



Transforming Networking into **Customers**

[at-event.com](http://at-event.com)

# Marketo Integration (Organizer Only)

# How It Works: **Marketo**

- Use Marketo API credentials to integrate our platform to Marketo
  - Automates the lead creation/update process from leads captured through the atEvent app at events
- atEvent fields map to Marketo Contact fields
  - Updates the Contact object with the demographic data that are captured through the app
- Enables the ability for the client to create Smart Campaigns and Triggers to execute multiple activities (Examples below)
  - Send sales alerts
  - Add to lists
  - Update attendee information
  - Send emails (collateral, white paper, etc.)



# Marketo Integration: Step 1

## Provide API information to atEvent

- URL
- User ID
- Encryption Key

Marketeto | SOAP API • Admin x

← → ↻ <https://app-sj02.marketo.com/#MW0A1>

JM Cab

My Marketo Marketing Activities Design Studio Lead Database Analytics

**SOAP API**

Manage the SOAP API

**Settings**

**SOAP endpoint:** `https://462-XUG-915.mktoapi.com/soap/mktows/2_1`

**Daily Request Limit:** 10000

**Access Status:** Active

**Status Reason:**

**User ID:** [REDACTED]

**Encryption Key:** [REDACTED]

Key must be at least 10 characters with at least one number and letter. Changes to this setting immediately impact SOAP API clients. [Learn More](#)

Save Changes

# Marketo Integration: Step 2

## Create New User

- Go to the Admin area and click on Users & Roles
- Click on Invite New User.
- Enter First Name: atEvent, Last Name: User, Email/Login: customer.marketo@at-event.com\*, Role: Admin, and click Invite

\* Please note that company in the email address should be your company name and must be confirmed with atEvent

The first screenshot shows the Marketo Admin interface. The 'Admin' menu is open, and 'Users & Roles' is selected. The 'Invite New User' button is visible in the top right corner.

The second screenshot shows the 'Users & Roles' page. The 'Invite New User' button is selected, and the 'Users' tab is active. A table lists the current user:

Name	Email	Role	Language
Reza Farpour	admin@mktodemoaccount...	Admin	English

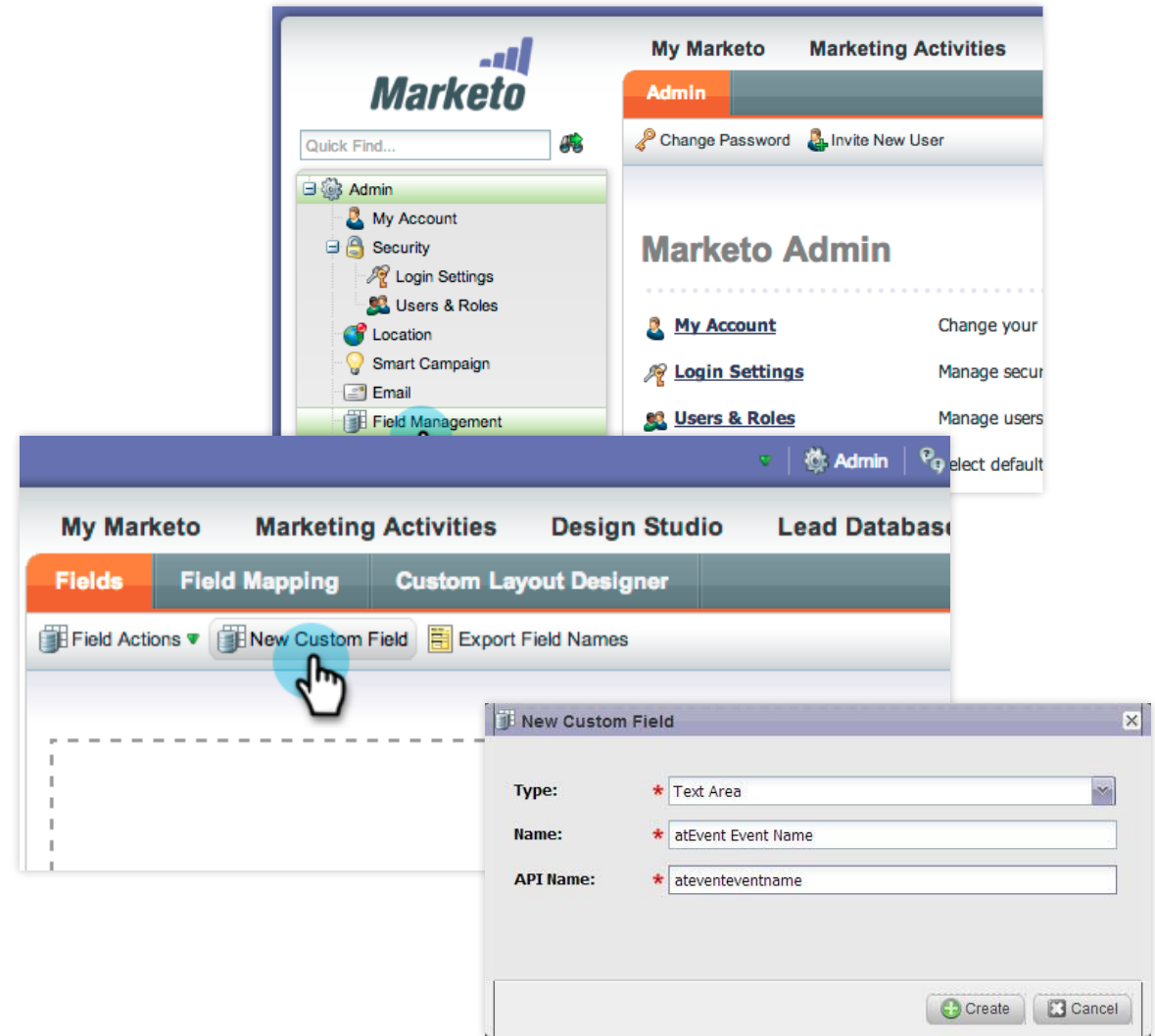
The third screenshot shows the 'Invite New User' form. The fields are filled as follows:

- First Name: atEvent
- Last Name: User
- Email/Login: test@at-event.com
- Roles: Admin (checked)
- Invitation: {{FirstName}} {{LastName}}, Welcome to Marketo! Click this link to set your password and begin. {{LoginToMarketLink}} Not sure where to start? Visit <a

# Marketo Integration: Step 3

## Create atEvent custom fields

- Go to Field Management
  - Click Field Management
- Click the New Custom Field button
- Add the following custom fields  
(Depends on Integration type. API Names are CASE SENSITIVE and cannot be modified after creation)
  1. Name: ateventeventname
    - API Name: ateventeventname
    - Type: Text Area
  2. Name: ateventtopicssubtopics
    - API Name: ateventtopicssubtopics
    - Type: Text Area
  3. Name: ateventfollowup
    - API Name: ateventfollowup
    - Type: Text Area
  4. Name: ateventcomments
    - API Name: ateventcomments
    - Type: Text Area
- Click Create





Thank you for your time.

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