

Connecting Marketo to Direct Mail Manager with WebHooks

Direct Mail Manager's integration with Marketo can be setup using WebHooks and included in any Marketo Campaign. The setup is based on 3 simple steps:

1. Create a campaign in Direct Mail Manager
2. Create WebHooks pointing to Direct Mail Manager in Marketo
3. Add WebHooks to Marketo Campaign

It is that simple! The integration allows you to put a direct mail postcard that is sent out in 48 hours anywhere within a Marketo Campaign.

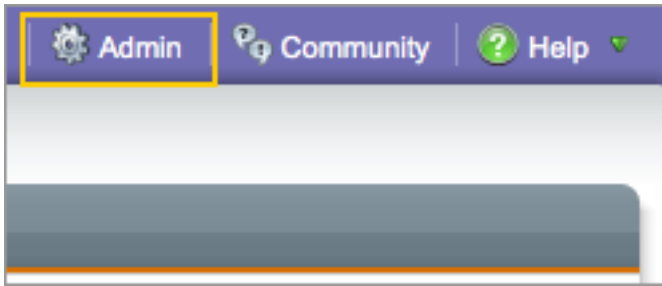
Webhooks are the Key!

To set up a Direct Mail Manager in Marketo you will first have to familiarize yourself with WebHooks. WebHooks allow you to access your Direct Mail Manager Campaigns securely from within Marketo. For details on how to set up these WebHooks with your Direct Mail Manager Account, [CLICK HERE](#)








