

# Marketo: Allowing API Access

---

## **Summary**

To allow After Offers to send Lead information in real-time to your Marketo account, several actions need to be performed:

- 1) Create an API Access Role
- 2) Create an After Offers User, having the API Access Role
- 3) Attach the After Offers User to a Custom Service

Once configured, API calls can then be made by the After Offers system that will add the Lead, and perform other actions, such as adding the Contact to a Static List.

Note: The actions detailed in this document follow the steps given by Marketo at:

<http://docs.marketo.com/display/public/DOCS/Create+an+API+Only+User+Role> ,  
<http://docs.marketo.com/display/public/DOCS/Create+an+API+Only+User> , and  
<http://docs.marketo.com/display/public/DOCS/Create+a+Custom+Service+for+Use+with+ReST+API>

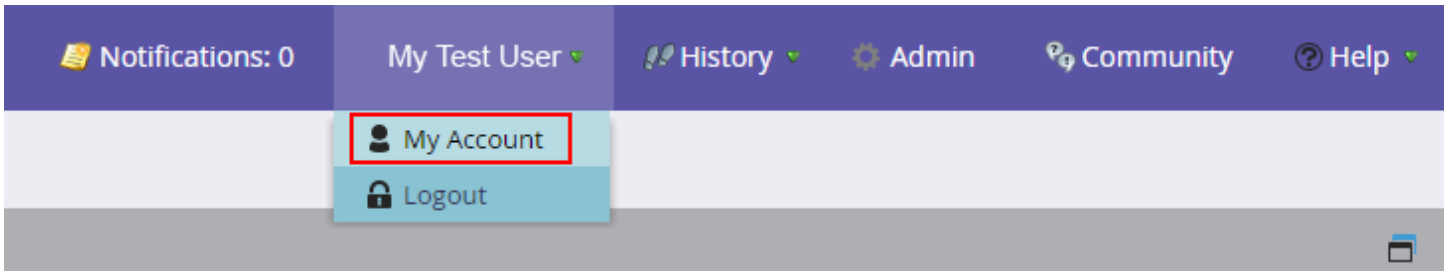
We have made them specific to the After Offers service.

## Detail

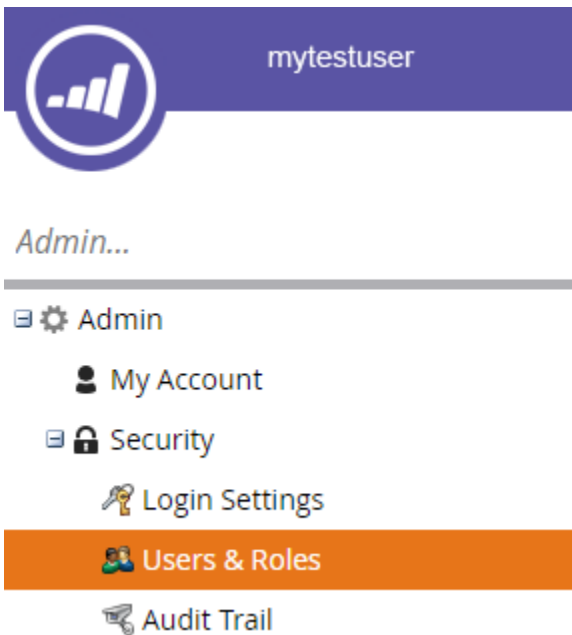
By default, Marketo does not have a Role available that allows API access. We will create that general Role here.

