



# Marketo Integration

Drift's Marketo integration does the following core things:

- When a contact is identified in Drift, a lead is created in Marketo
- Anytime a contact has a conversation in Drift, that will be logged as an activity on the lead in Marketo

## Getting Started

To set up the integration, you'll need 3 pieces of information from your Marketo account:

1. Munchkin Account ID
2. Client ID
3. Client Secret

For your **Munchkin Account ID**, log into your Marketo account.

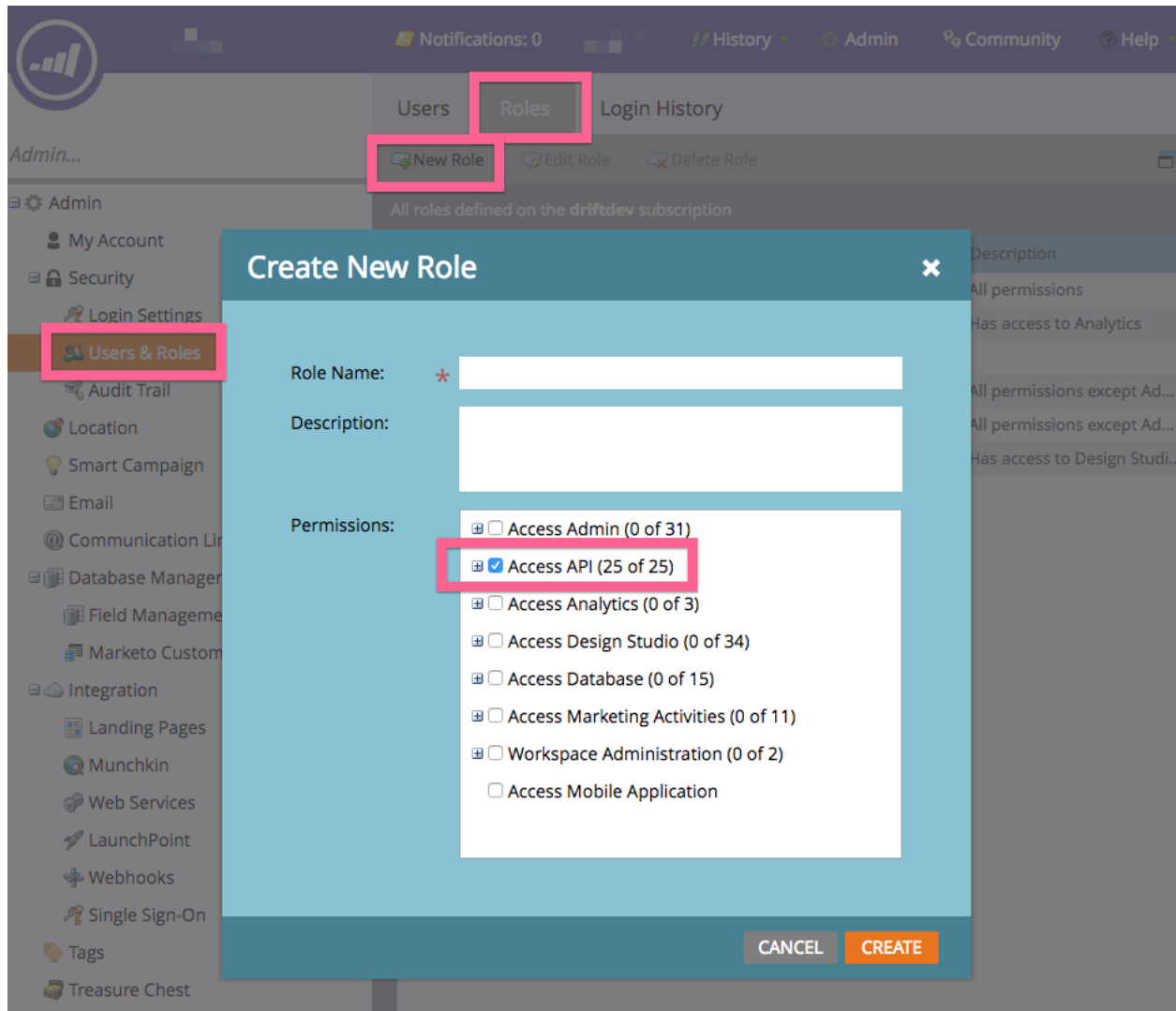
1. Click Admin in the top right of the screen
2. Click Munchkin on the sidebar to find your Munchkin Account ID

