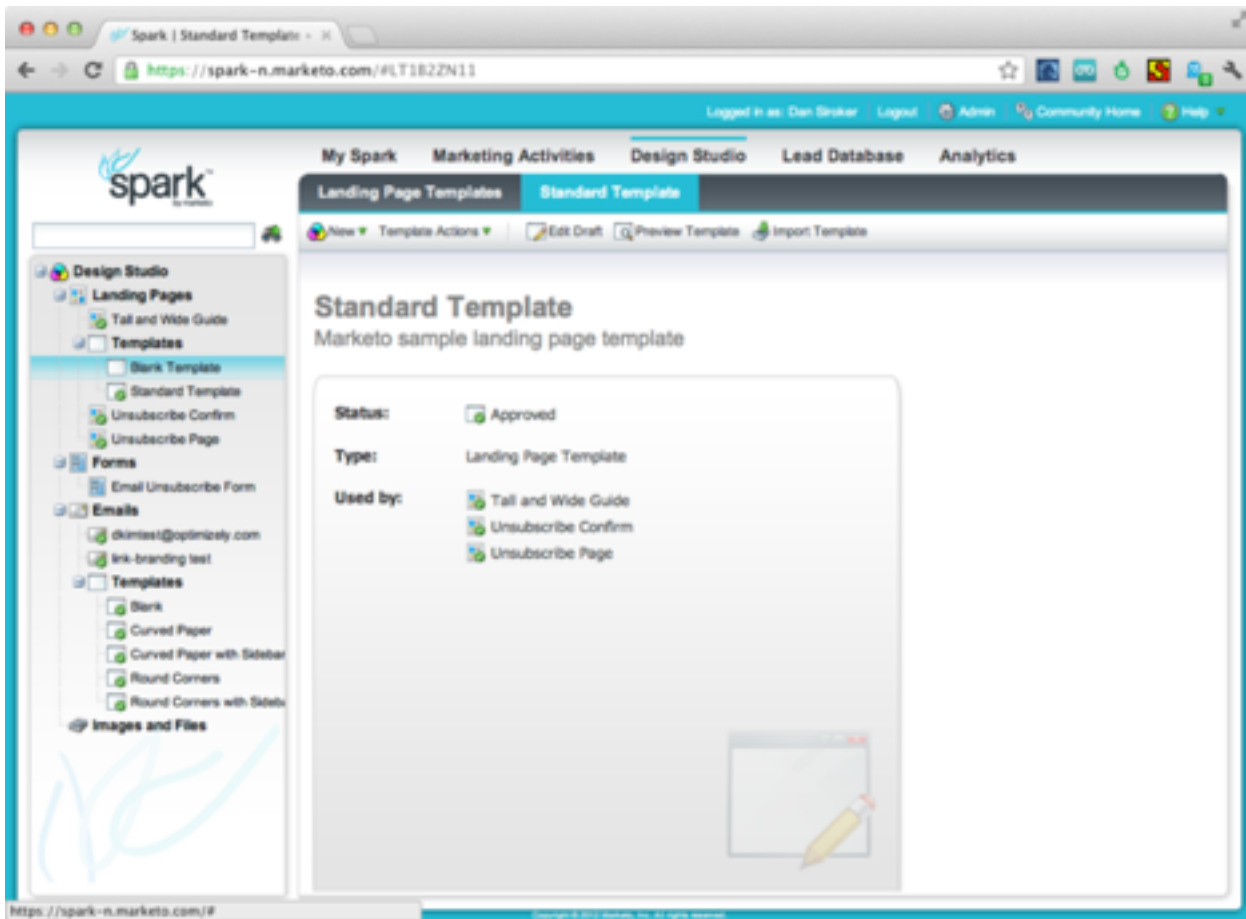


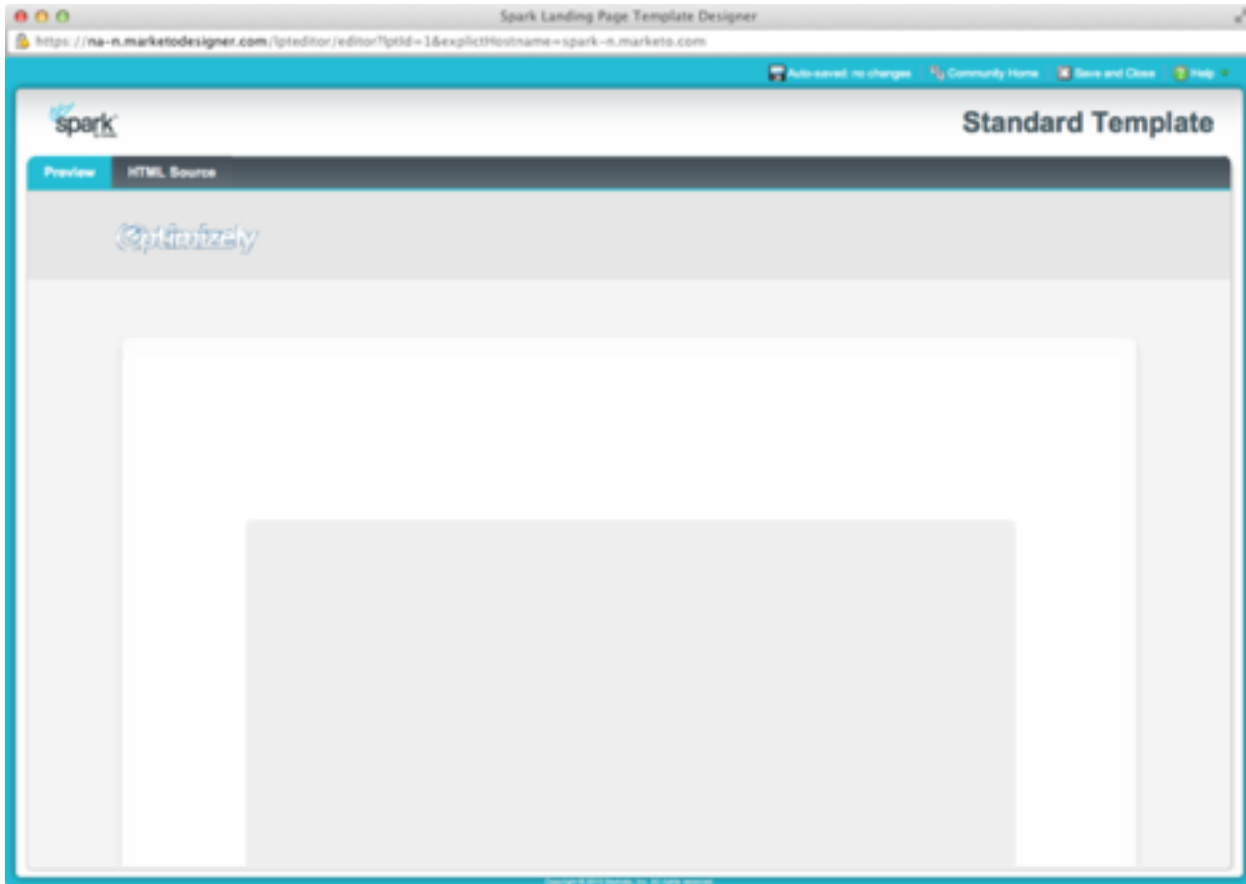
Marketo and Optimizely integration

It's not hard to integrate Optimizely on Marketo forms pages. The process is identical to integrating Optimizely on any other web page; you'll just need to use Marketo's "Raw HTML" editor to do so. Here's a step-by-step procedure for integrating Optimizely into Marketo form pages:

