

MARKETO INTEGRATION SETUP GUIDE

OVERVIEW

Webhooks are a breeze to setup and use in Marketo. But building your own webhook service may not be that easy.

Fellow Marketo users told us that while they can conceive amazing flows in Marketo with webhooks, they are held back due to lack of programming and IT resources. Setting up webhook service generally need IT support, and programming resource for coding, debugging and hosting your web services. It can take a few days just to line up these resources.

With BrightHooks powered webhooks, you get up and running in 10 minutes or less. There are 40+ webhooks you can use immediately. Thus, for less than 5% of the cost of developing 1 webhook service yourself, you get an ever-increasing library of well-tested webhooks.

We've taken care of all the technical aspects. You do not need any coding, and no server setup needed. Simple web based interface to create your own webhooks. If you can order a book on Amazon, you can create a webhook on BrightHooks.com. It's that simple.

But what can you do with BrightHooks?

Event

- Limit number of registrations for event registration form
- Create a map for the event
- Generate personalized event ticket

Promotions

- Fetch next unused promotion code from a list
- Generate unique coupon code

Data Generation

- Generate personalized QR code
- Generate unique id / promo code

Data Augmentation

- Calculate age from birthdate
- Maintain activity history over 3 months

Data Cleansing

- Cleanup Address from USPS database
- Abbreviate US state to 2 char code.

Data Decision



BRIGHT HOOKS

Success@BrightHooks.com

- Check if one field contains in another
- Wildcard (*) pattern matching
- Email domain 'Ends with'

Data Formatting

- Format currency values
- Format phone numbers
- Display numbers in ordinal format

Data Manipulation

- Apply proper case to names
- Localize date
- Replace part of a field

Data Transformation

- Cleanup referrer
- GUID to friendly value lookup

Data Extraction

- Extract part of a field
- Extract domain from email address
- XPATH for XML data

Data Validation

- Filter junk values
- Verify email addresses if reachable

Time of Inquiry

- Suspend MQL updates for holidays
- Personalize message based on time of inquiry & business hours

Advanced

- Show current time in lead's time zone

Custom

We can create custom webhooks for your specific needs.

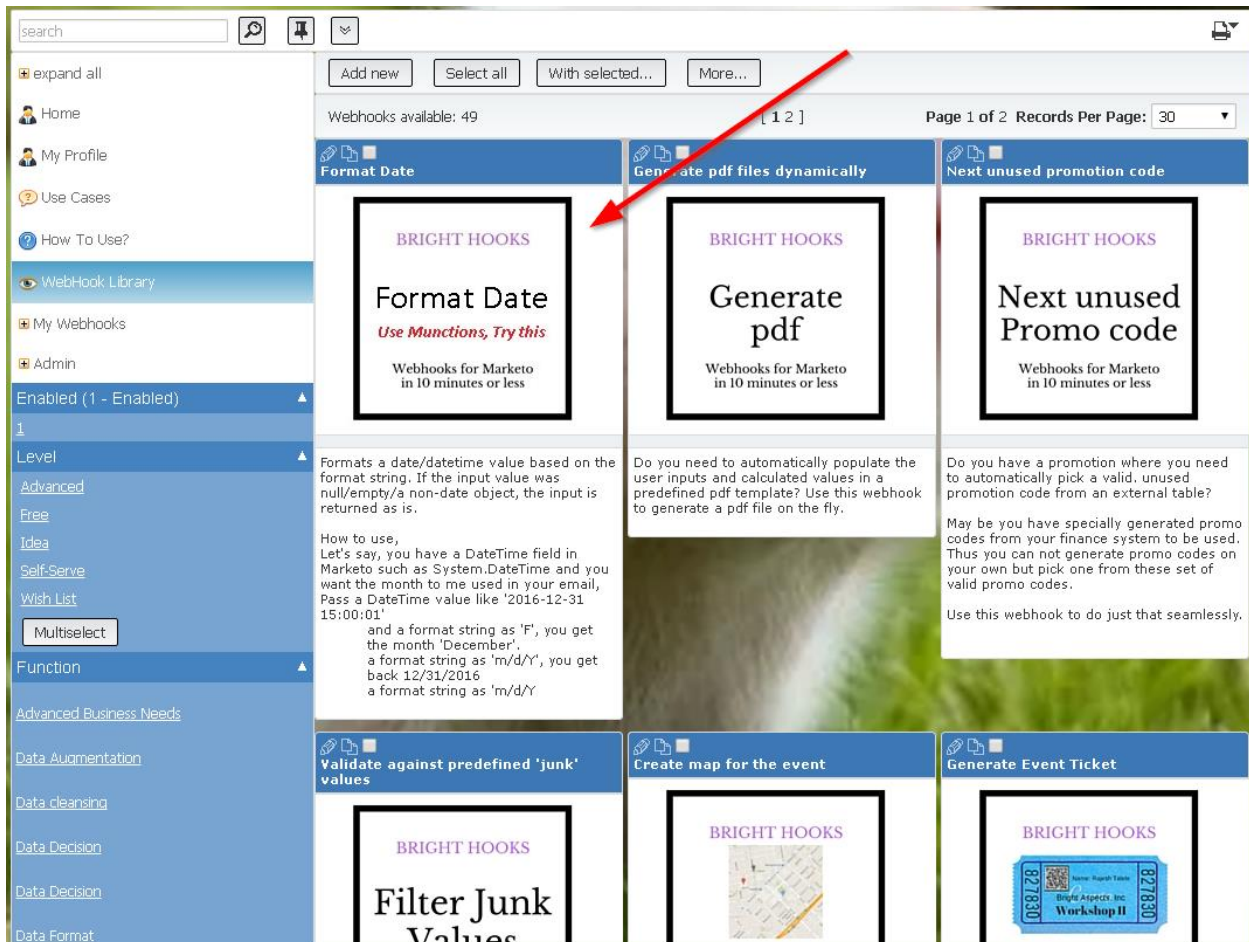
Here are the steps to use Bright Hooks powered Marketo web hooks in your Marketo programs.

