

Marketo Integration by Zapier: Setup

Triggers:

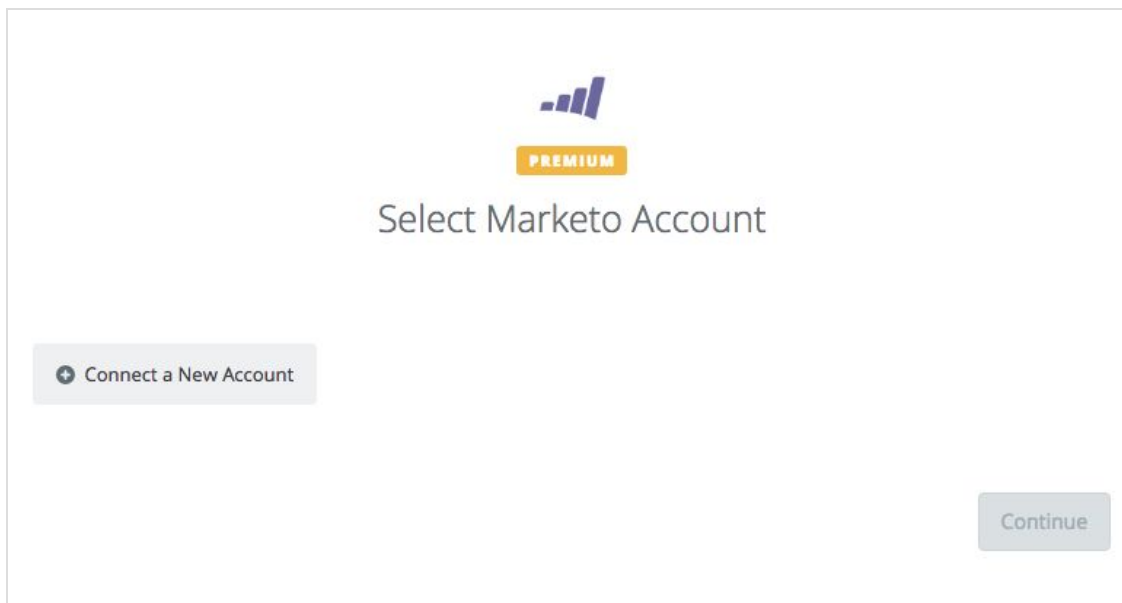
- New Lead - Triggers when a new lead is created.

Actions

- Create or Update Lead - Creates or Updates a lead.
- Add Lead to List - Adds a lead to a list.

How to Get Started with Marketo on Zapier

When you start creating a Marketo Zap, you will be prompted to connect a new account:



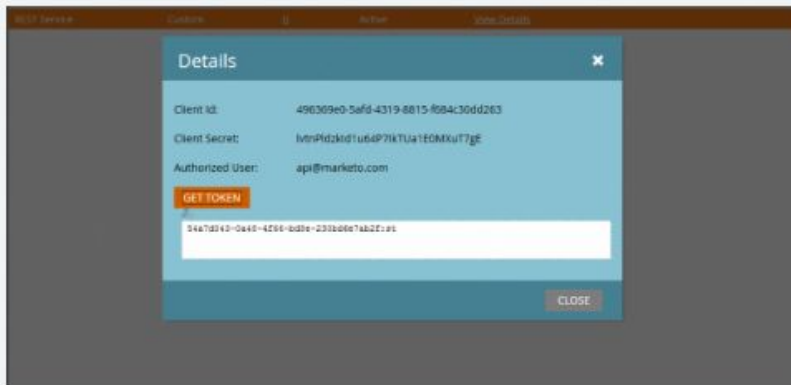
Click the button and a pop-up would appear. Enter the required user details as outlined:



Allow Zapier access to your Marketo account?

Client ID (required)

This is contained within the [Custom Service for making API calls](#) within your Marketo account.

