

# Using Curata CMP with Marketo

## Why use Curata CMP with Marketo?

Integrating Marketo with Curata Content Marketing Platform (CMP) enables analytics that show your content marketing's impact on the sales and marketing pipeline.

With this integration, Curata CMP can report on leads touched and leads generated for any type of content, both gated and ungated content, as well as on-site and off-site content. Marketo integration is also a prerequisite for Salesforce integration, which enables the tracking of opportunity pipeline generated & touched metrics, revenue influence, and detailed "drilldown" tracking of specifically which leads and opportunities were influenced.

The rest of this guide will walk you through the integration steps.

## Binding your Marketo account

The first step is bind your Marketo account with Curata CMP. To do this, follow these steps:

1. Log in to Marketo with the account you want to bind to Curata CMP and go to the Admin page (top right of the screen).
2. In the left-hand column, select "Users & Roles". Click on the Roles tab and then select New Role.
3. For the New Role, give it a Role Name that you will easily be able to identify for the purpose of binding to Curata CMP. The description is optional. Under permissions, check the box for "Access API". Be sure that all sub-permissions under "Access API" are checked off (this should happen automatically). Click create.

**Create New Role** [X]

Role Name: \* API Role

Description:

Permissions:

- Access Admin (0 of 25)
- Access API (17 of 17)
- Access Analytics (0 of 3)
- Access Calendar Presentations (0 of 2)
- Access Design Studio (0 of 31)
- Access Lead Database (0 of 15)
- Access Marketing Activities (0 of 14)
- Access SEO (0 of 3)
- Workspace Administration (0 of 2)

CANCEL CREATE

- Click on the Users tab and then select Invite New User. Put in the information for whoever you want to add as the user. Then check the role that you just created in the previous step within the Roles section. After that, check the "API Only" box and click Invite.

**Invite New User** [X]

First Name: \* [ ]

Last Name: \* [ ]

Email Address: \* [ ]

Roles: \*

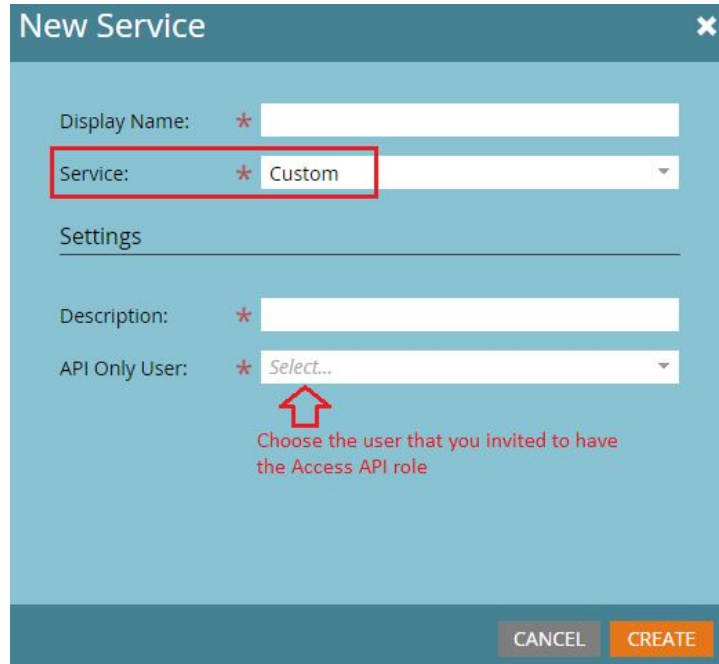
Select the Role that you created in the previous step here →

- Admin
- Analytics User
- API Role
- Marketing User
- Standard User
- Web Designer

API Only:

CANCEL INVITE

5. In the left-hand column click on "LaunchPoint". Then click New > New Service. Again, give this a Display Name that you will easily be able to identify for this purpose. Choose "Custom" in the Service drop-down list. Provide a relevant description and then choose the user you invited in the previous step from the API Only User drop-down. Click Create.