STEP 4: SELECT THE WEB HOOK YOU WANT TO USE

Here you will set up a 'web service' that will allow you to set up 'the web hook' that implements the business logic as per your needs. It is more like you are 'creating' PHP server based business logic to do the job without writing a single line of code.

Once set up correctly, your Marketo flow action can request this web hook, pass needed field values and receive back the appropriate output value based on the business logic you define in the web hook. Then you can use that value in any email, landing page, smart list, or smart campaign.

You can select one of the '35+' self-serve web hooks pre-built for frequent business needs.



The screenshot displays the Bright Hooks web hook library interface. On the left is a navigation sidebar with options like 'Home', 'My Profile', 'Use Cases', 'How To Use?', 'WebHook Library', 'My Webhooks', and 'Admin'. The main area shows a grid of web hook cards. A red arrow points to the 'Format Date' card. The 'Format Date' card includes the text: 'BRIGHT HOOKS', 'Format Date', 'Use Muncions, Try this', and 'Webhooks for Marketo in 10 minutes or less'. Below the card, there is a detailed description: 'Formats a date/datetime value based on the format string. If the input value was null/empty/a non-date object, the input is returned as is.' and 'How to use, Let's say, you have a DateTime field in Marketo such as System.DateTime and you want the month to me used in your email, Pass a DateTime value like '2016-12-31 15:00:01' and a format string as 'F', you get the month 'December', a format string as 'm/d/Y', you get back 12/31/2016 a format string as 'm/d/Y'.

Once you create a web hook instance in Bright Hooks, it will automatically generate the required code in the background and give you the 'web hook URL' and 'Output JSON format'. You will use these 2 values to configure your Marketo web hook as we will see below

Hook Name: Format Date

Function: Advanced Business needs

Level: Advanced

Description: Formats a date/datetime value based on the format string. If the input value was null/empty/a non-date object, the input is returned as is.

