

# MARKETO SOAP INTEGRATION



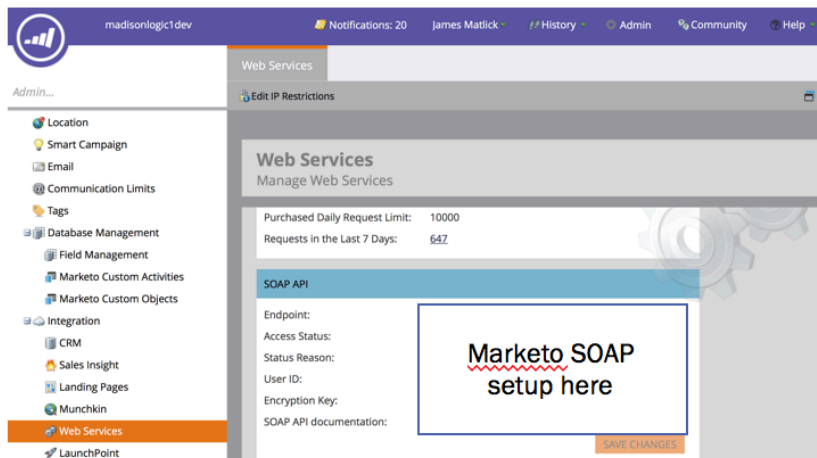
# Marketo Integration Setup



To the right is what you will see when you log into the lead focus platform. To get to this page, click on Lead Delivery from the Lead Center tab.

Madison Logic lead delivery works with the Marketo SOAP integration. We need three items from your Marketo instance to set this up:

1. User ID
2. Encryption Key
3. Endpoint URL

A screenshot of a web interface showing a "MARKETO CREDENTIALS" form. The form has three input fields: "User ID:", "Encryption Key:", and "Endpoint URL:". Below the fields is a blue "Login" button. The form is set against a light gray background with tabs for "Settings", "Customize Template", and "Test Area" at the top.

To get the SOAP setup information you need, click into web services from the "Admin" center. You will see there is a section for SOAP API.

# Map Fields and Values



## Customize Your Template

### Map Fields

Once you have setup the integration, you can access the "Custom Template" section.

Your Marketo fields will be available on the right to select and map with the Madison Logic fields on the left.

### Select Fields to Include

By using the checkboxes on the left you can include or exclude fields to pass

### Map Values

For fields that have multiple defined values, (Example: company size, job title or industry), you will want to map the Madison Logic values to ones Marketo recognizes. Click "Map Values" to do this.

The screenshot shows the 'Customize Template' section of the Madison Logic dashboard. It features a table with two main columns: 'MARKETO PRE-MAPPED FIELD' and 'MADISON LOGIC VALUES'. The 'MARKETO PRE-MAPPED FIELD' column contains a checkbox for 'Work Email'. The 'MADISON LOGIC VALUES' column contains a list of fields with checkboxes, including 'Content-Syndication', 'Country', 'Industry', 'Job Title', 'City', 'Company Name', 'First Name', 'Last Name', 'Phone', 'Zip/Postal Code', 'State', and 'Asset'. The 'YOUR COLUMN HEADER' column contains a list of corresponding Marketo fields, such as 'Lead Source', 'Country', 'Industry', 'Job Title', 'City', 'Company Name', 'First Name', 'Last Name', 'Phone Number', 'Postal Code', 'State', and 'Lead Source Comments'. A 'Map Values' button is visible next to several of the Marketo fields.

MARKETO PRE-MAPPED FIELD	MADISON LOGIC VALUES	YOUR COLUMN HEADER
<input checked="" type="checkbox"/> Work Email		
	<input checked="" type="checkbox"/> Content-Syndication	Lead Source
	<input checked="" type="checkbox"/> Country	Country <input type="button" value="Map Values"/>
	<input checked="" type="checkbox"/> Industry	Industry <input type="button" value="Map Values"/>
	<input checked="" type="checkbox"/> Job Title	Job Title <input type="button" value="Map Values"/>
	<input checked="" type="checkbox"/> City	City
	<input checked="" type="checkbox"/> Company Name	Company Name
	<input checked="" type="checkbox"/> First Name	First Name
	<input checked="" type="checkbox"/> Last Name	Last Name
	<input checked="" type="checkbox"/> Phone	Phone Number
	<input checked="" type="checkbox"/> Zip/Postal Code	Postal Code
	<input checked="" type="checkbox"/> State	State
	<input checked="" type="checkbox"/> Asset	Offer <input type="button" value="Map Values"/>
		Lead Source Comments