### 1) Create an API Access Role

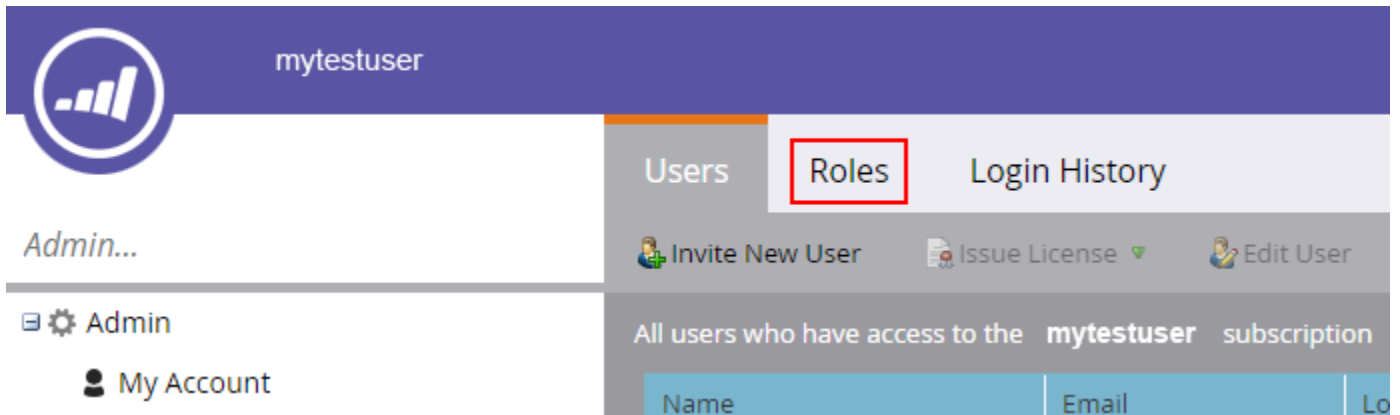
In the top-right menu bar, click your username (My Test User, here) and then click My Account



In the left menu bar, click Users & Roles

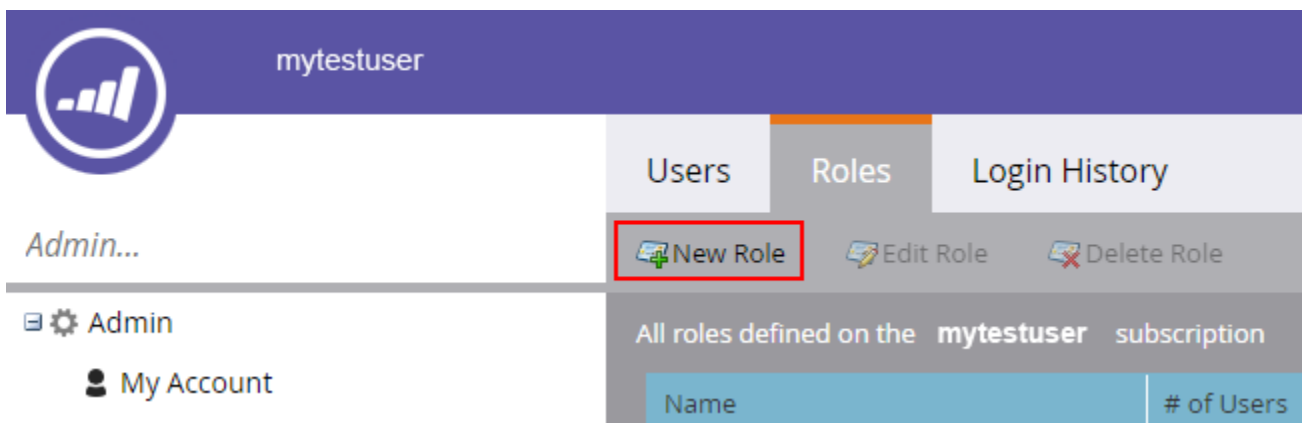


In the top menu bar, click Roles



The screenshot shows the top navigation bar of the 'mytestuser' dashboard. The 'Roles' menu item is highlighted with a red box. Below the navigation bar, the 'Users' section is active, displaying options like 'Invite New User', 'Issue License', and 'Edit User'. A table header is visible with columns for 'Name', 'Email', and 'Lo'.

Under Roles, click New Role



The screenshot shows the 'Roles' section of the 'mytestuser' dashboard. The 'New Role' button is highlighted with a red box. Below the navigation bar, the 'Roles' section is active, displaying options like 'New Role', 'Edit Role', and 'Delete Role'. A table header is visible with columns for 'Name' and '# of Users'.

