



TechValidate

Using the TechValidate Connector for Marketo

The TechValidate Connector for Marketo allows you to easily embed your TechValidate content in Marketo email campaigns and landing pages. Here's how it works:

1) Contact TechValidate to Enable the Connector

Contact us at support@techvalidate.com to enable the Marketo Connector in your TechValidate environment. The Connector is available free of charge to TechValidate Professional Edition and Enterprise Edition customers.

2) Enter your Marketo Credentials

Log into TechValidate, then go to Settings > Connectors > Marketo. Enter your Marketo login credentials here. They are stored on our server using industry-standard encryption practices.

The screenshot shows the TechValidate Settings page. The left sidebar contains navigation options: Home, Projects, Content Library, Customer Insights, Reference Volunteers, Activity Feed, Usage Report, and Settings. The main content area is titled 'Settings' and has tabs for 'Your Settings', 'Your Account', 'Manage Users', 'Connectors', and 'Manage Tags'. The 'Connectors' tab is active, showing 'Marketo Connector Settings'. Below the title, there is a brief description: 'With the Marketo Connector, your TechValidate content is directly accessible within your Marketo environment. This allows you to easily add your TechValidate content into any Marketo landing page or email campaign.' The 'Connect to Marketo' section contains two input fields: 'Email Address' and 'Password'. A red arrow points to the 'Password' field with the text: 'Enter your Marketo login credentials on the Marketo Connector page in TechValidate.' Below the fields is a green 'Connect' button. At the bottom of the page, there is a 'Top' link and a copyright notice: '© Copyright 2014 TechValidate Software, Inc. | Privacy Policy'.

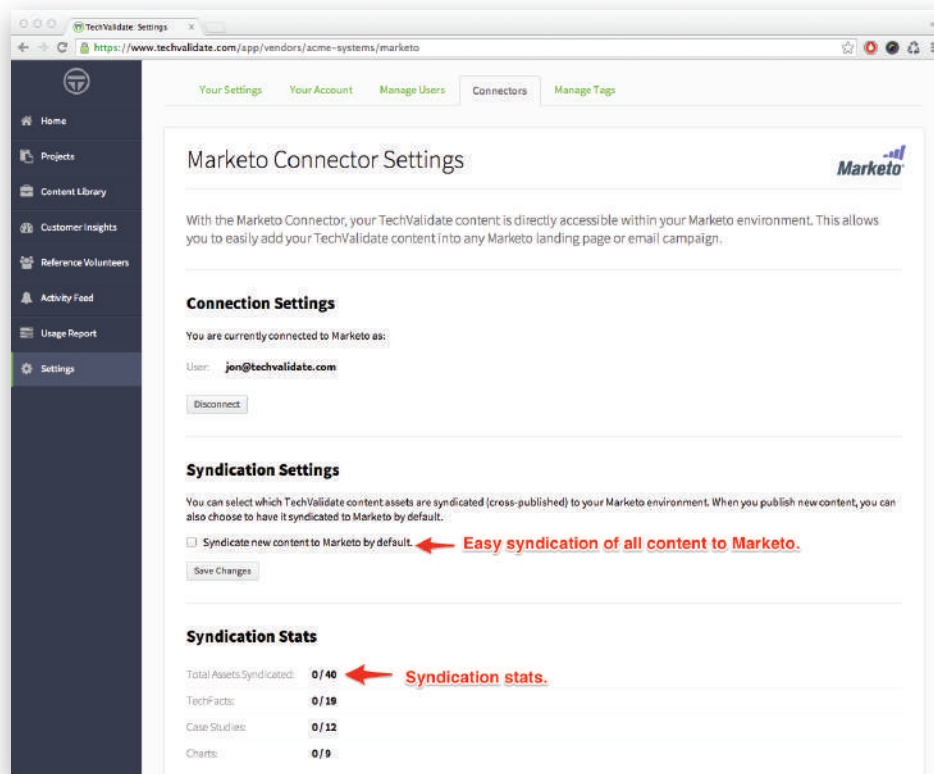
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3) Choose Your Syndication Settings

Once the Connector is set up, you can choose to automatically syndicate all of your existing TechValidate content to Marketo, or syndicate content assets individually.

You can also choose whether each new unit of TechValidate content you publish is automatically syndicated.