Here is a simple breakdown

Creating the Send Webhook

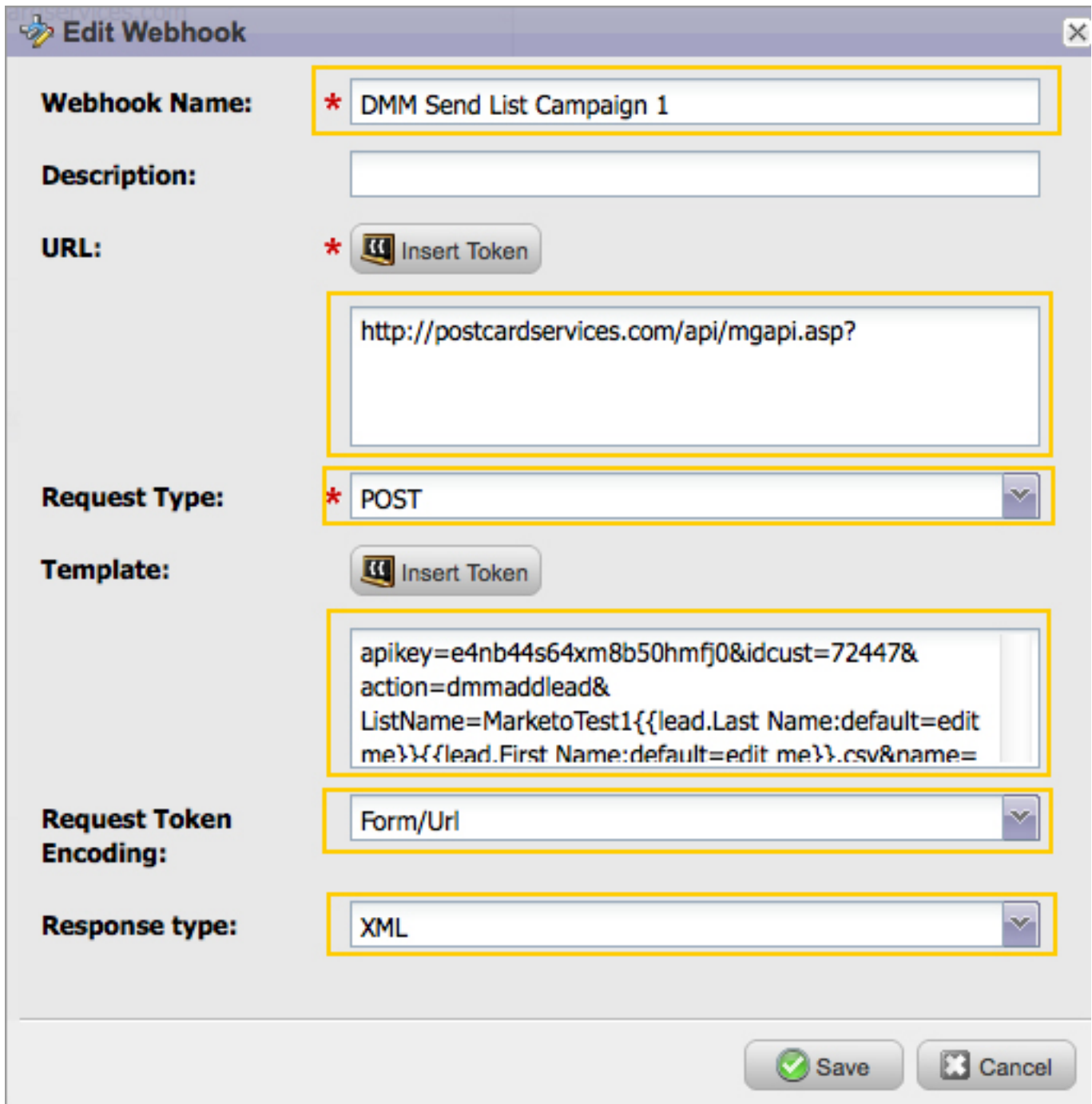
In Marketo go to the Admin



Select WebHooks

 <u>Landing Pages</u>	Manage settings related to the landing page
 <u>Munchkin</u>	Set up website tracking
 <u>SOAP API</u>	Manage SOAP API credentials
 <u>Event Partners</u>	Manage event partners
 <u>Webhooks</u>	Manage Webhooks
 <u>Tags</u>	Manage tags and progressions
 <u>Treasure Chest</u>	Add and remove experimental features in Marketo


We will create the Send WebHook first, this will send the data to Direct Mail Manager.

The image shows a dialog box titled "Edit Webhook" with a close button in the top right corner. The dialog contains several fields and buttons. The "Webhook Name" field is highlighted with a yellow border and contains the text "DMM Send List Campaign 1". The "Description" field is empty. The "URL" field is highlighted with a yellow border and contains the text "http://postcardservices.com/api/mgapi.asp?". The "Request Type" dropdown is highlighted with a yellow border and is set to "POST". The "Template" field is highlighted with a yellow border and contains the text "apikey=e4nb44s64xm8b50hmfj0&idcust=72447&action=dmmaddlead&ListName=MarketoTest1{{lead.Last Name:default=edit me}}\{{lead.First Name:default=edit me}}.csv&name=". The "Request Token Encoding" dropdown is highlighted with a yellow border and is set to "Form/Url". The "Response type" dropdown is highlighted with a yellow border and is set to "XML". At the bottom right, there are two buttons: "Save" with a green checkmark icon and "Cancel" with a grey 'X' icon.

Edit Webhook

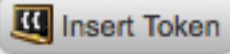
Webhook Name: * DMM Send List Campaign 1

Description:

URL: *  Insert Token

http://postcardservices.com/api/mgapi.asp?


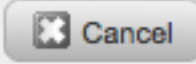
Request Type: * POST

Template:  Insert Token

apikey=e4nb44s64xm8b50hmfj0&idcust=72447&action=dmmaddlead&ListName=MarketoTest1{{lead.Last Name:default=edit me}}\{{lead.First Name:default=edit me}}.csv&name=

Request Token Encoding: Form/Url

Response type: XML

 Save  Cancel

For the Send WebHook, you will want the set the following options

Webhook Name: Any name you would like but include “Send” in it so you

know what this WebHook does

Description: You can use any description you would like or leave blank

URL: <http://postcardservices.com/api/mgapi.asp?>

Request Type: POST

Template: Copy and paste the following script and replace all items in RED with your information from your Direct Mail Manager account. Your API Key and Customer ID can be found in the Update My Account area of Direct Mail Manager.

```
apikey=YOUR API KEY&idcust=YOUR CUSTOMER  
ID&action=dmmaddlead&ListName=MarketoLeads{{lead.Last  
Name:default=edit me}}{{lead.First Name:default=edit  
me}}.csv&name={{lead.Full Name:default=edit  
me}}&company={{company.Company Name:default=edit  
me}}&address1={{company.Billing Address:default=edit  
me}}&city={{company.Billing City:default=edit  
me}}&state={{company.Billing State:default=edit  
me}}&zip={{company.Billing Postal Code:default=edit  
me}}&customeremail=YOUR EMAIL LOGIN
```

Request Token Encoding: Form/Url

Response Type: XML

Creating the Mail Webhook

We will now create the Mail WebHook, this will trigger Direct Mail

Manager to actually mail the data you sent sent previously

For the Mail WebHook, you will want the set the following options:

The screenshot shows the 'Edit Webhook' dialog box with the following fields and values:

- Webhook Name:** * DMM Mail List Campaign 1
- Description:** (empty)
- URL:** *
 http://postcardservices.com/api/mgapi.asp?
- Request Type:** * POST
- Template:**
- Request Token Encoding:** Form/Url
- Response type:** XML

At the bottom right, there are 'Save' and 'Cancel' buttons.

Webhook Name: Any name you would like but include "Mail" in it so you

know what this WebHook does

Description: You can use any description you would like or leave blank

URL: <http://postcardservices.com/api/mgapi.asp?>

Request Type: POST

Template: Copy and Paste the following script and replace all items in RED with your information from Direct Mail Manager account. Your API Key and Customer ID can be found in the Update My Account area of Direct Mail Manager. Your Campaign or Order ID is listed next to your campaigns on the Direct Mail Manager main page.

