

TapEvent for Marketo integration guide

Introduction

TapEvent is a solution for event organizers and exhibitors, to easily create and publish a powerful event app.

TapEvent integrates with Marketo, allowing you to capture leads on the event floor, and sending them to your Marketo leads database for follow-up after the event.

Step 1: create your event app

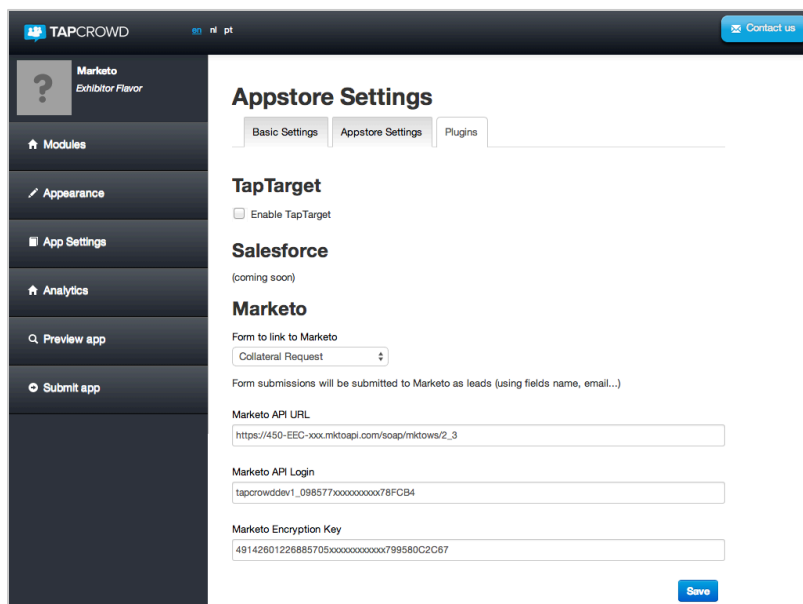
Create an account on <http://admin.tapcrowd.com> and login to create your event app, or contact TapCrowd (hello@tapcrowd.com) if you would like assistance.

You can create various types of event apps:

- Tradeshow app: for event organizers
- Conference app: for conference organizers
- Corporate event app: for organizers of a corporate event that want to capture lead information during the event
- Exhibitor app: ideal if you are exhibiting at a tradeshow and you want to capture leads on your booth

Step 2: configure Marketo inside TapEvent

Inside TapEvent, go to app settings, and configure your Marketo instance:



The screenshot shows the 'Appstore Settings' page in the TapEvent admin interface. The left sidebar contains navigation options: Modules, Appearance, App Settings, Analytics, Preview app, and Submit app. The main content area is titled 'Appstore Settings' and has three tabs: 'Basic Settings', 'Appstore Settings', and 'Plugins'. Under 'Appstore Settings', there are sections for 'TapTarget' (with an 'Enable TapTarget' checkbox), 'Salesforce' (marked as 'coming soon'), and 'Marketo'. The 'Marketo' section includes a 'Form to link to Marketo' dropdown menu set to 'Collateral Request', a note that 'Form submissions will be submitted to Marketo as leads (using fields name, email...)', and three input fields: 'Marketo API URL' (containing 'https://450-EEC-xxx.mktapi.com/soap/mktows/2_3'), 'Marketo API Login' (containing 'tapcrowddev1_098577xxxxxxxxxx78FCB4'), and 'Marketo Encryption Key' (containing '49142601226885705xxxxxxxxxxxxxxxx799580C2C87'). A 'Save' button is located at the bottom right of the form.

Select a form inside your app that you would like to link to Marketo, e.g. a form module that allows your app users to request brochures.

Enter following details on the app settings page, under the tab “Plugins”, section “Marketo”:

- Marketo API URL: URL to the SOAP API of your Marketo instance
- Marketo API login
- Marketo encryption key

These parameters can be found and set in your Marketo environment, under “Admin” / SOAP API.

More info:

<http://developers.marketo.com/documentation/soap/>

Step 3: Follow up with Marketo campaigns

Once your app is used during the event, lead captured in the app will automatically be pushed to your Marketo database.

You can reach out to these leads after the event with email messages and/or push notifications.

More info: visit tapcrowd.com/events or contact TapCrowd (hello@tapcrowd.com).