In the resulting popup, fill in as follows, being sure to check the box next to Access API (25 of 25)

## Create New Role ✕

Role Name: \*

Description:

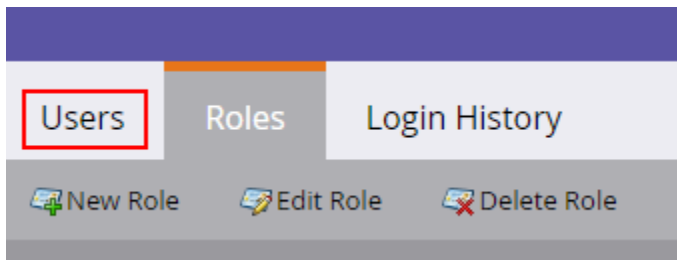
Permissions:

- Access Admin (0 of 31)
- Access API (25 of 25)
- Access Analytics (0 of 3)
- Access Design Studio (0 of 34)
- Access Lead Database (0 of 15)
- Access Marketing Activities (0 of 11)
- Workspace Administration (0 of 2)
- Access Mobile Application

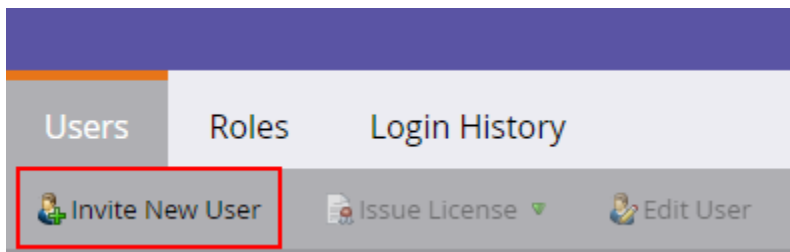
Click the orange CREATE button

## 2) Create an After Offers user, having the API Access Role

In the top menu bar, click Users



Under Users, click Invite New User



In the resulting popup, fill in as follows. Email should be Your Company Name at afteroffers.com, i.e. if you are Acme Company, enter [acmecompany@afteroffers.com](mailto:acmecompany@afteroffers.com) . No email will be sent to this address.

## Invite New User ✕


Step 1: Info ▶ Step 2: Permissions ▶ Step 3: Message

Email: \*

First Name: \*

Last Name: \*

Reason:

Access Expires:  