The screenshot shows the Marketo Admin interface. In the top navigation bar, the 'Admin' link is highlighted with a red box. In the left sidebar, the 'Munchkin' link is also highlighted with a red box. The main content area displays the 'Munchkin' configuration page, which includes the instruction 'Copy and paste the tracking code into your website'. The 'Tracking Code' section contains a text input field for the 'Munchkin Account ID', which is highlighted with a red box, and a dropdown menu for 'Tracking Code Type' set to 'Asynchronous'. Below these fields is a text area containing the following JavaScript tracking code:

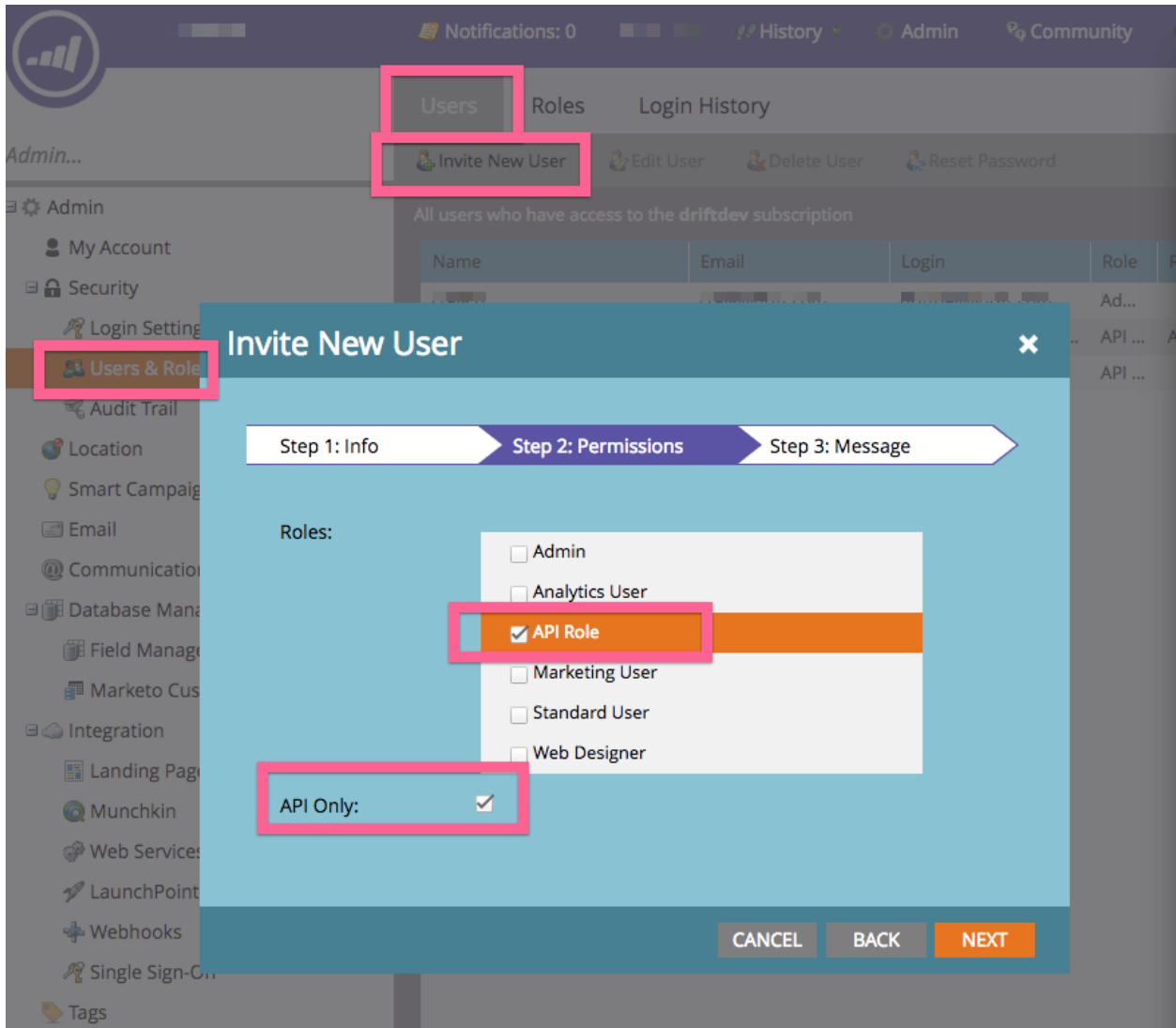
```
<script type="text/javascript">
(function() {
  var didInit = false;
  function initMunchkin() {
    if(didInit === false) {
      didInit = true;
      Munchkin.init(
    }
  }
  var s = document.createElement('script');
  s.type = 'text/javascript';
  s.async = true;
  s.src = '//munchkin.marketo.net/munchkin.js';
  s.onreadystatechange = function() {
    if (this.readyState == 'complete' || this.readyState == 'loaded') {
      initMunchkin();
    }
  };
  s.onload = initMunchkin;
  document.getElementsByTagName('head')[0].appendChild(s);
})();
</script>
```

For your **Client ID** and **Client Secret**, you'll have to create a custom service in Marketo. Log into your Marketo account.

