

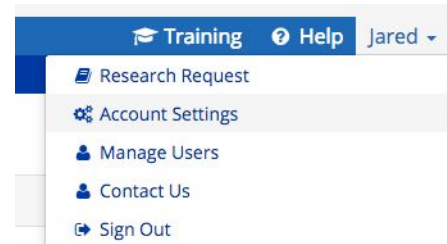
# DiscoverOrg Webhooks for Marketo® Installation Guide

*DiscoverOrg's integration with Marketo makes managing and updating your data easy. This document will walk you through how to setup and use Marketo Webhooks to update your data automatically from DiscoverOrg.*

## Generating your Webhook URL

When creating a new Webhook in Marketo you'll need a DiscoverOrg URL to retrieve our data.

1. Log into DiscoverOrg and open the Account Settings under your name in the upper right hand corner of the page.



2. In the Settings, you will select the "Marketing Automation Tool Settings" tab. Select Marketo as your current CRM and the Marketo Webhook URL should appear at the bottom of this page.

*Note: The WebHook URL is tied to the user who pulls it from the Marketing Automation Tool Settings tab. If that user's DiscoverOrg account is deactivated a new webhook from an active user will need to be used. This does not require remaking your Webhooks, only updating the URL.*

## Webhooks

WebHook

Copy and paste this URL into a Marketo Webhooks box:

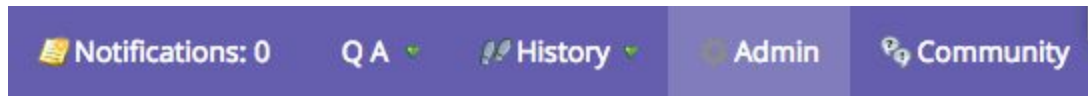
```
https://go.discoverydb.com/rapi/api/rest/marketo/personbyemail?email={{lead.Email Address}}&munchkinid={{system.munchkinid}}&apiKey=3NwbflrG0dnCj_L_sX4PrhsCeC8aexd-
```

Get WebHook URL

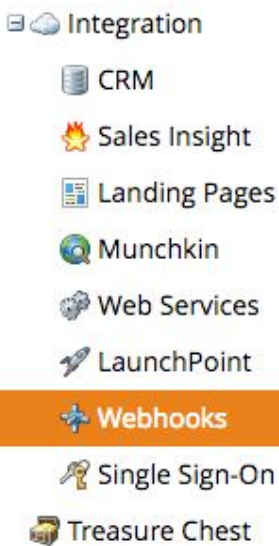


## Create Webhook in Marketo

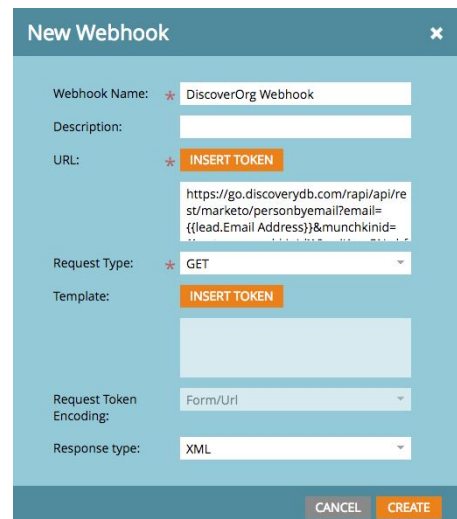
1. Log into Marketo using your Marketo credentials.
2. Click on the “Admin” section on the top right corner of the header bar in Marketo.



3. Click on the “Webhooks” link



4. Click on “New Webhook”
5. Enter the details for the new webhook as shown and click Create. In order to successfully complete this step, you will need to gather the Webhook URL from the MAT settings page in DiscoverOrg.

A screenshot of the 'New Webhook' form in Marketo. The form is titled 'New Webhook' and has a close button (X) in the top right corner. It contains several fields: 'Webhook Name' (with a red asterisk) containing 'DiscoverOrg Webhook', 'Description' (empty), 'URL' (with a red asterisk) containing 'INSERT TOKEN' and a URL template: 'https://go.discoverydb.com/rapi/api/rest/marketo/personbyemail?email={{lead.Email Address}}&munchkinid=...', 'Request Type' (with a red asterisk) set to 'GET', 'Template' (with a red asterisk) containing 'INSERT TOKEN', 'Request Token Encoding' set to 'Form/Url', and 'Response type' set to 'XML'. At the bottom right, there are 'CANCEL' and 'CREATE' buttons.