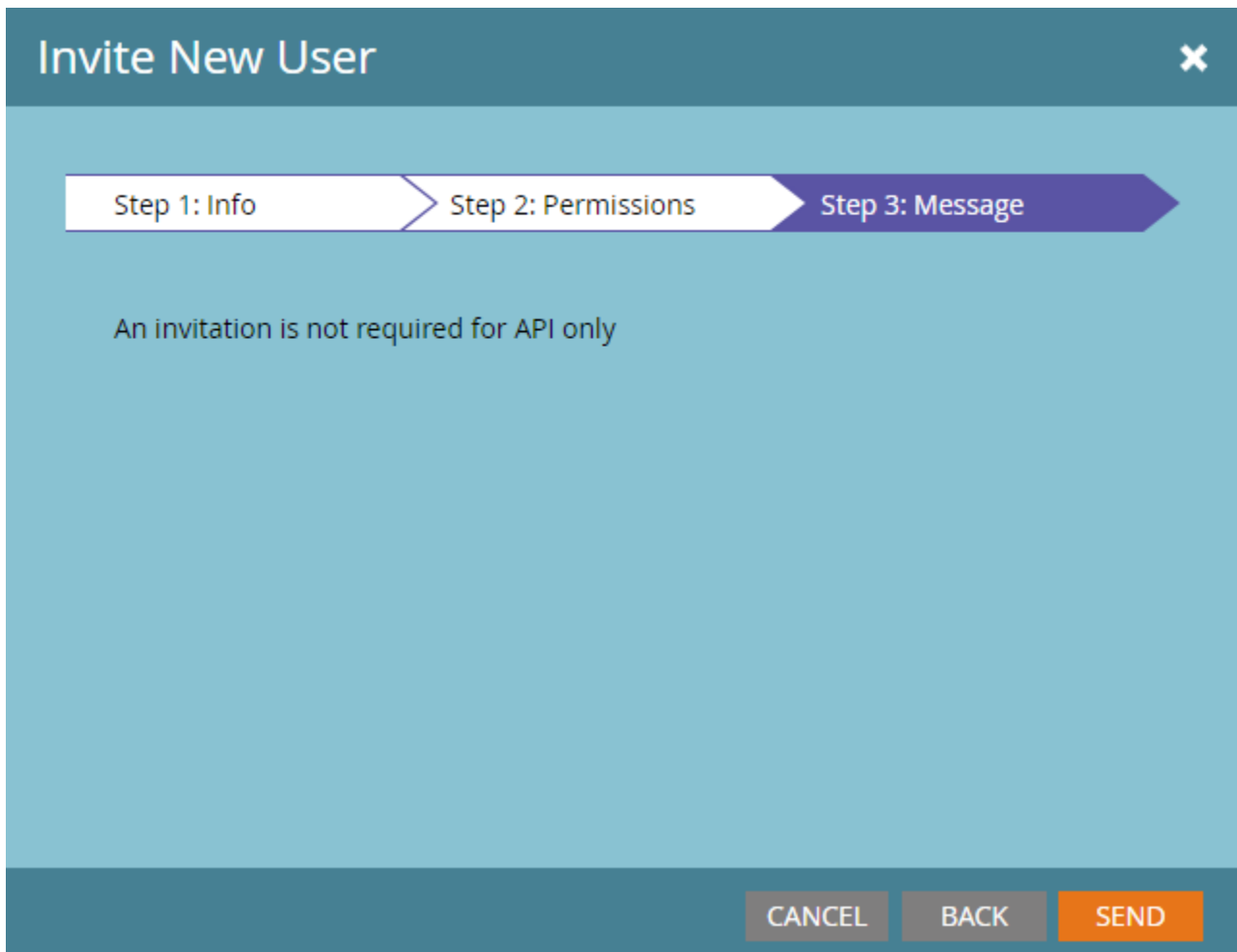
Click the orange NEXT button

On the next screen in the popup (Step 2: Permissions), check API Access for Roles, and check the API Only checkbox

The screenshot shows a 'Invite New User' popup with a progress bar at the top indicating three steps: Step 1: Info, Step 2: Permissions (current), and Step 3: Message. Below the progress bar, there is a 'Roles:' section with a list of roles: Admin, Analytics