# Map Assets



Map Values Populate + Column

Asset	Marketo Source - Most F	Marketo Source - Origins	FireAMP: Interest
(13947) Intrusion Prevention Systems for Dummies	2014Jun23 - Madison Logic - I	2014Jun23 - Madison Logic - I	
(15658) Sourcefire Security Report: New PCI Guidance Upends Virtualization Status Quo	2014Jun23 - Madison Logic - S	2014Jun23 - Madison Logic - S	
(16533) Four Keys to Effective 'Next-Generation' Security	2014Jun23 - Madison Logic - F	2014Jun23 - Madison Logic - F	
(16932) The Case for the Next-Generation IPS	2014Jun23 - Madison Logic - T	2014Jun23 - Madison Logic - T	
(16934) The 5 New Laws of Anti-Malware	2014Jun23 - Madison Logic - T	2014Jun23 - Madison Logic - T	
(20142) Achieving Information Superiority through the Power of Big Data	2014Jun23 - Madison Logic - J	2014Jun23 - Madison Logic - J	
(20560) Gartner Magic Quadrant for Intrusion Prevention Systems	2014Jun23 - Madison Logic - G	2014Jun23 - Madison Logic - G	

Legend: Accepted Values Cancel Save

## Map Your Assets

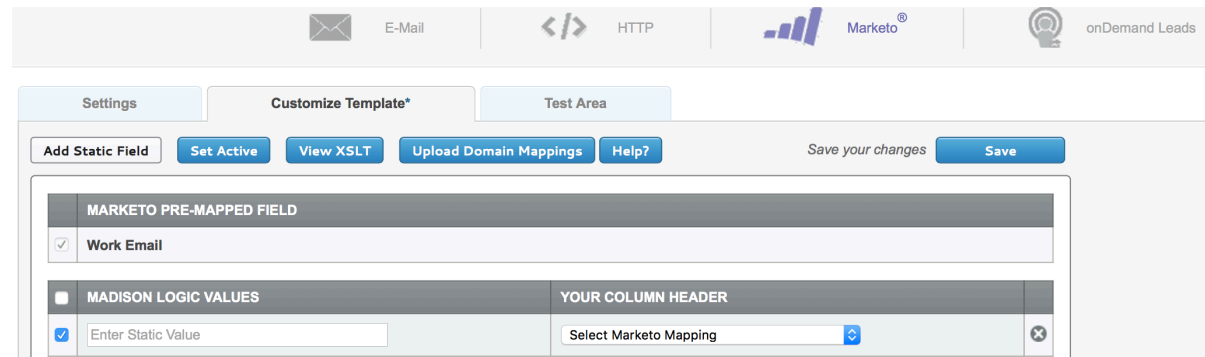
Assets are White Papers, Case Study, Software Downloads, Webinars and Free Trials you are promoting with Madison Logic.

Your lead file will contain the asset that the user downloaded or registered for. You will want to pass with each lead, a Marketo identifier for these assets. This will allow your team to know what Marketo asset the user downloaded.

## Pass multiple values

A feature you may want to use, is passing multiple values for a single Madison Logic asset. For instance you may want to know what the title of the asset was on the Madison Logic side as well as what the ID the asset is in your Marketo instance. To use this feature, add a column on the top left to the asset modal

# Add Static Fields



## Add Static Value for Lead Fields

If you want to send a field Madison Logic is not collecting but want it included with every lead, you can add a static value.

Clients use this to identify Madison Logic leads vs other vendors or if you are running multiple lead programs with Madison Logic, you want to identify one initiative from another.

To use this feature, you can click “Add Static Field” at the top of the page.

# Test Sending Leads



By clicking on the last Tab called "Test Area" you can send test leads through to confirm the information is populating correctly in your Marketo.

FIELDS	TEST VALUES
Work Email	test [ ] @madsionlogic.com
City	test
Company Name	test
First Name	test
Last Name	test
Phone	(212) 555-5555
Zip/Postal Code	10010
State	NY
Company Size	500-999
Country	United States
Industry	VAR/VAD/System Integrator
Job Title	Technology Director

1. Select your desired campaign for testing in the drop down as well as any specific asset.
2. Click "Load Test Form". The form will populate with required fields and accepted values for the selected campaign.
3. Populate the form with values you want to see in Marketo
4. If a number is entered in the center most box for the 'Work Email' section and you have opted to test all assets at once, the test for each asset will be sent using a unique email address in sequential order.
5. Finally, when you are done filling out the test values, hit **Send/ Test**.

After submitting a test, you can view the test results. By selecting "View Response Content", you can also confirm the test lead's Marketo Lead ID.

TEST RESULTS (ACCOUNT ID: 6035 | TEMPLATE ID: 2033 | CAMPAIGN: (11222) SILVERSKY\_CONTENT LEADS\_Q1 14)

Asset & Email: (35274) Cloud Business Email Market Quadrant - testingsoftware@testing.com  
Status: CREATED [View Response Content](#)

Posting String (11/6/2014 10:40:38 AM):  
https://005-FBA-653.mktopsi.com/soap/mktows2\_0?  
Other\_Lead\_Source\_c=MadsionLogic&Address=test&City=test&Country=Afghanistan&Customer\_Comment\_c=1,000+&FirstName=test&In  
(Radio/TV\_Pub\_Telecom)&LastName=test&Lead\_Source\_Detail\_2\_c=Cloud Business Email: The Market Leaders&Phone=(212) 555-  
5555&State=NY&Title=Accounting/Finance&Company=test

**\*If a test lead was sent and Madison Logic received the Marketo ID, the integration has worked. If you still don't see the lead in Marketo, this means something is mapped incorrectly or something is missing. The most common mistakes are using the correct campaign or lead source, or missing fields in the template.**