How to integrate with Marketo

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Marketo is a marketing automation platform owned by Adobe, built to help organizations automate and measure marketing engagement, tasks, and workflows. Digioh's Marketo integration captures leads from pop-up forms, surveys, and quizzes and passes them to Marketo in real time.

What you'll learn

- How to integrate Marketo with Digioh via Pipelines
- How to find your Marketo Identity URL, Client ID, Client Secret, and Base URL
- How to customize the lead payload to include custom fields

Requirements

You will need the following Marketo parameters:

- **Identity URL** used to request the OAuth access token
- **Client ID** found in your Marketo Installed Package
- **Client Secret** found in your Marketo Installed Package
- **Base URL** the REST API base URL for your Marketo instance

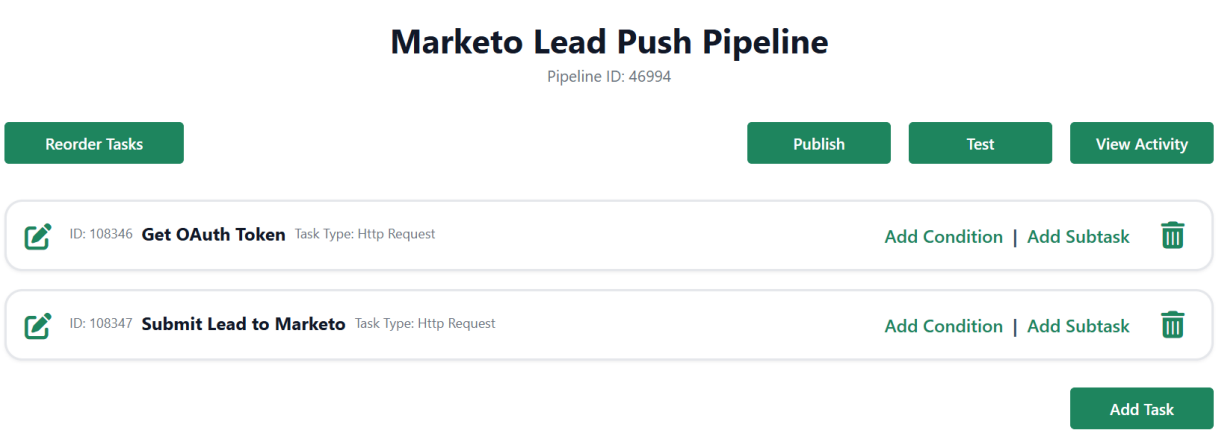
See the Marketo REST API authentication documentation and the Marketo base URL documentation to locate these values.

Creating your Marketo Pipeline

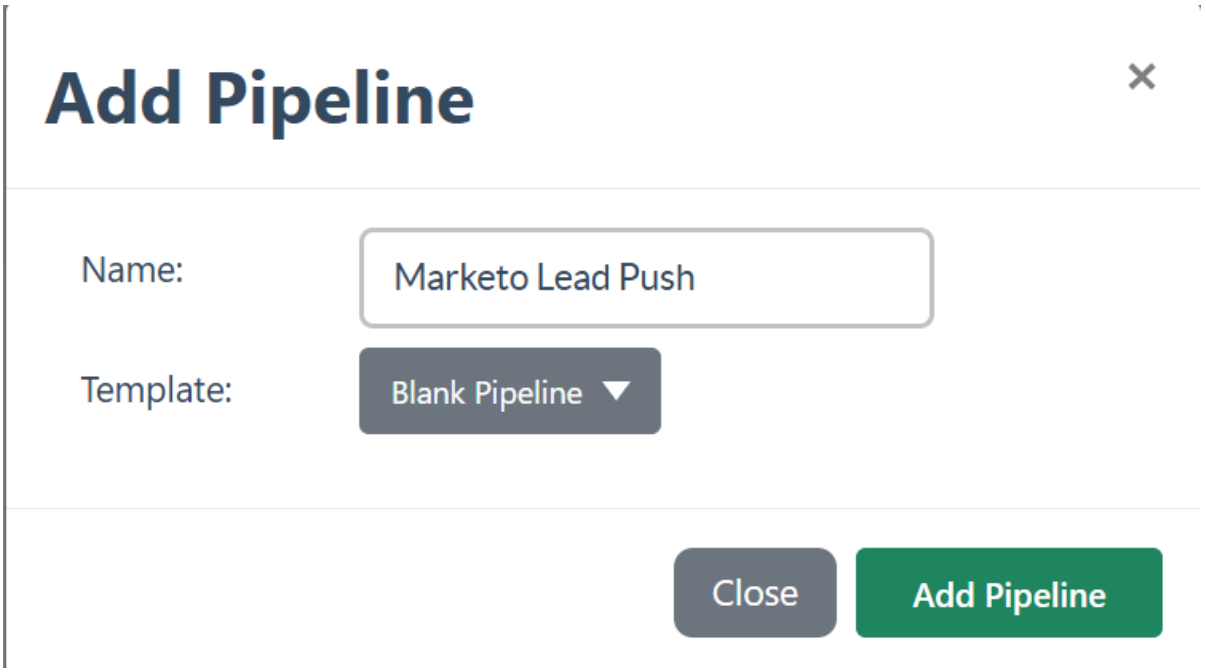
Digioh Pipelines handle the OAuth token request and lead submission as two sequential tasks in a single pipeline, so you don't have to manage two separate integrations manually.

