

# Setting up the Marketo Integration

## Step 1: In Marketo: Get Credentials

You will need credentials from Marketo in order to set up an integration with Influitive.

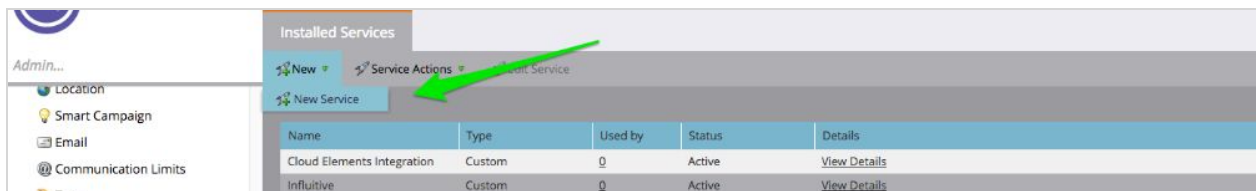
a. Choose/create a Marketo user's login that will be used for the integration between AdvocateHub and Marketo

b. Log in to Marketo as that user, navigate to **Admin > Integration > Web Services** and copy the Marketo Endpoint and **Identity** from the *REST API* section:

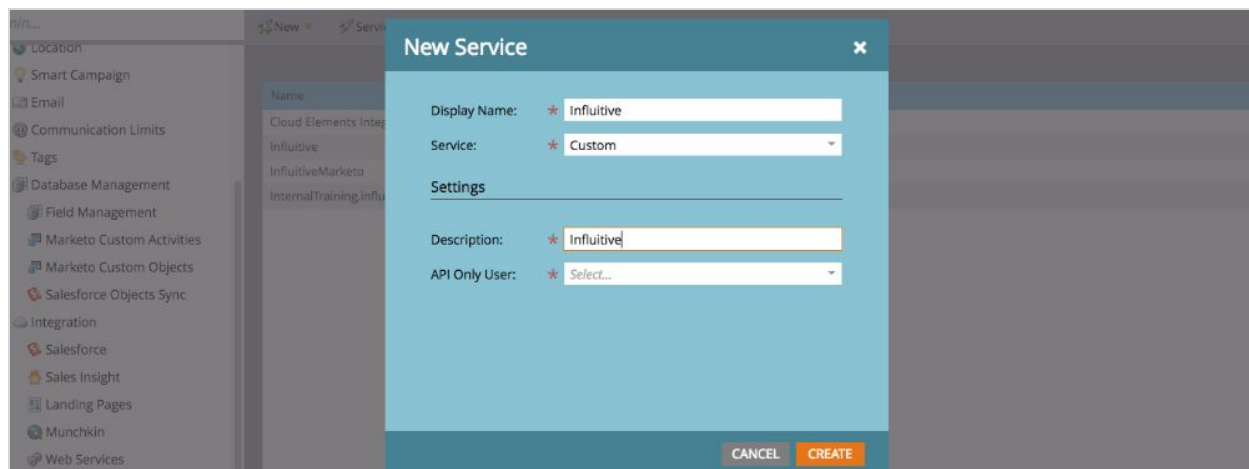


c. We also need to find Client ID and Client Secret. We can find this by following these steps in Marketo:

(i) Create a custom application by going to the Admin > Integration > LaunchPoint screen and create a new service.



(ii) You will be greeted with a pop up which you should fill in using "Custom" for the Service field, "Influitive" for the Display Name and Description, and then choose the email address of the administrator of your Marketo instance. Click on Create.

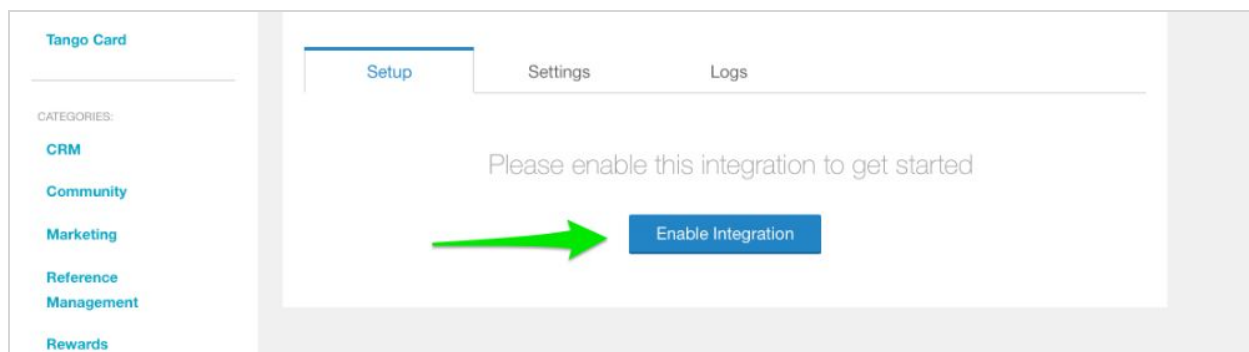


(iii) Click on View Details on the service you just created and you should see your Client ID and Secret.