6. Edit your response mappings.
  - o In the response attribute section enter the attributes you will need from DiscoverOrg.
  - o The complete list and explanation of DiscoverOrg attributes for Leads and Companies can be found on page 5.
  - o Click on Edit in the Response Mappings section and in the window that pops up click on Add.
  - o Enter the attribute name as seen in the screenshot below, and then select the Marketo Field you wish to map to.



Response Attribute *	Marketo Field
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**Response Mappings requires custom mapping of DiscoverOrg attributes to Marketo fields. For list of all available fields, see attachment Marketo Webhook Mapping Fields.**

*Note: Due to Marketo field limits we have separated the Technology field into each of our tech categories. This allows for more specific targeting of technologies and users can leave unwanted tech categories unmapped. However, custom fields must be created to map each technology category.*

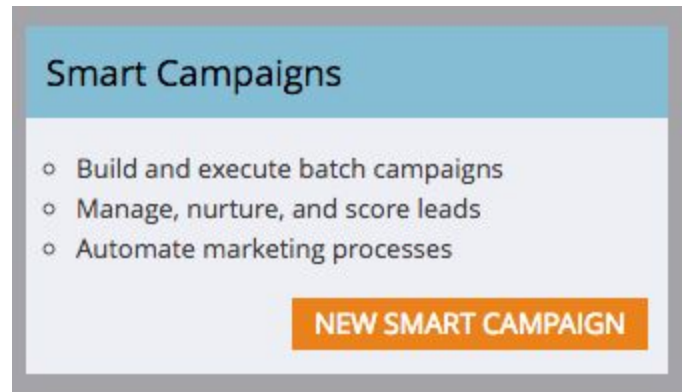
7. Once mapping is completed, click Save to complete the setup.

Installation Completed

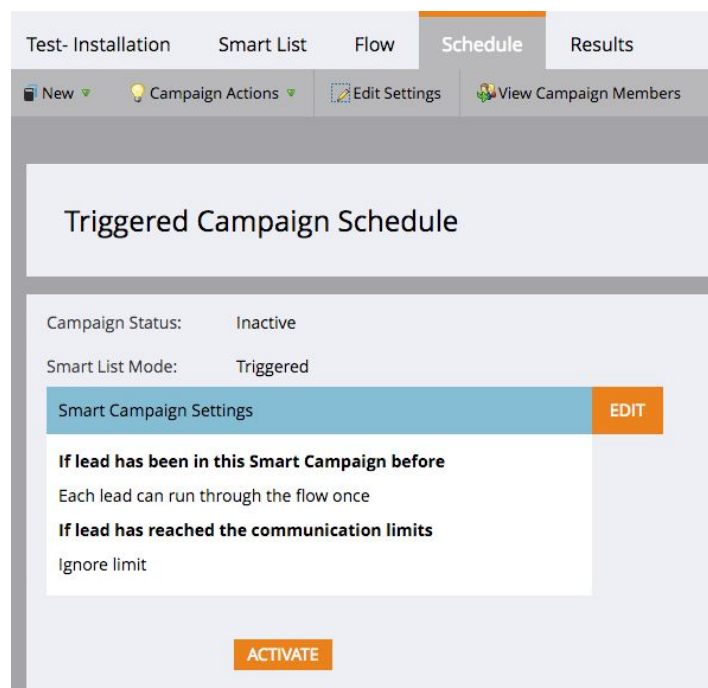


## Smart Campaigns

1. Select Marketo Logo in upper left hand corner, then select Marketing Activities.
2. Choose the option to start a New Smart Campaign.



3. Name Campaign
4. Select Smart List Tab along top of page. Use Trigger Column on far right hand side of page to locate Lead is Created trigger. Once located, drag this trigger into middle of page.
5. Select Flow Tab along top of page. Use Action Column on far right hand side of page to locate Call Webhook action. Once located, drag this action into middle of page.
6. Once Action item in place, you will need to use the drop down to select the webhook that was just created.



7. Select Schedule Tab along top of page and select activate button to start webhook functionality.

