



Marketo INXPO Adapter

Setup Guide

Version 1.0



Prerequisites: Required

In order to setup the integration, you will need the following items:

- Administrative permission to your INXPO tenant.
- Marketo feature activated by INXPO Solutions
- Administrative permission to your Marketo system.
- Enabled API settings in your Marketo environment. The three settings are located within Admin / Integration / SOAP API:
 - SOAP endpoint
 - User ID
 - Encryption Key

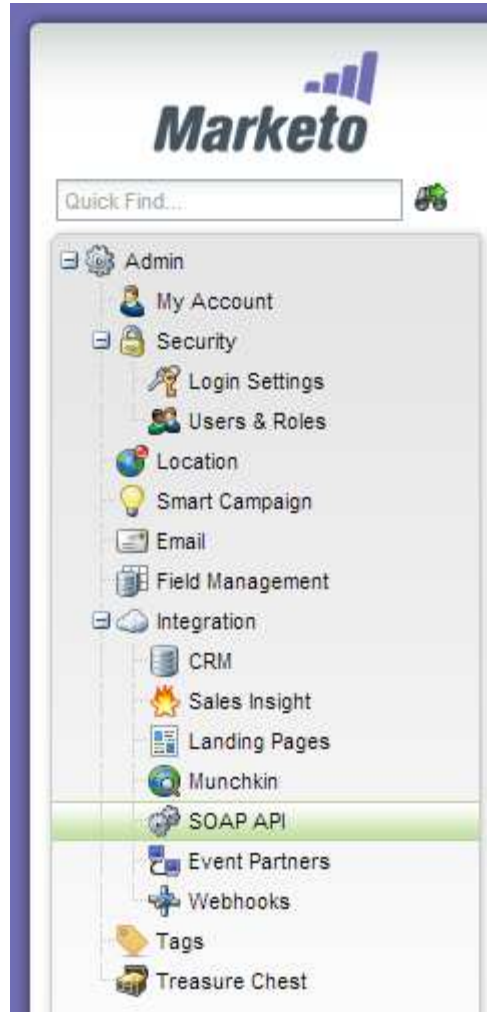
Prerequisites: Optional

Depending on the type of data in your INXPO events which you want to track for marketing purposes, you may want to create custom fields in Marketo which are mapped to fields in INXPO.

Data areas in INXPO that may be applicable for marketing tracking include the following:

- Custom Profile fields
- Registration fields (standard & custom fields)
- Event-Survey responses
- Event login information
- Presentation viewing information
- Document viewing information

Refer to the **Marketo INXPO Adapter User Guide** for a detailed list of mappable fields.



Step-by-Step Setup

1. Email the INXPO Solutions team at vxhelp@inxpo.com, instructing them to enable the Marketo integration.
2. The INXPO Solutions team will enable the Marketo integration for your tenant. Note – This is a one-time set-up.
3. Log into the INXPO Admin Portal
4. Navigate to Platform Builder and within your event, choose Event Setup / Marketo Settings



5. Click the Add button.

What's next?

At this point, you are fully-configured to begin mapping and scheduling content pushes from INXPO into Marketo. Please refer to the **Marketo INXPO Adapter User Guide** for further instructions.