

Create Custom Fields

The screenshot shows the 'Custom Layout Designer' interface for a field named 'Neustar Lead Score'. The interface includes a top navigation bar with 'Notifications: 0', 'Alex Tokarev', 'History', 'Admin', 'Community', and 'Help'. A left sidebar contains a navigation menu with categories like 'Admin', 'Integration', and 'Field Management'. The main content area displays the configuration for the 'Neustar Lead Score' field, including its type, list import alias, block updates from, and field used by. A right sidebar shows a search bar and a list of available fields under 'Company info'.

Fields Custom Layout Designer

Admin... Field Actions New Custom Field Export Field Names

Neustar Lead Score

Type:	Score
List Import Alias:	None
Block Updates From:	None
Field Used By:	<ul style="list-style-type: none">Reset Leads (Flow)Verify and Score All Leads (Flow)Verify and Score Existing Leads (Flow)

Search...

- Company info
 - Account Owner Email Address
 - Account Owner First Name
 - Account Owner Last Name
 - Annual Revenue
 - Billing Address
 - Billing City
 - Billing Country
 - Billing Postal Code
 - Billing State
 - Company
 - Company Notes
 - Industry
 - Main Phone
 - Marketo Data.com ID
 - Marketo Data.com Status
 - Num Employees
 - Parent Company Name
 - SIC Code
 - Site
 - Website
- Hidden Fields
 - Company SFDC Type

Create Webhook

- Create a Webhook that calls Decision Navigator
- Register the Decision Navigator strategy
- Identify Marketo data that'll be sent as parameters
- Map Decision Navigator strategy results to Marketo fields

The screenshot displays the Marketo Admin interface for configuring a webhook. The main content area is titled "Decision Navigator: Verify Lead" and includes a description: "Calls Decision Navigator to verify and score a lead based on name, address, phone and email address. The Verification Status and Neustar Lead Score fields are updated." Below this, there are two sections: "Details" and "Response Mappings".

Details

URL: `https://webapp.targusinfo.com/dartengine/strategy/685?userame=marketo2015&password=70ry0-9w`

Payload Template: `{ "Parameters": { "First Name": ((lead.First Name:default=)) , "Last Name": ((lead.Last Name:default=)) , "Address": ((lead.Address:default=)) , "City": ((lead.City:default=)) , "State": ((lead.State:default=)) , "ZIP": ((lead.Postal Code:default=)) , "Phone": ((lead.Phone Number:default=)) , "Email": ((lead.Email Address:default=)) }`

Request Token: JSON

Encoding: JSON

Request Type: POST

Response Format: JSON

Used By: 2

Response Mappings

Response Attribute	Marketo Field
Results.Score	neustarLeadScore
Results.Status	verificationStatus

Define Campaign

When defining a Marketo campaign, use the webhook