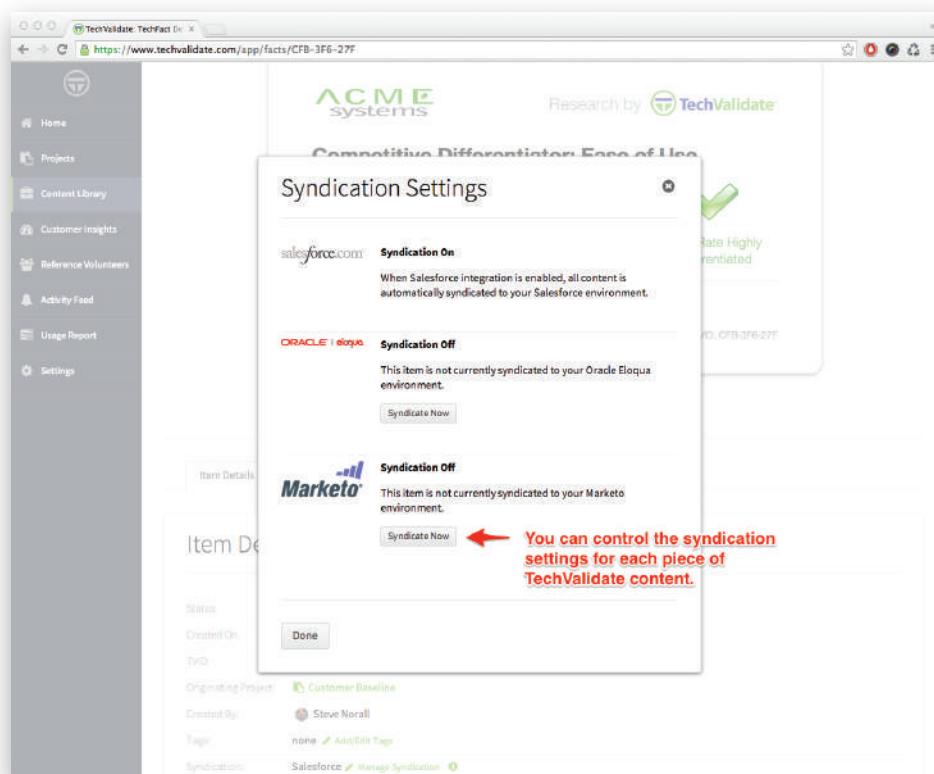
The Connector page also gives you stats on how much content has been syndicated to your Marketo environment.



4) Choose Which Content to Syndicate (Optional)

If you elect to not syndicate content from TechValidate to Marketo automatically, you can select which assets are syndicated.

Go to your TechValidate content library, click on a validated asset, then click "Manage Syndication". Click the Syndicate Now button in the popup that appears.



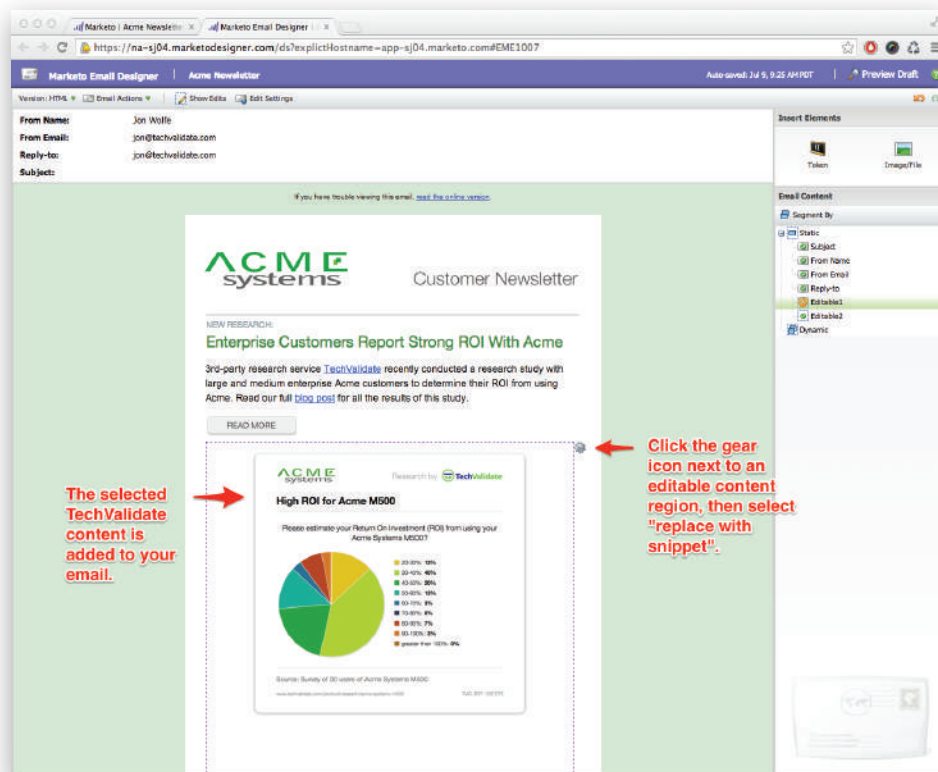
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5) Adding TechValidate Content to a Marketo Email Campaign

2 simple steps to add TechValidate content to a Marketo email campaign:

- 1) Click the gear icon next to an editable content region in your email, and select “replace with snippet”.
- 2) In the “Insert Snippet” popup, search for the TechValidate content you want to embed in the email. For instance, “TechValidate Chart”, “Customer Testimonial”, or “ROI”.

When the email is sent, the image will be automatically linked to the content’s public URL in the TechValidate Content Library.



6) Adding TechValidate Content to a Marketo Landing Page

3 simple steps to add TechValidate content to a Marketo landing page:

- 1) Click and drag the Snippet icon from the sidebar to where you want to add the TechValidate content.
- 2) In the “Insert Snippet” popup, search for the TechValidate content you want to embed in the page. For instance, “TechValidate Chart”, “Customer Testimonial”, or “ROI”.
- 3) Use the handles provided to resize and position the content where you prefer.

When the landing page is opened, the image will be automatically linked to the content’s public URL in the TechValidate Content Library.