1. Click Admin in the top right of the screen
2. Click Users & Roles on the sidebar
3. Click the Roles tab
  - a. Create a new Role
  - b. Check the box for full API access
  - c. Click Create



4. Click the Users tab
  - a. Invite a new User
  - b. On the Permissions step
    - i. Assign the new Role you just created
    - ii. Check the box for API Only
  - c. Click Send



5. Click LaunchPoint from the sidebar
  - a. Create a new Service
  - b. Select Custom for the Service
  - c. Select the User you just created
  - d. Click View Details to find your Client ID and Client Secret

Admin...

Notifications: 0 History Admin Com

Installed Services

New Service Actions Edit Service

Name Type Used by Status

### New Service

Display Name: \*

Service: \* Custom

Settings

Description: \*

API Only User: \*

CANCEL CREATE

Admin

- My Account
- Security
  - Login Settings
  - Users & Roles
  - Audit Trail
- Location
- Smart Campaign
- Email
- Communication Limits
- Database Management
  - Field Management
  - Marketo Custom Activities
- Integration
  - Landing Pages
  - Munchkin
  - LaunchPoint
- Single Sign-On
- Tags
- Treasure Chest

Admin...

Notifications: 0 History Admin Community Help

Installed Services

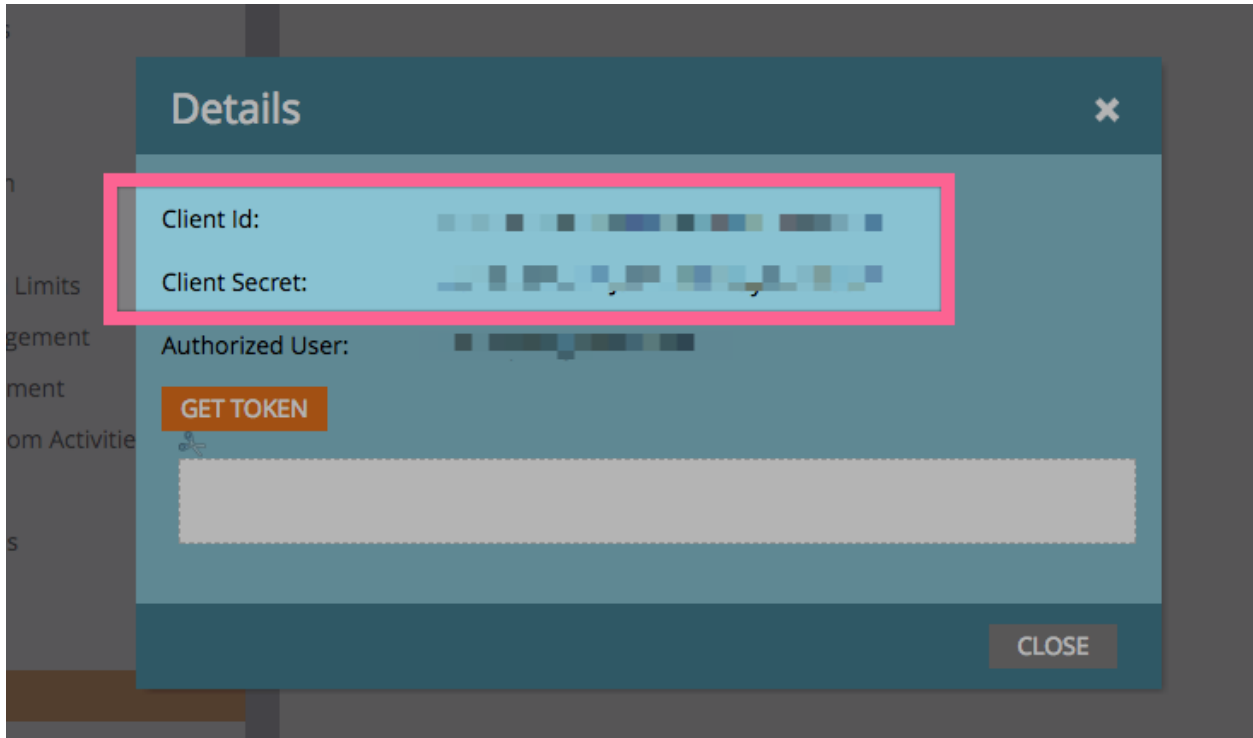
New Service Actions Edit Service

Name	Type	Used by	Status
	Custom	0	Active

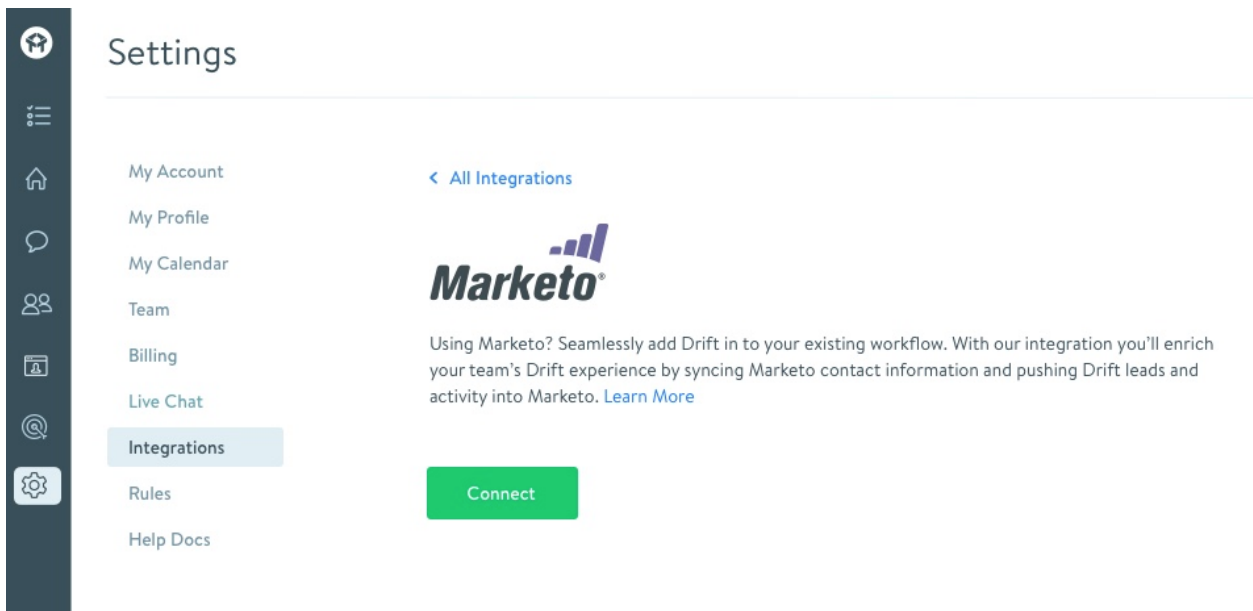
View Details

Admin

- My Account
- Security
  - Login Settings
  - Users & Roles
  - Audit Trail
- Location
- Smart Campaign
- Email



Once you have your Munchkin Account ID, Client ID, and Client Secret, enter them in Drift's Marketo integration page. You can find it in your Drift account under [Settings > Integrations](#).





# Settings

My Account

My Profile

My Calendar

Team

Billing

Live Chat

**Integrations**

Rules

Help Docs

[< Marketo Integration](#)

## Connect Drift and Marketo

Configure your Drift to Marketo integration here. Lorem ipsum description about Marketo and what you can do with it and Drift and sending your leads and stuff.