User, API Access (checked and highlighted in orange), Marketing User, Standard User, and Web Designer. Below the roles list, there is an 'API Only:' checkbox which is also checked. At the bottom right, there are three buttons: CANCEL, BACK, and NEXT (highlighted in orange).

Click the orange NEXT button

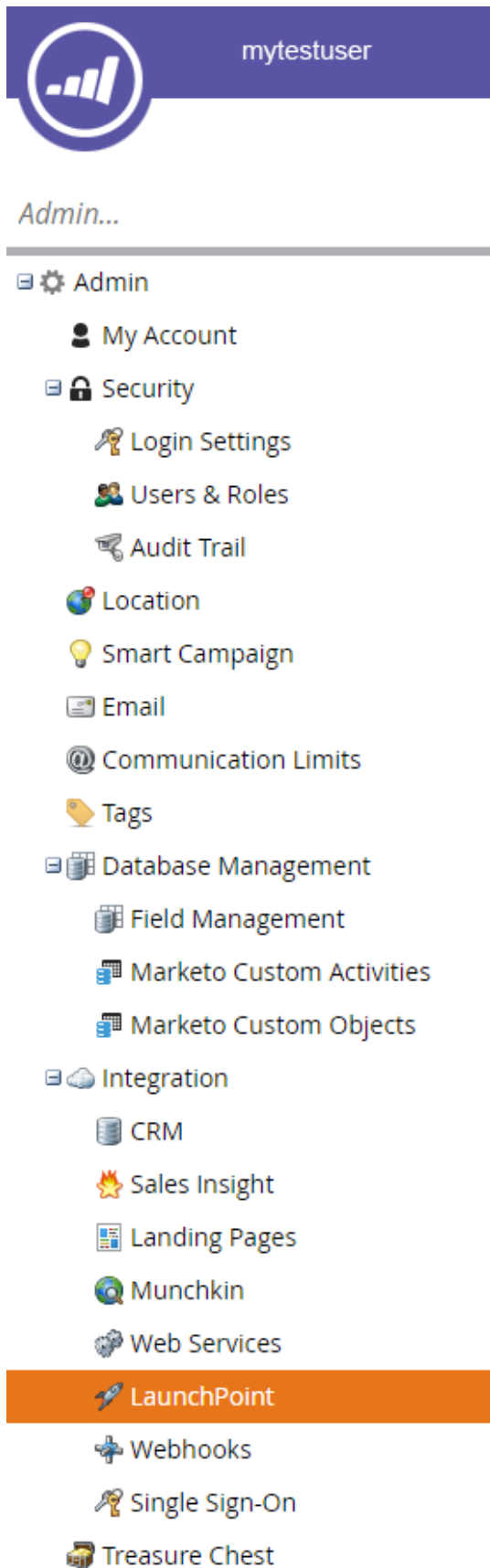
In the final screen for the popup (Step 3: Message), simply click the orange SEND button