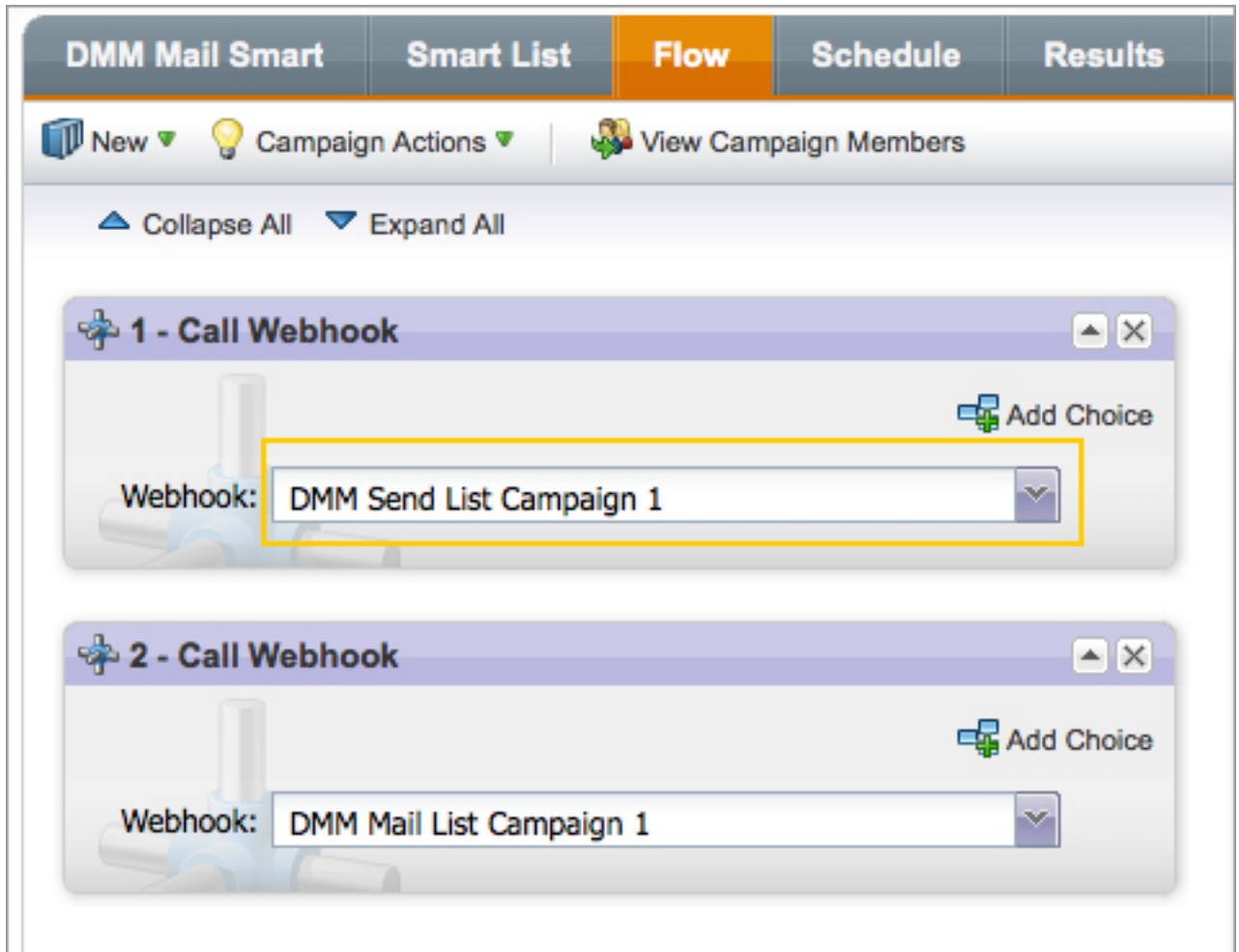
```
apikey=YOUR API KEY&customeremail=YOUR EMAIL  
LOGIN&ListName=MarketoLeads{{lead.Last Name:default=edit  
me}}{{lead.First Name:default=edit me}}.csv&idcust=YOUR CUSTOMER  
ID&orderno=YOUR CAMPAIGN/ORDER ID&action=dmmmailist
```

Request Token Encoding: Form/Url

Response Type: XML.

Your WebHooks are done! You can now go to a new or existing Marketo Campaign and drop the 2 WebHooks anywhere in the flow process and your customer or leads will receive your selected postcard campaign!

IMPORTANT: Make sure the SEND WebHook goes before the MAIL WebHook in your flow, like the sample below:



How would you use this integration?

Direct mail is a powerful tool when used with timing. By including direct mail in your Marekto campaigns you can increase ROI with your leads and current customers by sending a tangible postcard. This is a tactile experience not offered with digital media! Some of the best ways to integrate direct mail:

- Lead followup
- Thank You cards
- Promotional Upselling
- Customer Appreciation

- Customer Acquisition
- Customer Retention