

How to Enable SalesPredict Marketo Integration

SalesPredict for Marketo integrates data from Marketo into SalesPredict’s sophisticated predictive lead scoring algorithm so marketers can improve segmentation and target those prospects most likely to convert to sales, or churn.

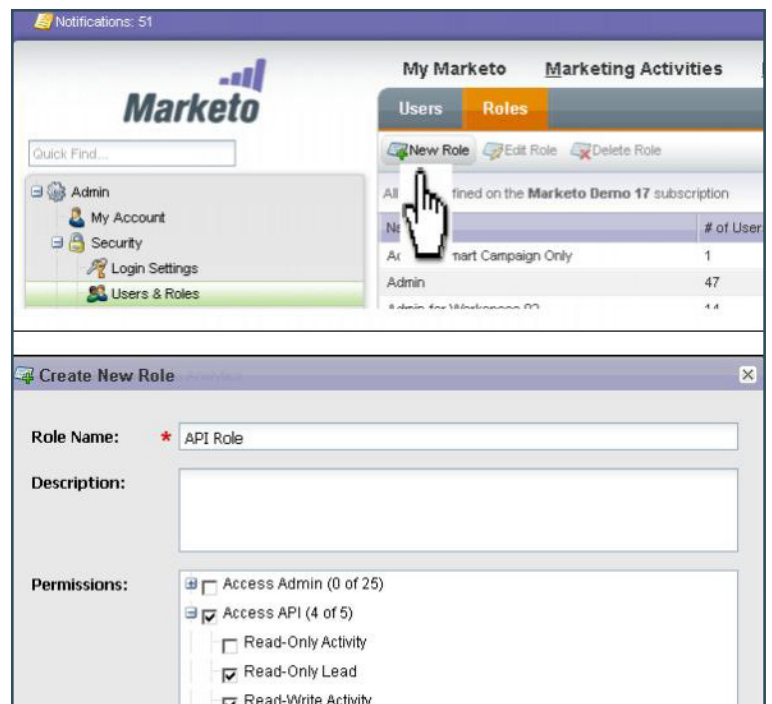
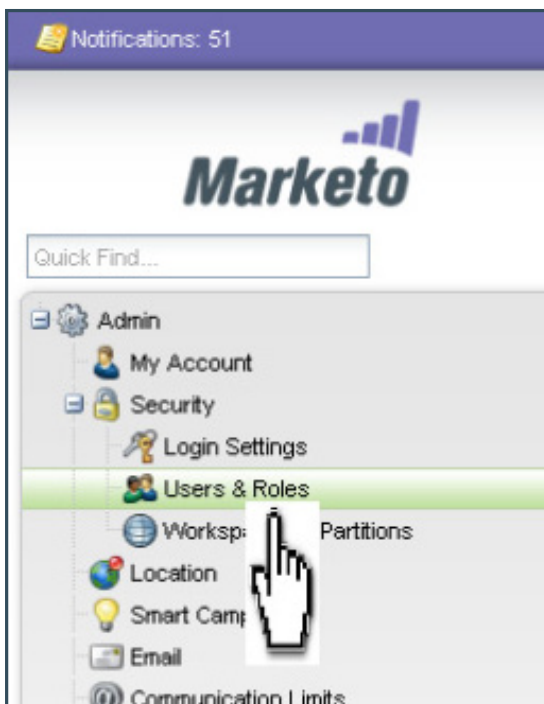
Beyond Predictive Lead Scoring

SalesPredict for Marketo is built on the full SalesPredict offering, which delivers predictive leads scores and buying signal insights based on behavioral, demographic, firmographic and sales data from a company’s CRM and outside data sources. The algorithm behind SalesPredict for Marketo also brings in key Marketo data to deliver highly-refined predictive lead scores and insights that will help marketers target effectively and improve conversion rates throughout the customer lifecycle.

