

BrightTALK Connector for Marketo

Getting Started

BrightTALK's Advanced connector for Marketo allows you to:

- Create new leads from your BrightTALK webinars
- Pass new and existing leads to a Marketo program with the corresponding viewing status (Registered, Viewed Live, Viewed On-demand)
- Pass data points from BrightTALK reports (ex. Channel Subscriber and Webcast Viewing Reports) as custom fields on leads.
- Leverage reporting data for interesting moments and internal alerts

There are 4 easy steps required to setup the connection to Marketo:

Step 1: [Authenticate BrightTALK with your Marketo instance](#)

Step 2: [Choose the fields to sync](#)

Step 3: [Choose the schedule for your data sync](#)

Step 4: [Connect to your Marketo Programs](#)

Need Support? Email BrightTALK Support <support@brighttalk.com>