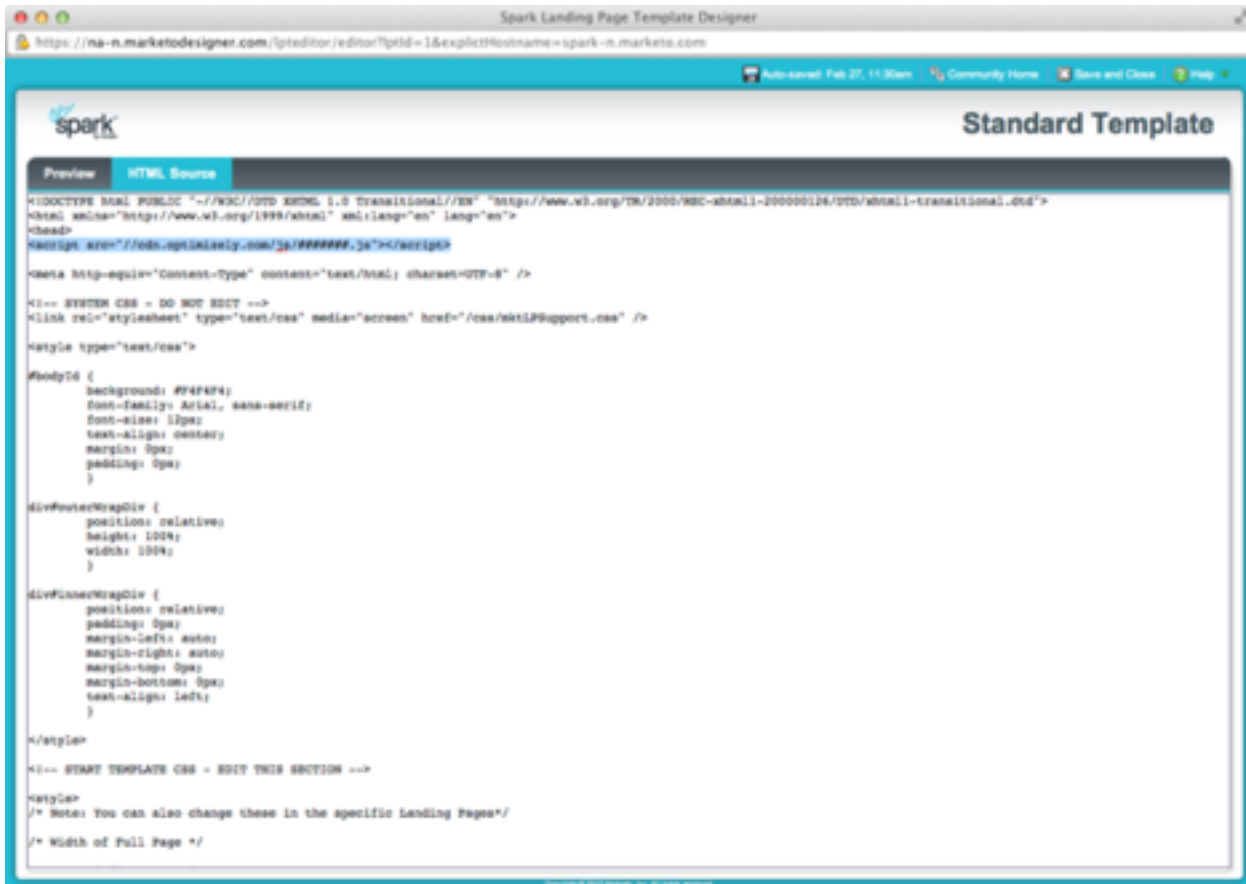
1. Select a landing page template and "Edit Draft"



2. Select "HTML Source" in the editor window.



3. Add your Optimizely snippet to the '<head>' section of your template:



```
Spark Landing Page Template Designer
https://na-s.marketdesigner.com/pteditor/editor?ptid=1&explicitHostname=spark-s.marketdesigner.com
Auto-saved: Feb 27, 11:30am Community Home Save and Close Help

Standard Template

Preview HTML Source

<!DOCTYPE HTML PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "https://www.w3.org/TR/2001/REC-xhtml1-20001216/DTD/xhtml1-transitional.dtd">
<html xmlns="https://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<script src="//na-s.optimizely.com/js/*****.js"></script>

<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />

<!-- SYSTEM CSS - DO NOT EDIT -->
<link rel="stylesheet" type="text/css" media="screen" href="/css/kitLPSupport.css" />

<style type="text/css">

#bodyId {
background: #f4f4f4;
font-family: Arial, sans-serif;
font-size: 12px;
text-align: center;
margin: 0px;
padding: 0px;
}

#footerWrapDiv {
position: relative;
height: 100%;
width: 100%;
}

#footerWrapDiv {
position: relative;
padding: 0px;
margin-left: auto;
margin-right: auto;
margin-top: 0px;
margin-bottom: 0px;
text-align: left;
}

</style>

<!-- START TEMPLATE CSS - EDIT THIS SECTION -->

<style>
/* Note: You can also change these in the specific Landing Pages*/
/* Width of Full Page */
```