### 3) Attach the After Offers User to a Custom Service

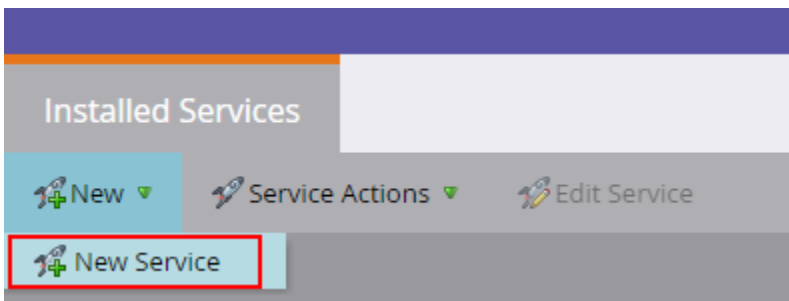
In the left menu bar, click LaunchPoint



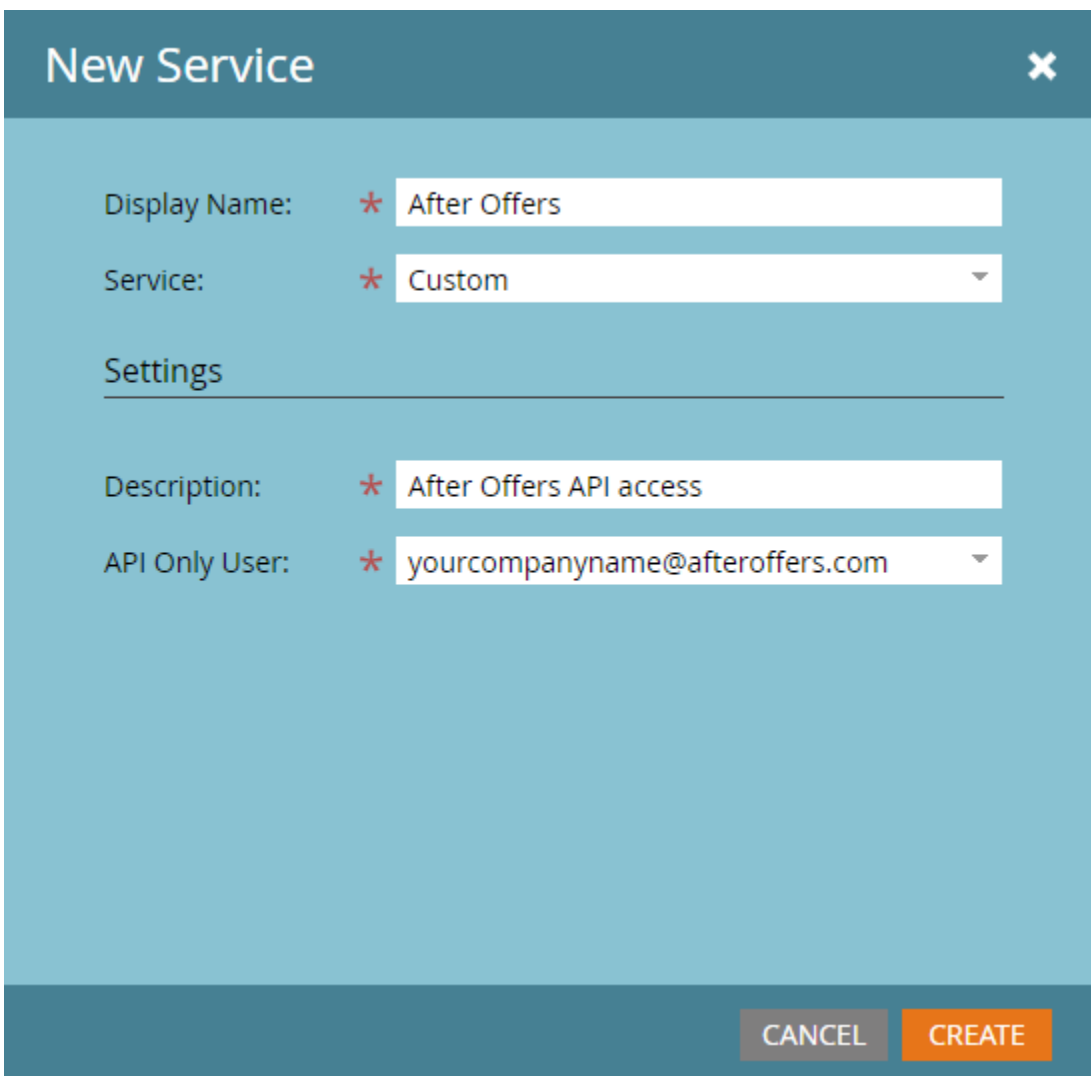
The screenshot shows the user interface of a system. At the top, there is a purple header bar with a circular icon containing a bar chart and the text "mytestuser". Below the header, the word "Admin..." is displayed. A horizontal line separates the header from the main content area. On the left side, there is a vertical navigation menu with the following items:

- Admin
  - My Account
- Security
  - Login Settings
  - Users & Roles
  - Audit Trail
- Location
- Smart Campaign
- Email
- Communication Limits
- Tags
- Database Management
  - Field Management
  - Marketo Custom Activities
  - Marketo Custom Objects
- Integration
  - CRM
  - Sales Insight
  - Landing Pages
  - Munchkin
  - Web Services
  - LaunchPoint**
  - Webhooks
  - Single Sign-On
  - Treasure Chest