How to use,

Let's say, you have a DateTime field in Marketo such as System.DateTime and you want the month to be used in your email,

Pass a DateTime value like '2016-12-31 15:00:01'

and a format string as 'F', you get the month 'December'.

a format string as 'm/d/Y', you get back 12/31/2016

a format string as 'm/d/Y'

More Details: Here's the full table of available format characters supported

<http://php.net/manual/en/function.date.php>

Input Parameters: The Date or DateTime field token as 'inputstring1'

and

Format String as 'inputstring2'

Web Hook url example: <http://brighthouse.com/hook/dateformat.php?inputstring1=Dec+31%2C+2016&inputstring2=m/d/Y>

Output JSON: {"outputstring": "12/31/2016", "inputstring1": "Dec 31, 2016", "inputstring2": "m/d/Y"}

How to use: Create your web hook service in Bright Hooks using simple web form [See example](#)

Define the web hook in Marketo by using the Webhook Url shown above. [See example](#)

Please make sure to 'merge' appropriate fields as parameters as shown in that url.

Map the response to the field that you want to store the value returned by Bright Hooks web service. [See example](#)

Please make sure to add '[authentication information](#)' to the web hook in Marketo.

Note:

'Advanced' web hooks are not included in Free Trial.

Please let us know if you want to try it out.

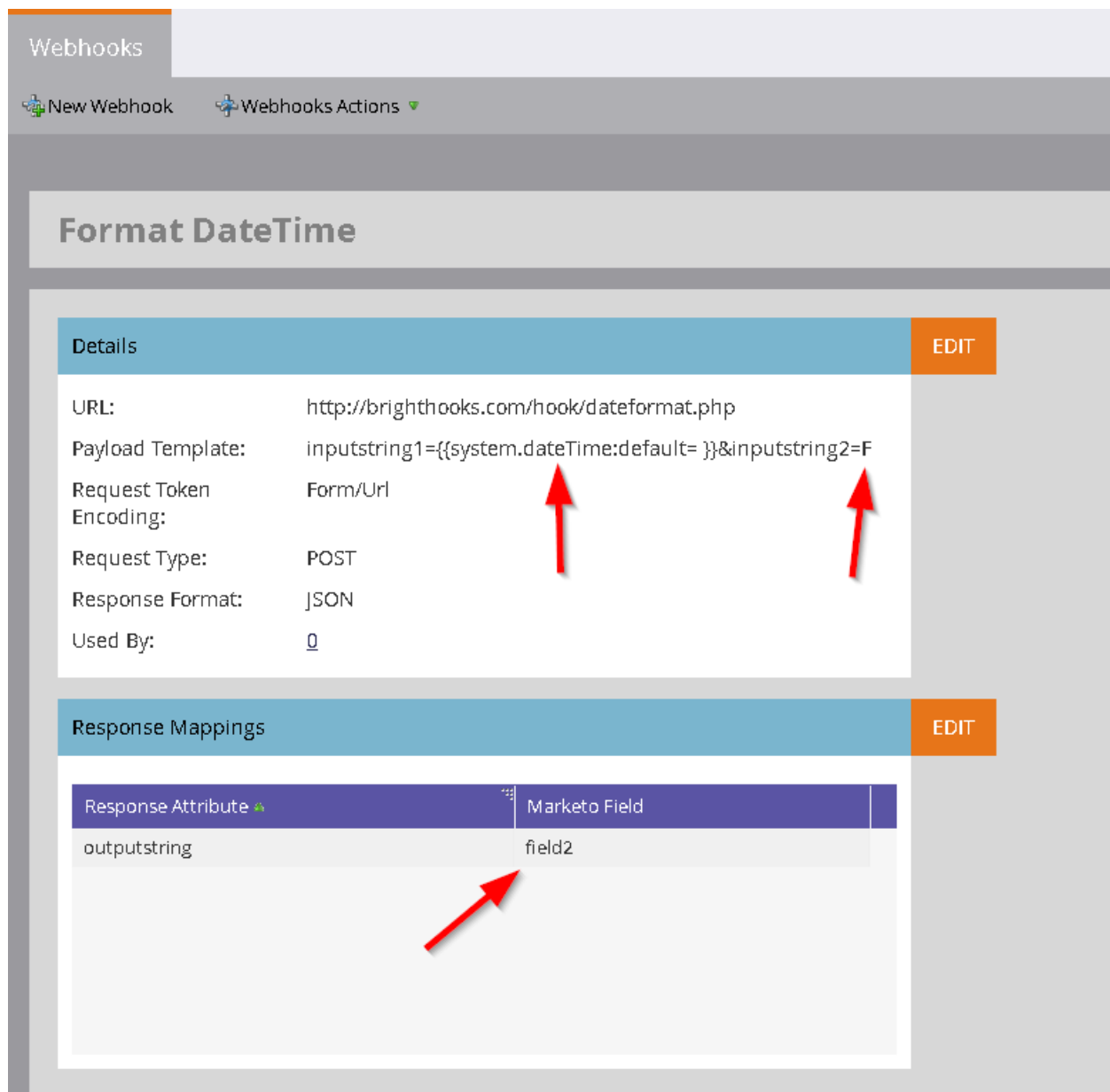
That's it. In less than 5 minutes, you are done. As needed, you can also create any other web hook service based on the business need. In future, you can log in BrightHooks.com and see all your web hook services anytime.

