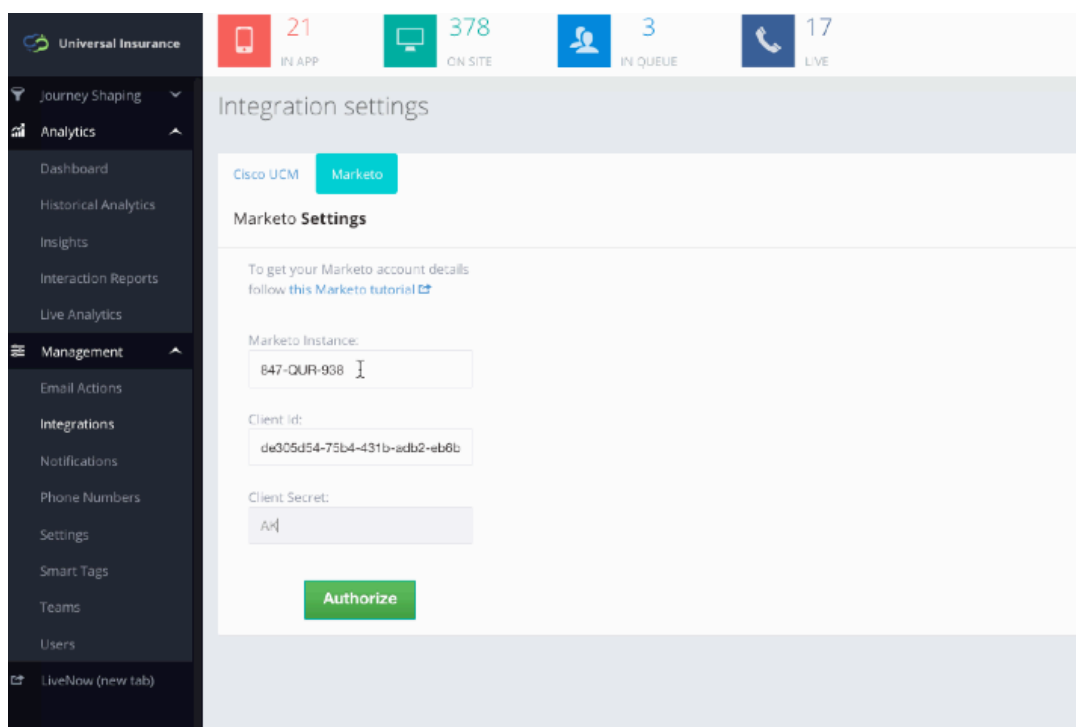


How to setup the integration with Marketo

Before Altocloud can start using Marketo's APIs, a Marketo administrator needs to [create a Custom Service](#) and associate that service with a single API-only user. Once a Custom Service is created, the following steps are required to enable the Marketo integration:

1. Log on into Altocloud's Admin Desktop, and go to Management > Integrations.
2. Click on Marketo, and then fill in the settings of your Marketo instance



From now on, when a lead visits your website, Altocloud will be able to retrieve all relevant information about each contact, updated in real-time every time there's an important change such as increasing their lead score.