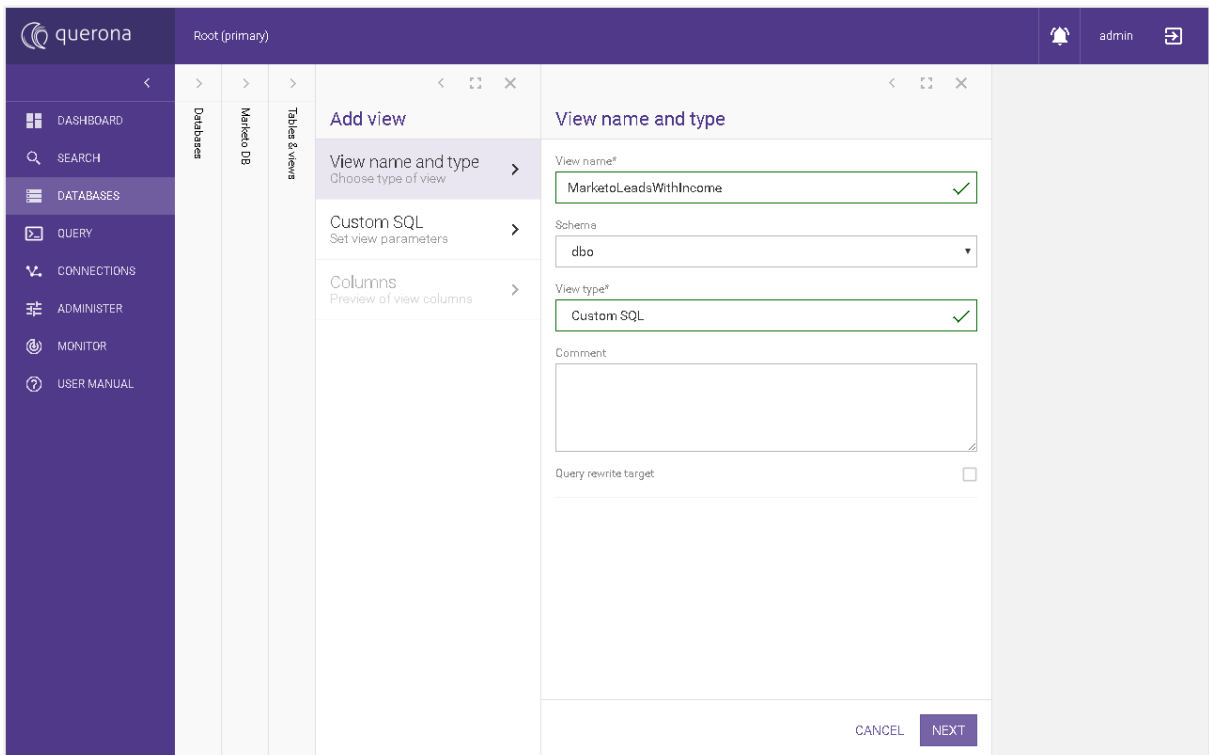


Create View

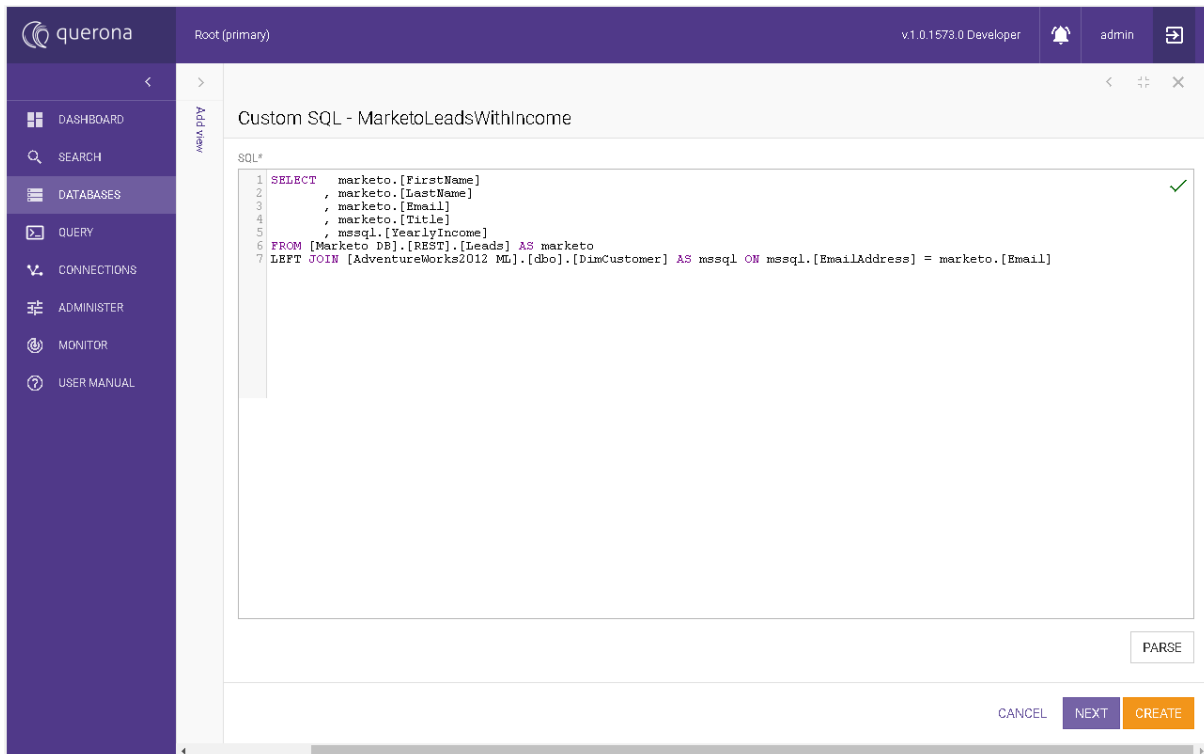
Go to „Databases” and select created Marketo virtual database. Go to „Tables & views” tab. Click on „Add view”.