Need some help? View our [Setup Guide](#)

Munchkin Account ID

You can find your Account ID under Admin > Integration > Munchkin > Tracking Code in your [Marketo account](#)

Client ID

This is your Marketo REST API Client ID

Client Secret

This is your Marketo REST API Client Secret

Connect Marketo

The screenshot shows the 'Settings' page in a web application. On the left is a dark sidebar with navigation icons. The main content area is titled 'Settings' and features a green notification banner at the top stating 'Marketo V2 was successfully connected!'. Below this is a navigation link for '< All Integrations'. The 'Marketo' logo is prominently displayed, accompanied by a 'Connected!' status indicator. A descriptive paragraph explains the integration's purpose: 'Using Marketo? Seamlessly add Drift in to your existing workflow. With our integration you'll enrich your team's Drift experience by syncing Marketo contact information and pushing Drift leads and activity into Marketo. [Learn More](#)'. The configuration section includes a 'Synced Marketo Data' dropdown menu and two toggle switches, both currently turned 'ON': 'Push new Drift contacts to Marketo' (with subtext 'When an anonymous lead becomes identified in Drift, we'll send them to Marketo') and 'Send Drift activity data to Marketo' (with subtext 'When a contact has a conversation with you in Drift, it'll be logged as an event in the contact timeline in Marketo.'). A 'Disconnect' button is located at the bottom of the integration settings.

## Leads

When a contact is identified in Drift, a lead is created in Marketo. Leads are created once the contact has provided an email. We will also identify existing leads based on their Munchkin cookie.

## Activity

Anytime a contact has a conversation in Drift, that will be logged as an Activity on the lead in Marketo. The activity is added once the Drift conversation is closed.