

# Localytics & Marketo Integration Guide

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This documentation will help you set up the exchange of data between Localytics and Marketo. Setup requires some programming know-how, but your Localytics Customer Success manager will be happy to help out if you need it -- [just ask](#).

When you integrate Localytics and Marketo, you can:

- Send changes to Marketo custom fields to Localytics [Profiles](#) via a POST webhook from Marketo
- Retrieve Localytics Profile values into Marketo custom fields via a GET webhook from Marketo
- Trigger Localytics Push messages from Marketo Smart Campaigns using a POST webhook

## Get Started

Marketo can pass and retrieve data from Localytics via webhooks after you complete this short initial setup. When done, users' Profiles are automatically updated in Marketo each time a campaign flow is triggered, or updated in Localytics when the equivalent Marketo fields update.

### Prerequisites:

- Localytics SDK integrated with your mobile application
- Marketo tags integrated with your web site

## Add Custom Fields

You'll need to set up Marketo custom fields for any Localytics Profiles you plan integrate. [For more information, see Marketo documentation on creating custom fields.](#)

1. Add Marketo custom fields that will be mapped to [Localytics Auto-Profiles](#), and then pull updates from Localytics.
2. Add custom fields for each of your [Localytics Custom Profiles](#).

- If you don't already have a custom field in Marketo that maps directly to Localytics [Localytics Profile IDs](#), create a custom field and populate it for each Marketo lead you want to sync with Profiles.

## Add Webhooks

You'll want to create one or more webhooks, depending on what you want to do with this integration. You can choose to:

- Send changes to Marketo custom fields to Localytics Profiles via POST webhook from Marketo
- Retrieve Localytics Profile values into Marketo custom fields via a GET webhook from Marketo
- Trigger Localytics Push messages from Marketo Smart Campaign using a POST webhook

Refer to the [Marketo webhook developer document](#) to see how to create and use webhooks.

The screenshot shows the 'Edit Webhook' interface. The fields are as follows:

- Webhook Name:** Update Localytics Profile Attribute
- Description:** Update Localytics' Profile Attribute usir
- URL:** https://<API\_KEY>:<API\_SECRET>@api.localytics.com/profile/v1/profiles/{{lead.Localytics ID:default=edit me}}
- Request Type:** GET
- Template:** INSERT TOKEN
- Request Token Encoding:** Form/Url
- Response type:** JSON

## Update Marketo custom fields with Localytics Profile values

- Create the webhook.

URL	See above
Request type	GET
Request token encoding	Form/URL
Response type	JSON

- Navigate to **Webhooks Actions > Set custom header > Add**. Add two header values.
  - Authorize
    - Header: Authorization
    - Value: Basic  
[\[YOUR\\_ENCRYPTED\\_LOCALYTICS\\_KEY\\_SECRET\\_PAIR\]](#)
  - Specify content-type
    - Header: Content-Type

- Value: application/json
- 3. Add a response mapping for each field you would like mapped between Marketo custom fields and Localytics profiles.
  - a. Click the orange rectangle on the top right of 'Response Mappings' section > Add
    - Response Attribute:
      1. For Auto Profiles: localytics.[LOCALYTICS PROFILE ATTRIBUTE ID]
      2. For Custom Profiles: attributes.[LOCALYTICS PROFILE ATTRIBUTE ID]
      3. Replace [LOCALYTICS PROFILE ATTRIBUTE ID] with the Profile Attributes nomenclature you used in the above 'Add Custom Fields' section of this guide
    - Marketo Field: [LOCALYTICS PROFILE ATTRIBUTE ID]

### Profile Webhook URLs

Scope	URL
Org (Global)	http://profile.localytics.com/v1/profiles/lead.[MARKETO_FIELD_NAME]:default=}
App	http://profile.localytics.com/v1/apps/[LOCALYTICS_APP_ID]/profiles/lead.[MARKETO_FIELD_NAME]:default=}

### Update Localytics Profiles with Marketo custom field values

1. Create the webhook.

URL	See above
Request type	POST
Template	{"attributes":{"[LOCALYTICS_PROFILE_ATTRIBUTE_ID]":{"lead.[MARKETO_FIELD]:default=}}}
Request token encoding	JSON
Response type	JSON

2. Navigate to **Webhooks Actions > Set custom header > Add**. Add two header values.
  - a. Authorize

- Header: Authorization
  - Value: Basic  
[\[YOUR\\_ENCRYPTED\\_LOCALYTICS\\_KEY\\_SECRET\\_PAIR\]](#)
- b. Specify content-type
- Header: Content-Type
  - Value: application/json

## Create a push message webhook

Marketo webhooks can use the Localytics Push API to send push messages as part of a Marketo smart campaign. The following is a simple example based on the [Localytics Push API documentation](#), however you have a few options to choose depending on what users you'd like to message.

URL	<a href="http://messaging.localytics.com/v2/push/[LOCALYTICS_APP_ID]">http://messaging.localytics.com/v2/push/[LOCALYTICS_APP_ID]</a>
Request type	POST
Template	<pre>{ "campaign_key": null,   "target_type": "customer_id",   "messages": [{     "alert": "Your pizza is on its way!",     "target" : "{{lead.[MARKETO_FIELD_NAME]:default=}}"   }]}</pre>
Request token encoding	Form/URL
Response type	None

## Using webhooks in a Marketo smart campaign

Marketo has [detailed documentation on how to use webhooks in smart campaigns](#).

Enable your campaign in Marketo. When the webhook is called, it either updates the Marketo custom fields set in its response mapping, updates Localytics Profiles, or sends a push message, depending on the webhook you specified. Awesome!

**Heads up -- there are a couple of things to note here.**

NOTE 1: You should add a filter to your campaign's smart list to exclude leads that don't have a value for Localytics ID. Your Localytics ID should be the custom field you created in Step 3 of

the 'Add Custom Fields' section, which maps to the Localytics Customer ID. The screenshot below shows what this filter should look like:



**NOTE 2:** The campaign must have at least one "trigger" in order for the campaign type to become 'triggered' (as opposed to batch).

In other words, webhooks do not work for Marketo batch campaigns. If you get an error code of 1000, you're using a batch campaign. [Learn more about the difference between these types of campaigns.](#)

## Help!

### **My webhook is failing to fire.**

Double-check the triggers on the smart list you set up. Be sure the events being performed will actually trigger these triggers.

### **My webhook is firing, but the Profile value or Marketo value is not updating.**

To troubleshoot, navigate to the 'results' tab of your Marketo campaign, and click on the ID of the 'Call Webhook' event in question. This shows you detailed information about the webhook's return status, including any potential errors.

If the status is 404, be sure that the user that triggered the webhook has a Localytics ID custom field set. See Note 1.

If the status is 1000, see Note 2.