Define the view name and select Custom SQL.

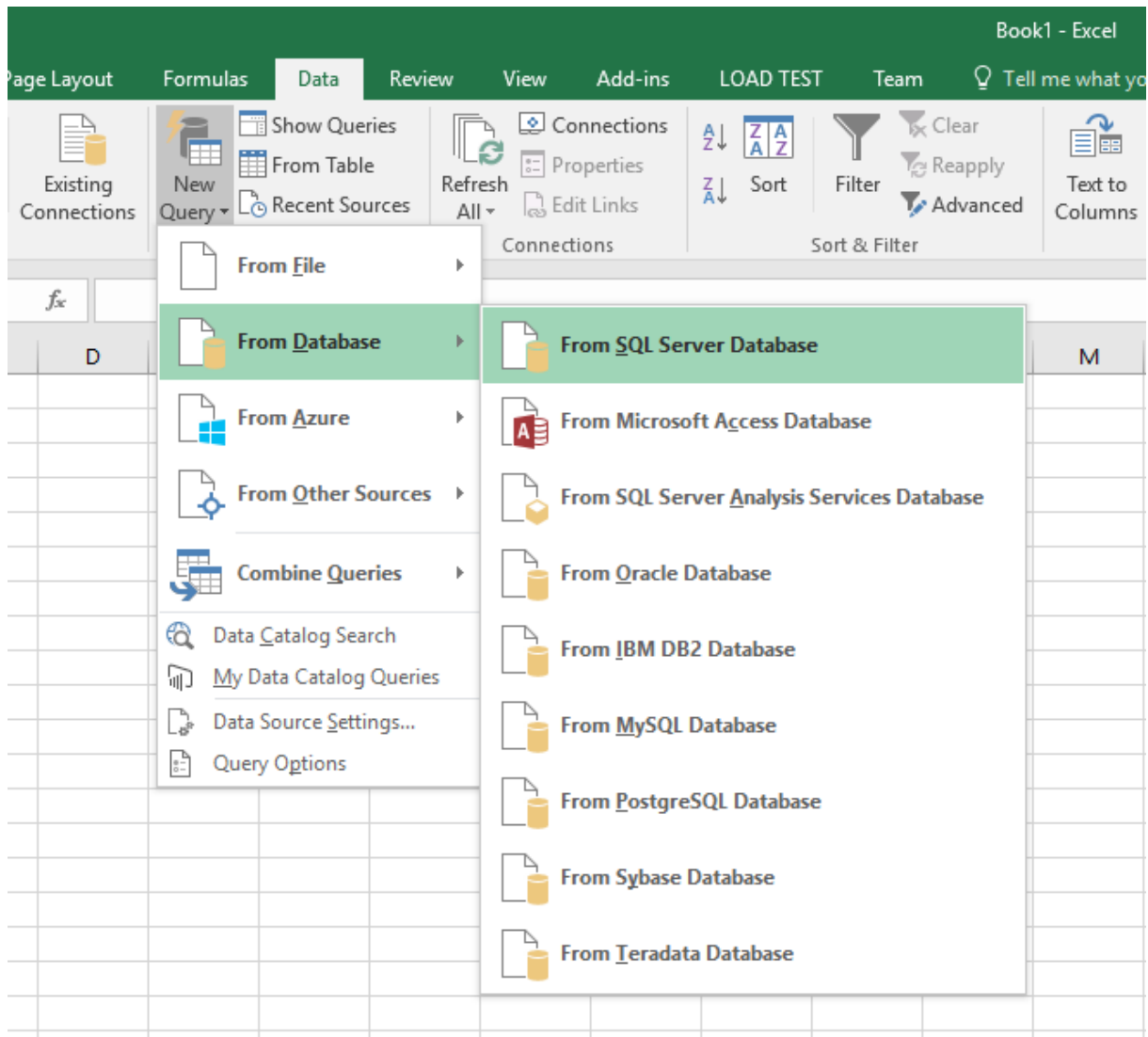


Create a query that meets your business needs. In this sample we are joining to the MSSQL database to obtain the enhanced Leads data.