On the top menu bar, under Installed Services, click New, then click New Service

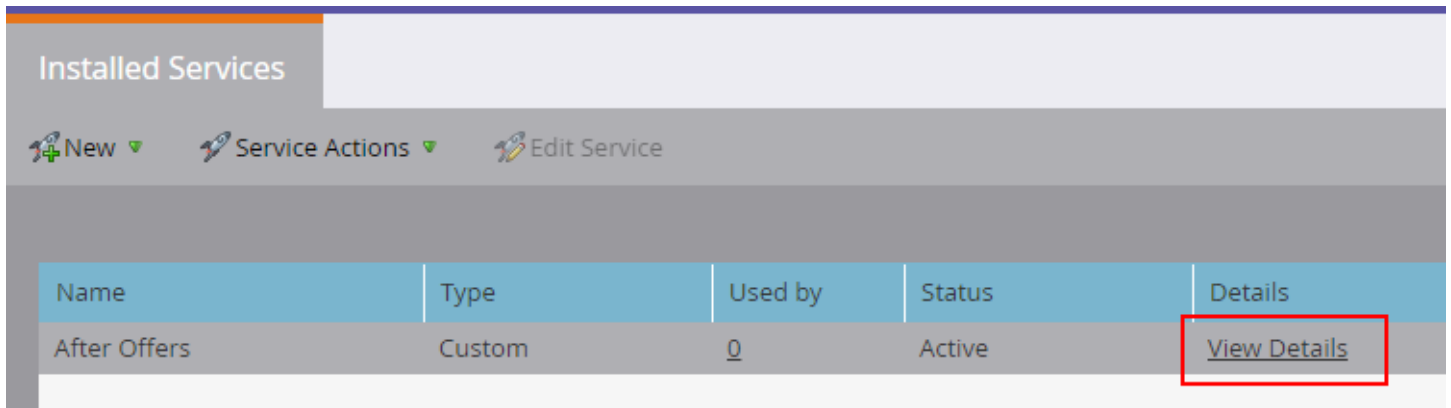


In the resulting popup, fill in as follows, being sure to choose Custom for Service, and choosing the User you created in step 2, above, for API Only User

A screenshot of a 'New Service' popup window. The window has a dark blue header with the title 'New Service' and a close button (X). The main area is light blue and contains several form fields, each with a red asterisk indicating it is required. The fields are: 'Display Name' with the value 'After Offers'; 'Service' with a dropdown menu showing 'Custom'; 'Description' with the value 'After Offers API access'; and 'API Only User' with a dropdown menu showing 'yourcompanyname@afteroffers.com'. Below the 'Service' field, there is a section titled 'Settings' with a horizontal line underneath. At the bottom of the window, there are two buttons: a grey 'CANCEL' button and an orange 'CREATE' button.

Click the orange CREATE button

On the resulting screen, click View Details for the After Offers user



The screenshot shows a table titled "Installed Services" with a header row and one data row. The header row has columns: Name, Type, Used by, Status, and Details. The data row has values: After Offers, Custom, 0, Active, and a link labeled "View Details" which is highlighted with a red box. Above the table are three buttons: "New", "Service Actions", and "Edit Service".

Name	Type	Used by	Status	Details
After Offers	Custom	0	Active	<a href="#">View Details</a>

On the resulting popup, **make note of Client ID and Client Secret**. You will be sending them to your contact at After Offers.




The screenshot shows a "Details" popup window with a close button (X) in the top right corner. The popup contains the following information:

- Client Id: 4d1107ac-55f8-4b5a-911e-c61d29d58ec5
- Client Secret: WfOrkQE8UTxlkKxsVZmncjZni3ly4mM1
- Authorized User: yourcompanyname@afteroffers.com

Below the information is an orange button labeled "GET TOKEN" and a dashed white box for pasting the token. At the bottom right is a gray button labeled "CLOSE".

Click the gray CLOSE button

In the left menu bar, click Web Services




*Admin...*

- Admin
  - My Account
- Security
  - Login Settings
  - Users & Roles
  - Audit Trail
- Location
- Smart Campaign
- Email
- Communication Limits
- Tags
- Database Management
  - Field Management
  - Marketo Custom Activities
  - Marketo Custom Objects
- Integration
  - CRM
  - Sales Insight
  - Landing Pages
  - Munchkin
  - Web Services**
  - LaunchPoint
  - Webhooks
  - Single Sign-On
  - Treasure Chest

On the Web Services screen, **make note of the subdomain for the REST API**. Here, it is 457-ABC-574. You will also send this to your After Offers contact.

Web Services

 Edit IP Restrictions

## Web Services

Manage Web Services

### IP Restrictions

IP Restrictions: Disabled

### API Call Information

Enforced Daily Request Limit: 10000  
Requests in the Last 7 Days: 96

### SOAP API

Endpoint: [https://457-ABC-574.mktoapi.com/soap/mktows/3\\_1](https://457-ABC-574.mktoapi.com/soap/mktows/3_1)  
Access Status: Active  
Status Reason:  
User ID: MKTOWS\_457-ABC-574\_1  
Encryption Key:   
SOAP API documentation: <http://developers.marketo.com/documentation/soap>

[SAVE CHANGES](#)

### REST API

Endpoint: <https://457-ABC-574.mktoapi.com/rest>

Finally, from the data noted in the previous steps, send the following to your After Offers contact:

**Client ID**

**Client Secret**

**REST API subdomain**