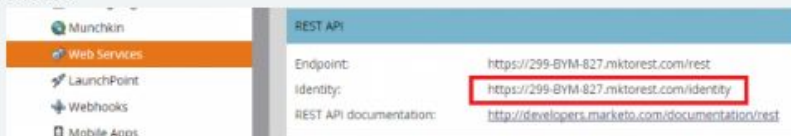


Enter your Client ID below

Client Secret (required)

Domain (required)

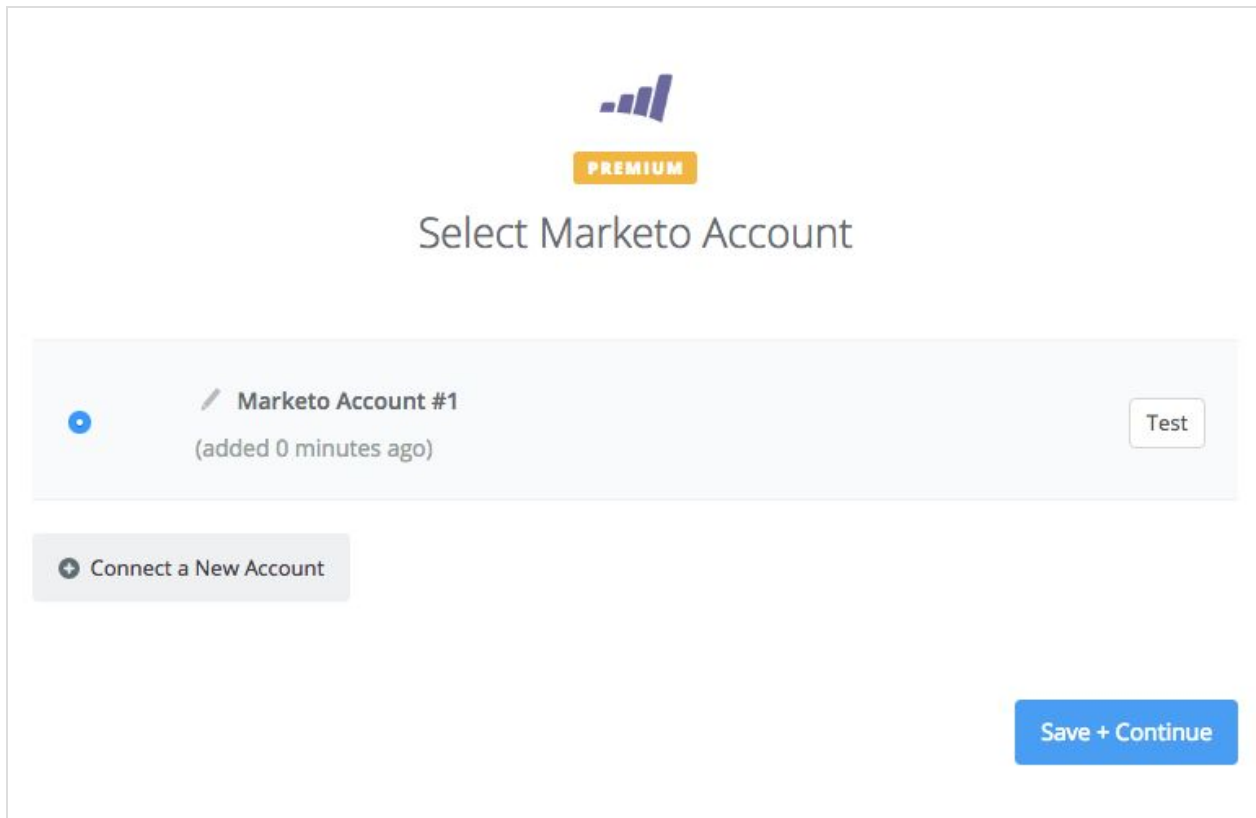
The unique portion of the web address assigned to your account for REST access



In this example, it would be 299-BYM-827

Yes, continue

Once you've entered the correct login details, the pop-up would disappear and you will see the Marketo account added to your Zapier account and ready for selection:



The screenshot displays the 'Select Marketo Account' interface. At the top center, there is a Marketo logo (a stylized bar chart) above a yellow 'PREMIUM' badge. Below this, the title 'Select Marketo Account' is centered. The main content area features a light gray card with a blue circle icon on the left, the text 'Market Account #1' with a pencil icon, and '(added 0 minutes ago)' below it. A 'Test' button is located on the right side of this card. Below the card is a gray button with a plus icon and the text 'Connect a New Account'. In the bottom right corner, there is a blue 'Save + Continue' button.