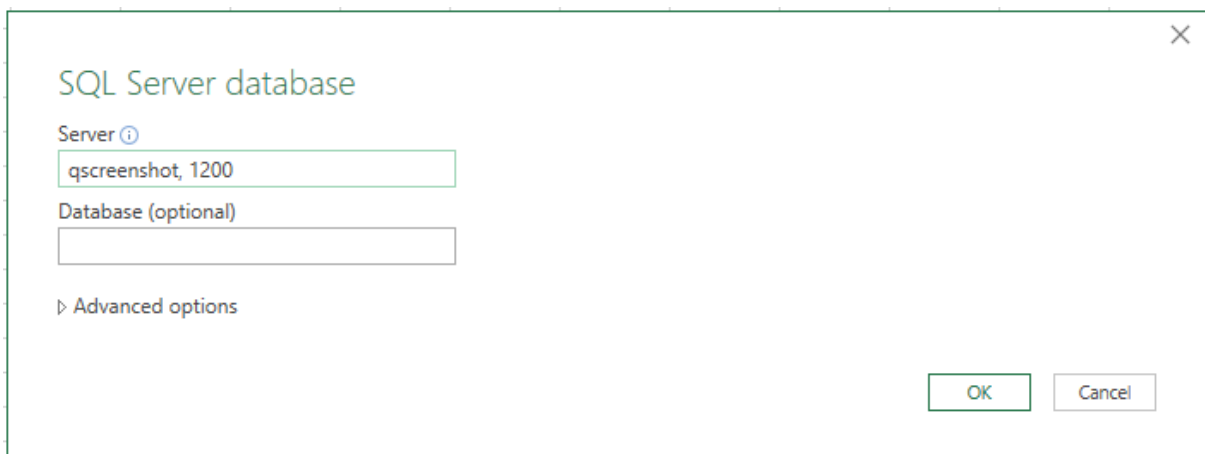


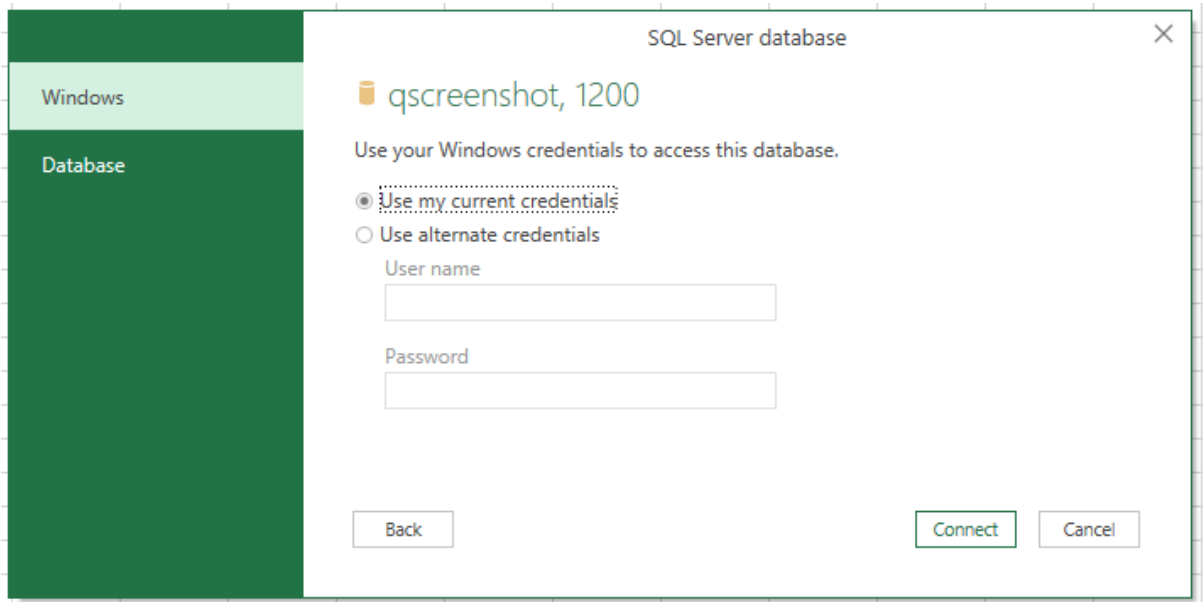
Consume the results

We will get the data from the created view directly to the Microsoft Excel. We use Data -> From database -> From SQL Server Database.