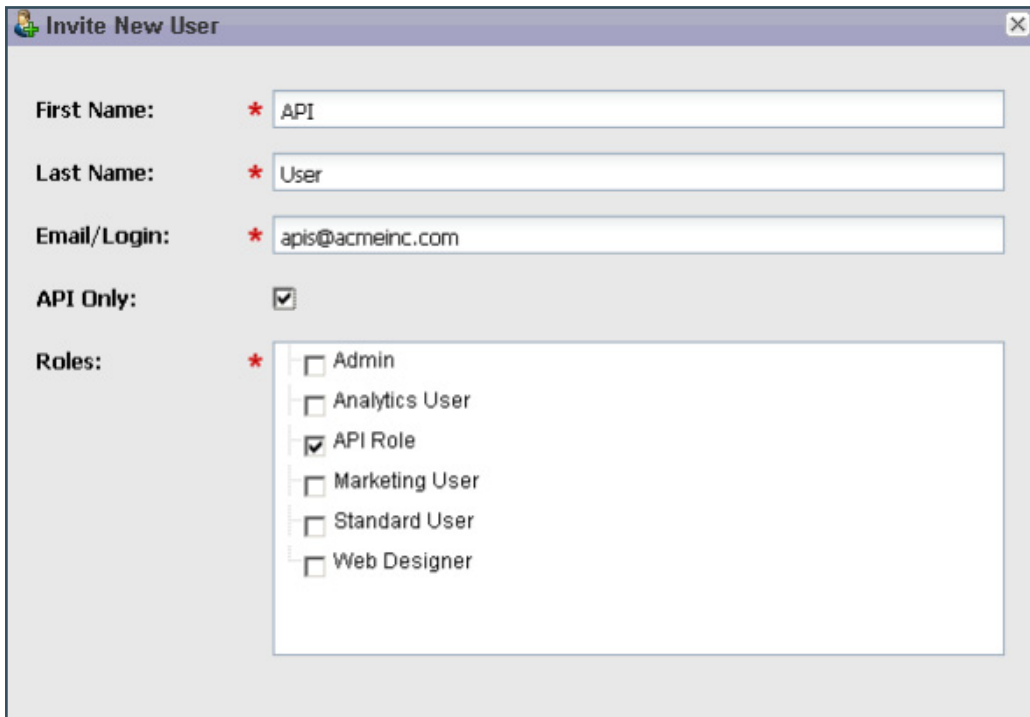
The Integration Process

SalesPredict integrates with Marketo via a dedicated user that has limited access to your data. It uses the secure REST API (Application Programming Interface) to integrate with your marketing data. The following steps enable this integration via a set of simple steps that need to happen once. At the end of this process, please send the data in the last screen to marketo@salespredict.com.

1. Login to Marketo as admin user
2. Create new Role



3. Create new User with API Role

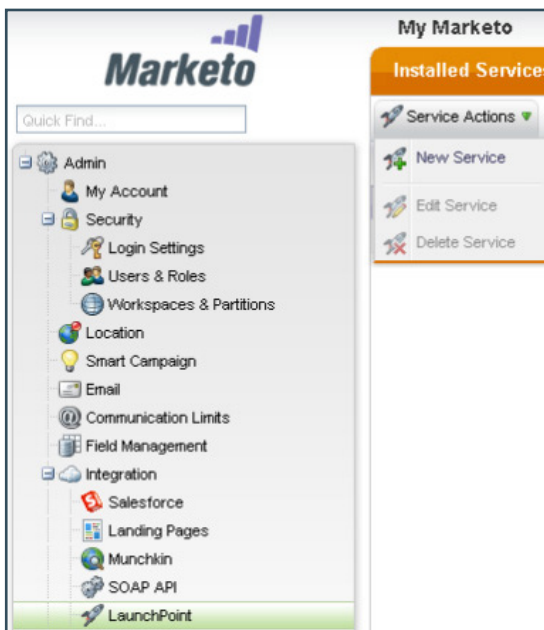


The 'Invite New User' dialog box contains the following fields and options:

- First Name:** * API
- Last Name:** * User
- Email/Login:** * apis@acmeinc.com
- API Only:**
- Roles:** *
 - Admin
 - Analytics User
 - API Role
 - Marketing User
 - Standard User
 - Web Designer

4. Create LaunchPoint

Choose "Custom" service type, provide the display name, description and the User created in step 3.



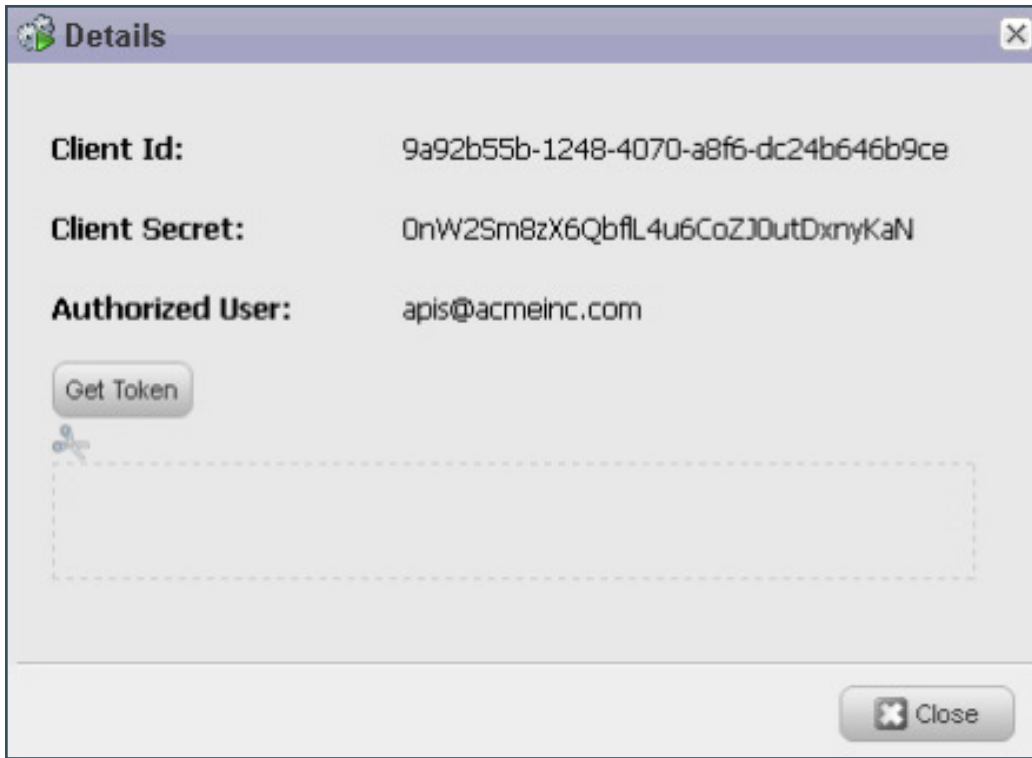
The 'New Service' dialog box contains the following fields and options:

- Display Name:** * My REST Service
- Service:** * Custom
- Settings:**
 - Description:** This service provides the OAuth tokens which will be used by my application to invoke the Marketo REST APIs
 - API Only User:** * apis@acmeinc.com

Buttons:

5. Send the following data to SalesPredict:

Click on service “view details” link and send us the client Id & client secret.



Click on Admin->Web services

And send us the “REST API” endpoint at marketo@salespredict.com:



Questions?

If you have any questions, please contact marketo@salespredict.com.