**New Service** [X]

Display Name: \*

Service: \* Custom

Settings

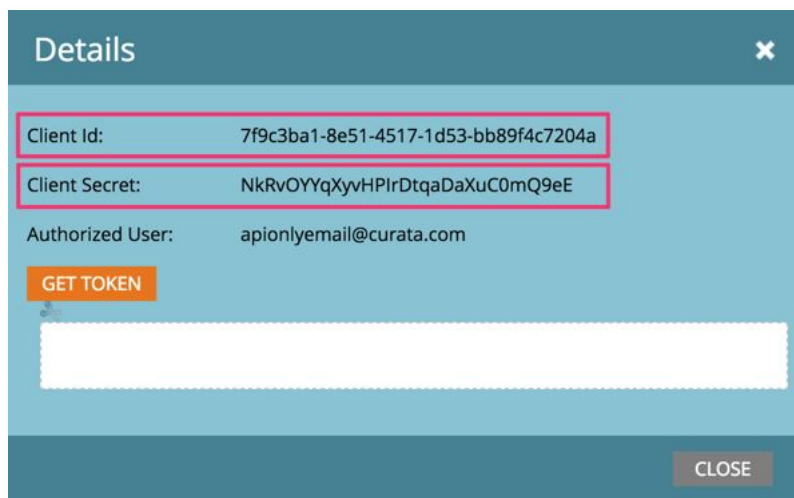
Description: \*

API Only User: \* Select...

Choose the user that you invited to have the Access API role

CANCEL CREATE

6. Click on "View Details" for the service you just created. You will need the Client ID and the Client Secret. Copy and paste them somewhere so that you can use them in a following step. (Hint: label each of these codes when you copy and paste them so you know which is which later.)



**Details** [X]

Client Id: 7f9c3ba1-8e51-4517-1d53-bb89f4c7204a

Client Secret: NkRvOYYqXyvHPIrDtqaDaXuC0mQ9eE

Authorized User: apionlyemail@curata.com

GET TOKEN

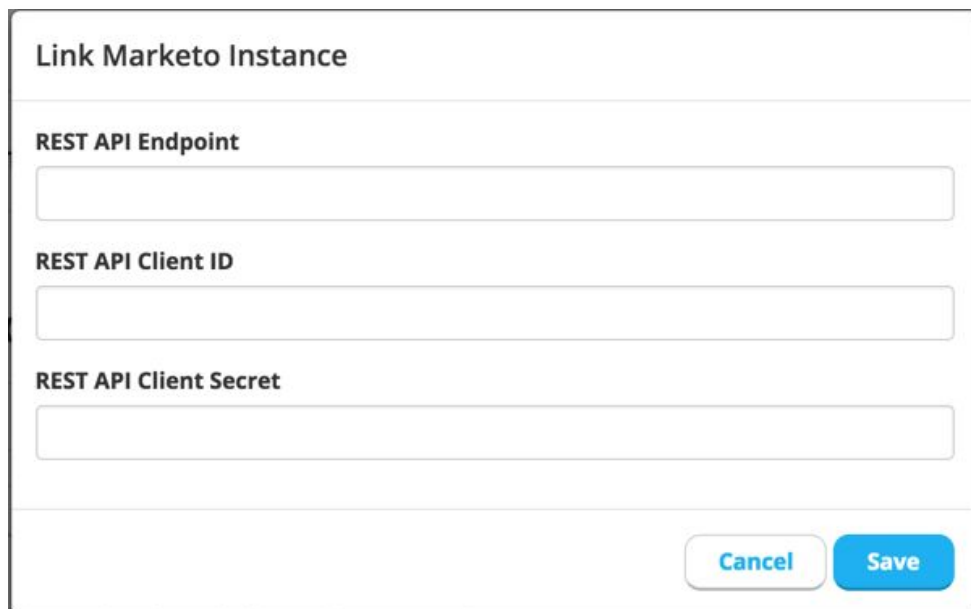
[Empty text area]

CLOSE

7. In the left-hand column click on "Web Services". In the "Rest API" section, copy and paste the "Endpoint" URL to the same place you pasted everything in the previous step.



8. Log in to your Curata CMP workspace and go to Admin > Integrations. Click the "Add Marketo" button. You will see this:



### Link Marketo Instance

**REST API Endpoint**

**REST API Client ID**

**REST API Client Secret**

[Cancel](#) [Save](#)

Paste in the codes you copied from Marketo into their proper locations. Click save at the bottom of the page and you're done! You have now linked your Marketo account to Curata CMP.

## Viewing Content Lead Statistics in Curata CMP

After integrating Curata CMP and Marketo, you will see "Leads Generated" and "Leads Touched" stats in Curata CMP's analytics reports. With Marketo integration, Curata CMP gives you content performance insights you haven't seen before.

Next, integrate with Salesforce to see your content's performance for the bottom of the funnel.