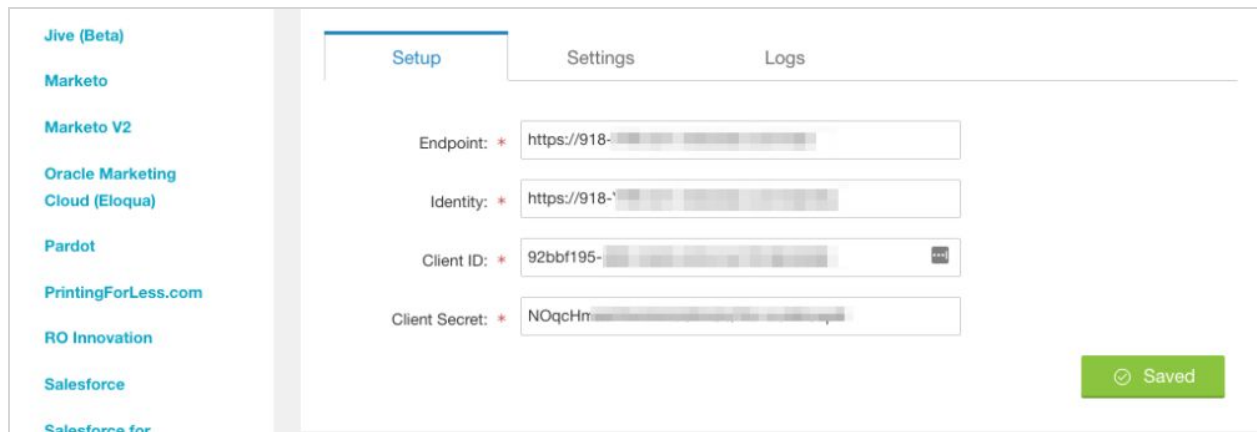
## Step 2: In The AdvocateHub: Enter the Credentials

Now that the hard part has been taken care of, we need to enter the information we have gathered into our Marketo V2 integration in the AdvocateHub. We can do this by;

a. Navigating to Integrations > Marketo V2 > Manage and you should be greeted with the below screen. Hit Enable Integration.



b. Now we should be given the opportunity to enter our credentials! Fill in the 4 fields and hit Save. The button should turn green if they have been entered correctly.



The screenshot shows a web interface for configuring a Marketo V2 integration. On the left is a sidebar with a list of integrations: Jive (Beta), Marketo, Marketo V2, Oracle Marketing Cloud (Eloqua), Pardot, PrintingForLess.com, RO Innovation, Salesforce, and Salesforce for. The main content area has three tabs: Setup (selected), Settings, and Logs. Under the Setup tab, there are four required input fields: Endpoint (https://918-...), Identity (https://918-...), Client ID (92bbf195-...), and Client Secret (NOqcHm-...). A green 'Saved' button with a checkmark icon is located in the bottom right corner of the form area.

Now that the integration is active we can start configuring however we like!

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## Pushing referral leads from Advanced Referrals

Marketo leads are pushed to Marketo from Influxive in batches. This means that several referral submissions may be grouped together under the one log update ( [see below](#)). For this reason, it can take up to 20 minutes between when a referral is submitted and when it will appear in Marketo.

If referrals are coming in from an [Advanced Referrals campaign](#), here's what you'll have to do to push Referral campaign leads into Marketo:

1. Enable Marketo V2 by going to Integrations > Marketing > Marketo V2
2. Enter your credentials in the Setup tab
3. Under the Settings tab, click on Push Referral App leads to Marketo
4. Map your prospect fields to Marketo fields. Please see [this article](#) for more information on what you will need to map. Hit Save

Setup Settings Logs

Push Referral app leads to Marketo On

Push referrals from the Influitive Referral App to Marketo

Influitive Field	Marketo V2 Field
Prospect - Email	Leads - Email Address
Prospect - Company	Leads - Company Name
Prospect - First Name	Leads - First Name
Prospect - Last Name	Leads - Last Name

+ Add Mapping

Saved

Note that you will also need to [enable the Influitive API](#) for Advanced Referrals.

## Check out the logs

To check whether or not your leads were successfully pushed to Marketo and to troubleshoot any issues, click on the **Logs** tab.

Setup Settings Logs

10/24/2016, 2:05:36 PM	Referral Push	Success	View result details
10/24/2016, 11:37:06 AM	Referral Push	Success	View result details
10/24/2016, 11:35:00 AM	Referral Push	Success	View result details

To view details about a particular lead push, click on View result details to expand the item.

5/31/2016, 10:57:56 AM

Referral Push

Success

Hide result details ^

Trigger Event

```
{
  "prospect": {
    "id": "b9fec4ad-52b0-4a8a-9159-2274459dac0f",
    "email": "sean+lebron@influitive.com",
    "first_name": "LeBron",
    "last_name": "James",
    "know_him": "College",
    "company": "Cleveland Cavaliers",
    "lead_source": "influitive",
    "experience": "10",
    "knick": "King James"
  },
  "contact": {
    "email": "sean+demar@influitive.com",
    "name": "DeMar DeRozan",
    "first_name": "DeMar",
    "last_name": "DeRozan",
    "source": "Referrals",
    "uuid": "69a0798a-77d0-46e9-ala9-05a52d8e422b"
  },
  "referral": {
    "id": "aa22f5f6-bf23-467d-8263-12aldec42f5",
    "campaign_id": "09613035-484b-4038-8a67-7359f81114b0",
    "campaign_name": "Raptors Unite"
  },
  "crm": {}
}
```