

# Insider & Marketo Integration Guide

## 2017

You can use Insider APIs to update Insider user attributes, use Insider [Predictive Segments](#) within your Marketo campaigns, send [web push](#) or [app push](#) notifications triggered by Marketo Smart Campaigns and so on.

This documentation will guide you to set up a smart campaign - web push integration. You can ask your [customer success specialist](#) to guide you through more advanced integrations.

## 1. Create A Webhook

To trigger an Insider web push notification, you can use [Marketo webhooks](#).

First, create your webhook by following the [steps explained in Marketo documentation](#) and using the following information:

<b>Name</b>	Insider Web Push API
<b>URL</b>	{YOUR_PARTNER_NAME}.api.sociaplus.com/webpush/create.php?key={API_KEY}
<b>Request Type</b>	POST
<b>Template</b>	<pre>{   "pushType" : "trigger",   "campName" : "{YOUR_NOTIFICATION_NAME}",   "email" : "{lead.email:default=}",   "image" : "https://website.com/img/push.png",   "title" : "{YOUR_NOTIFICATION_TITLE}",   "description" : "{YOUR_NOTIFICATION_DESCRIPTION}",   "url" : "https://website.com/product/12332",   "lang" : "tr_TR",   "sendAt" : "now" }</pre>
<b>Request token encoding</b>	Form/URL
<b>Response type</b>	JSON

## 2. Use the Webhook in a Smart Campaign

You can follow the steps explained in Marketo's [Use a Webhook in a Smart Campaign](#) documentation to enable a smart campaign that sends Insider Web Push notifications.

Please note that the user matching is based on email, which is a standard field for both Insider and Marketo. The integration will only work for the users with emails in both.

### 3. Additional Notes

- Only https images are allowed.
- Max. characters supported for the notification title is 50.
- Max. characters supported for the notification description is 120.
- Notification language should match with the language your push tokens were collected.
  - English: en\_US
  - Japanese: ja\_JP
  - German: de\_DE
  - French: fr\_FR
  - Russian: ru\_RU
  - Polish: pl\_PL
  - Arabic: ar\_AR
  - Italian: it\_IT
  - Czech: cs\_CZ
  - Portuguese: pt\_BR
  - Turkish: tr\_TR
  - Azeri: aze\_AZE
  - Chinese: zh-cn
  - Malay: ms\_MY
  - Indonesian: id\_ID

### 4. API Response Codes

401 - Unauthorized request

403 - Insecure request

403 - Request limit exceeded

400 - Bad request, missing/unknown parameter

200 - Request succeeded

Example for a successful push request:

```
[
  {
    "code": 200,
    "type": "Request Success",
    "message": "Campaign with id of 270 created successfully"
  },
  {
    "code": 200,
    "type": "Request Success",
    "message": "Your notification sent successfully "
  }
]
```

## MARKETO LAUNCH POINT PROFILE

### Integration

Once the integration is complete, Insider and Marketo customers can use Marketo to automatically pass and retrieve data from Insider.

Customers can also build Marketo Smart Campaigns that trigger push messages via Insider, using Insider's Push API.

Customers can share profile and lead data to enhance segments which power hyper-personalized personalization scenarios.

With this integration marketer's can leverage Insider's predictive segments, powered by advanced predictive modelling, machine learning and AI algorithms.

### Profile

Insider's AI-backed customer experience delivery platform brings together all technologies marketers need to deliver personalized experiences under a single, highly usable platform.

Insider's platform encompassing the **Web Suite, Mobile Web Suite, Predictive Suite and Mobile App Suite**, empowers marketers across industries to deliver individualized and consistent customer experiences across touchpoints, without depending on a team of data scientists and IT teams.

Powered by predictive modelling, machine learning and AI algorithms, Insider's platform collects, unifies and mines data, providing ready-to-use segments to marketers. Actionable visitor data is distilled data into a single dashboard, making it an integral part of marketers' daily lives, enabling them to take data-based actions.

Insider's conversion optimization and acquisition suite, Predictive Ad Audiences, brings a new approach to digital marketing, changing the way marketers work. It takes everything beyond conversion optimization and helps marketers increase ad spend efficiency by pushing predictive segments into 3rd party ad channels.

### Data Unification & Consistent Experiences

Act on the most complete view of your customers built by Insider's data unification layer which matches cross-device, cross-browser, 3rd party, CRM and other types data by matching user IDs.

### Dynamic Micro-audiences

Capture changes in preferences and needs in real-time to deliver unique and relevant experiences with precision, increasing the value you receive from your visitors.

### Easy Integration & Zero IT Dependency

One-click to integrate your website, mobile site and app to deliver ultimate digital experiences without creating a burden on technical teams.

### **AI-backed Decision-making**

Let AI and machine learning algorithms take care of the data science. Rely on advanced machine-learning and AI algorithms to mine through logged in and anonymous visitor data and make data-backed marketing decisions.