STEP 5: CREATE WEB HOOK SET UP IN MARKETO

Here you will set up a 'web service' that will allow you to set up 'the web hook' that implements the business logic as per your needs. It is more like you are 'creating' PHP server based business logic to do the job without writing a single line of code.

In Marketo, go to Admin > Webhooks > New Webhook.

The screenshot below shows what your web hook may look like,



The screenshot shows the Marketo Webhooks configuration interface. At the top, there is a 'Webhooks' header with 'New Webhook' and 'Webhooks Actions' options. The main title is 'Format DateTime'. Below this, there are two sections: 'Details' and 'Response Mappings', each with an 'EDIT' button.

Details

URL:	http://brighthooks.com/hook/dateformat.php
Payload Template:	inputstring1={{system.dateTime:default= }}&inputstring2=F
Request Token	Form/Url
Encoding:	
Request Type:	POST
Response Format:	JSON
Used By:	0

Response Mappings

Response Attribute	Marketo Field
outputstring	field2

Red arrows in the screenshot point to the 'Request Token' and 'Response Format' fields in the 'Details' section, and to the 'field2' value in the 'Response Mappings' table.

Webhook Name: Something descriptive and memorable, so you can easily call it in Flow Steps and recognize it in a lead's Activity Log.

Description: What this Webhook is for and what it should do with a concise description.

URL: This is the value of the BrightHooks web hook service URL you got from step 1.

Use the rest of the setting as specified below,

Request Token Encoding: Form/URL

Request Type: POST

Response Format: JSON

Pass 2 parameters as needed in the web hook call. For example, for **Format Date web hook**, pass parameters like,

The date token you want to format

Format String (instructions about how to format the date)