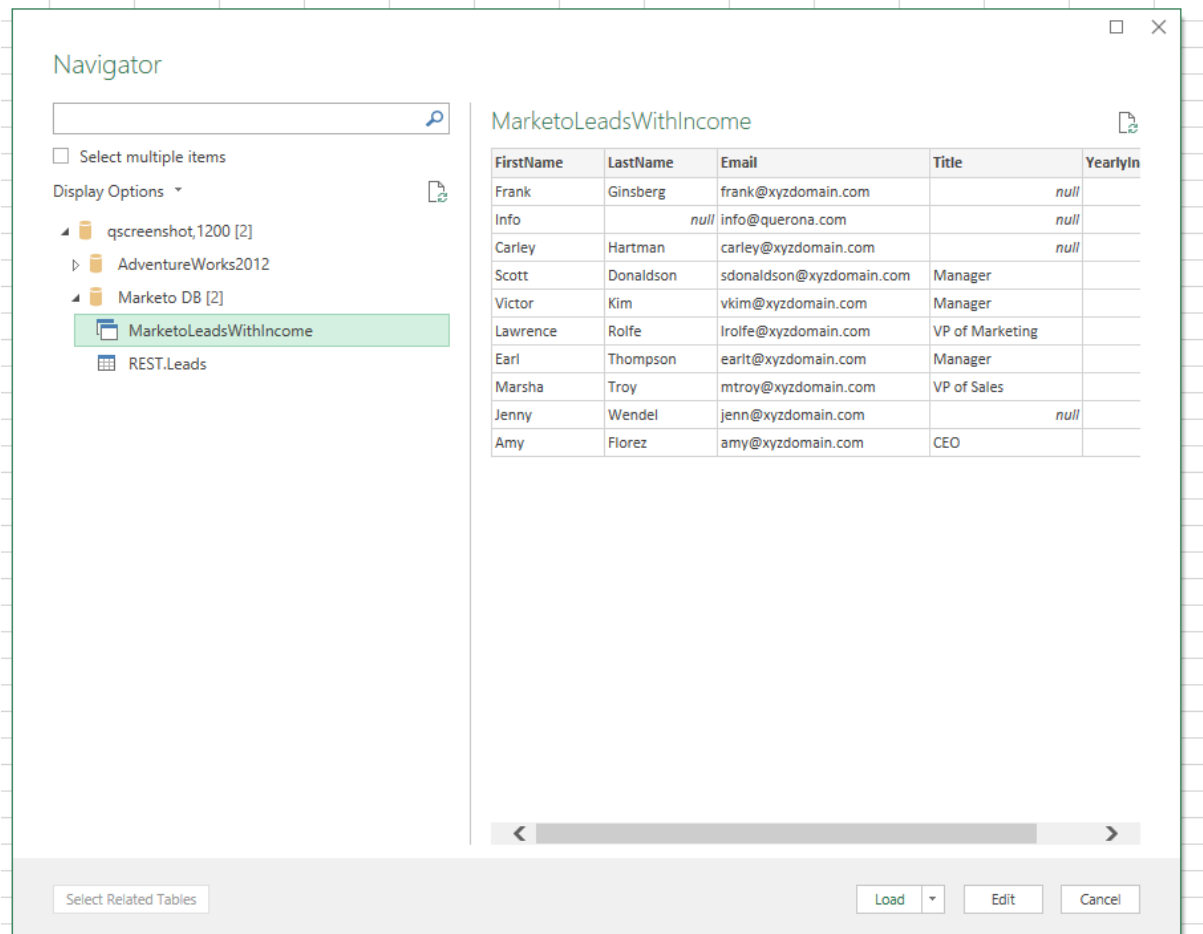


We need to connect to the Querona instance on port 1200:





Then we select the view from Marketo database...



... and import the results:

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	A	B	C	D	E	F	
1	FirstName	LastName	Email	Title	YearlyIncome		
2	Frank	Ginsberg	frank@xyzdomain.com		30000		
3	Info		info@querona.com		20000		
4	Carley	Hartman	carley@xyzdomain.com		40000		
5	Scott	Donaldson	sdonaldson@xyzdomain.com	Manager	10000		
6	Victor	Kim	vkim@xyzdomain.com	Manager	10000		
7	Lawrence	Rolfe	lrolfe@xyzdomain.com	VP of Marketing	10000		
8	Earl	Thompson	earlt@xyzdomain.com	Manager			
9	Marsha	Troy	mtroy@xyzdomain.com	VP of Sales			
10	Jenny	Wendel	jenn@xyzdomain.com				
11	Amy	Florez	amy@xyzdomain.com	CEO			
12							
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