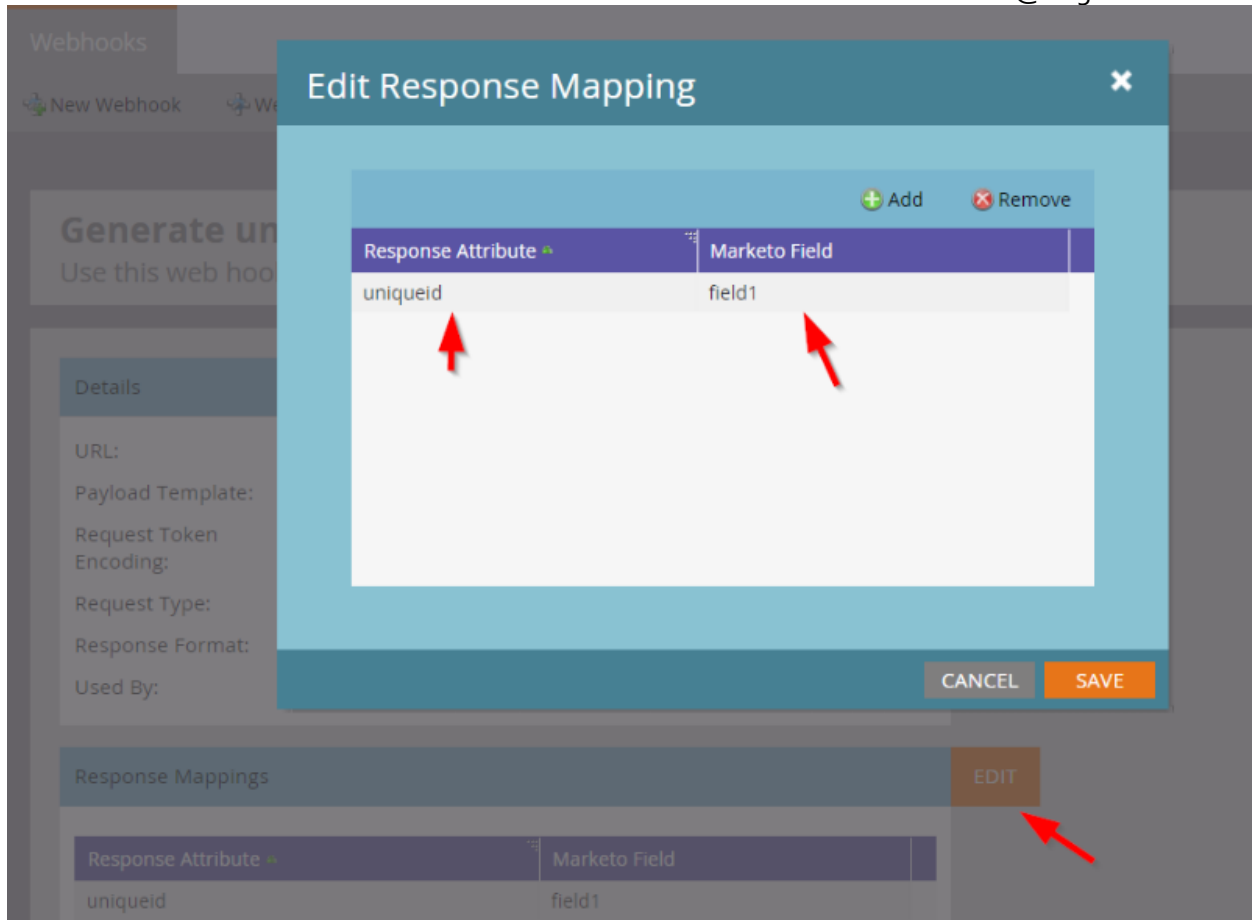
Authentication Headers

Add your BrightHooks userid and authkey in the custom header for this web hook. You will need to pass this information to authenticate the usage of your BrightHooks powered web hook. If this information is blank or incorrect, the web service will reject the request.

When viewing your Web hook, click on Web hook Actions > Set Custom Header.

userid: Paste your User ID you copied from your BrightHooks.com profile.

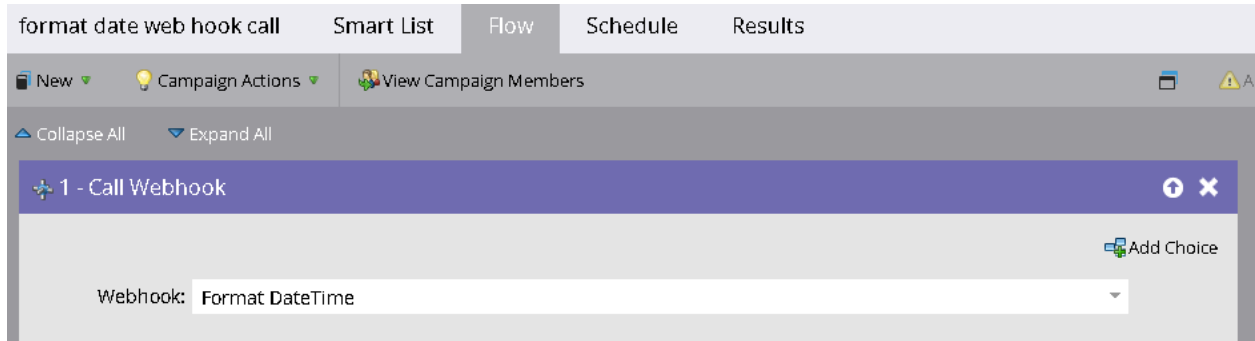
authkey: Paste your Auth Key you copied from your BrightHooks.com profile.



Basically, by this mapping, you're telling Marketo, "look through the response until you see an attribute called 'outputstring', then take that value and put it into this field 'Field2'.

STEP 6: USE THE NEW MARKETO WEB HOOK IN A SMART CAMPAIGN

You can use your Web hook in a Flow Step in any 'triggered' Marketo Smart Campaign. You can create a very simple test campaign so we can verify that it's working.



When this smart campaign gets executed, you can see that the Web hook was called and that there was a response