The pipeline contains two HTTP Request tasks in sequence:

- **Task 1: Get OAuth Token.** HTTP Request (GET) to the Marketo identity endpoint. Returns the access_token used in Task 2.
- **Task 2: Submit Lead.** HTTP Request (POST) to the Marketo Leads API. The access_token from Task 1 is piped into Task 2's Authorization request header.



1. In your Digioh account, select **Integrations -> Pipelines** in the navbar and click **+ Add Pipeline**.
2. Select a blank template, name your pipeline (for example, "Marketo Lead Push"), and click **Add Pipeline**.

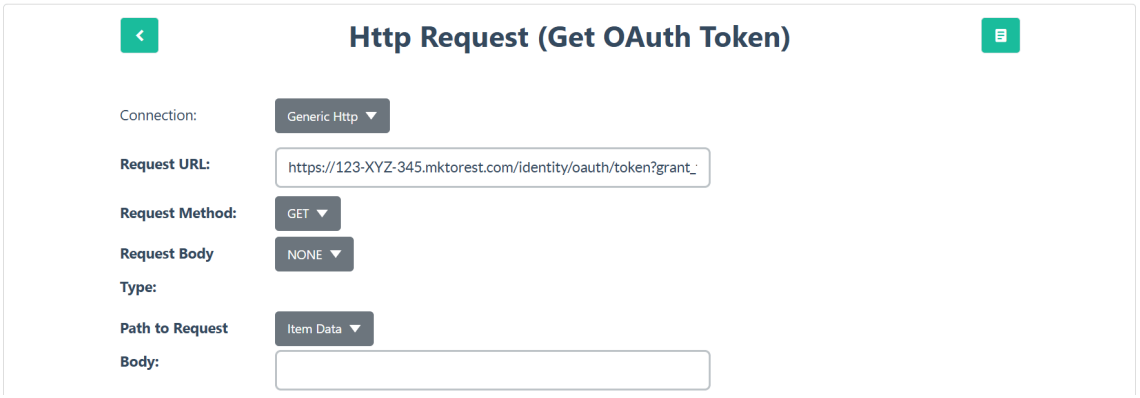


3. Add an **HTTP Request**
4. Set the task **Method** to GET.
5. Set the task **URL** to the Marketo identity endpoint pattern below.

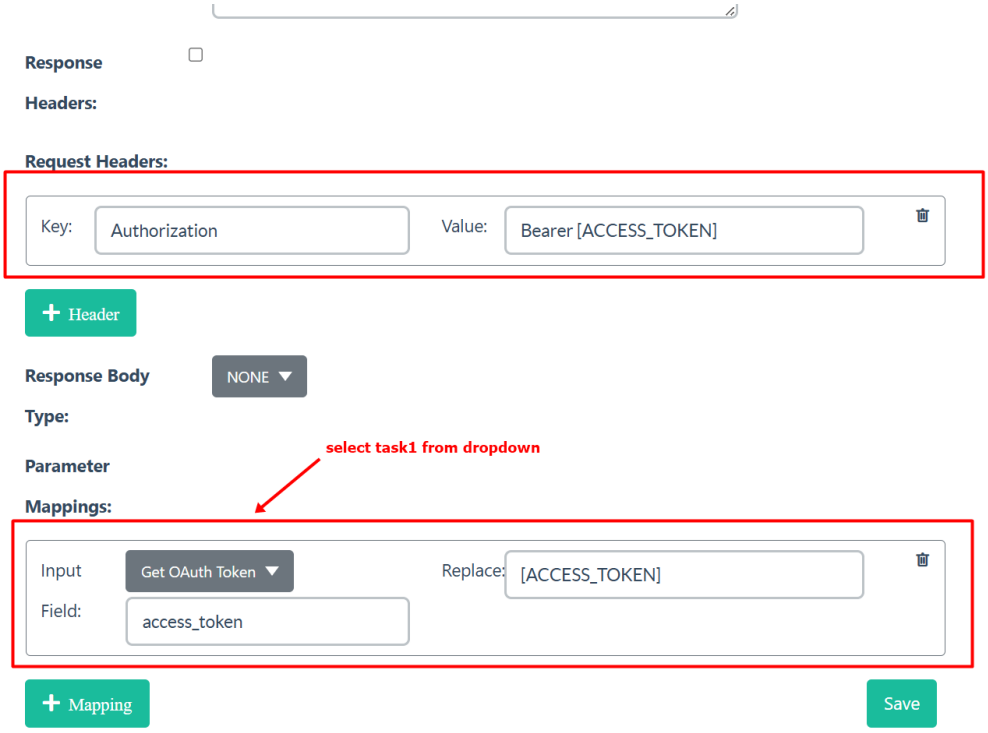
<Identity URL>/oauth/token?grant_type=client_credentials&client_id=<Client ID>&client_secret=<Client Secret>

Example: https://123-XYZ-345.mktorest.com/identity/oauth/token?grant_type=client_credentials&client_id=7654321&client_secret=abcz

6. Set the **Response Body Type** to JSON_OBJECT.



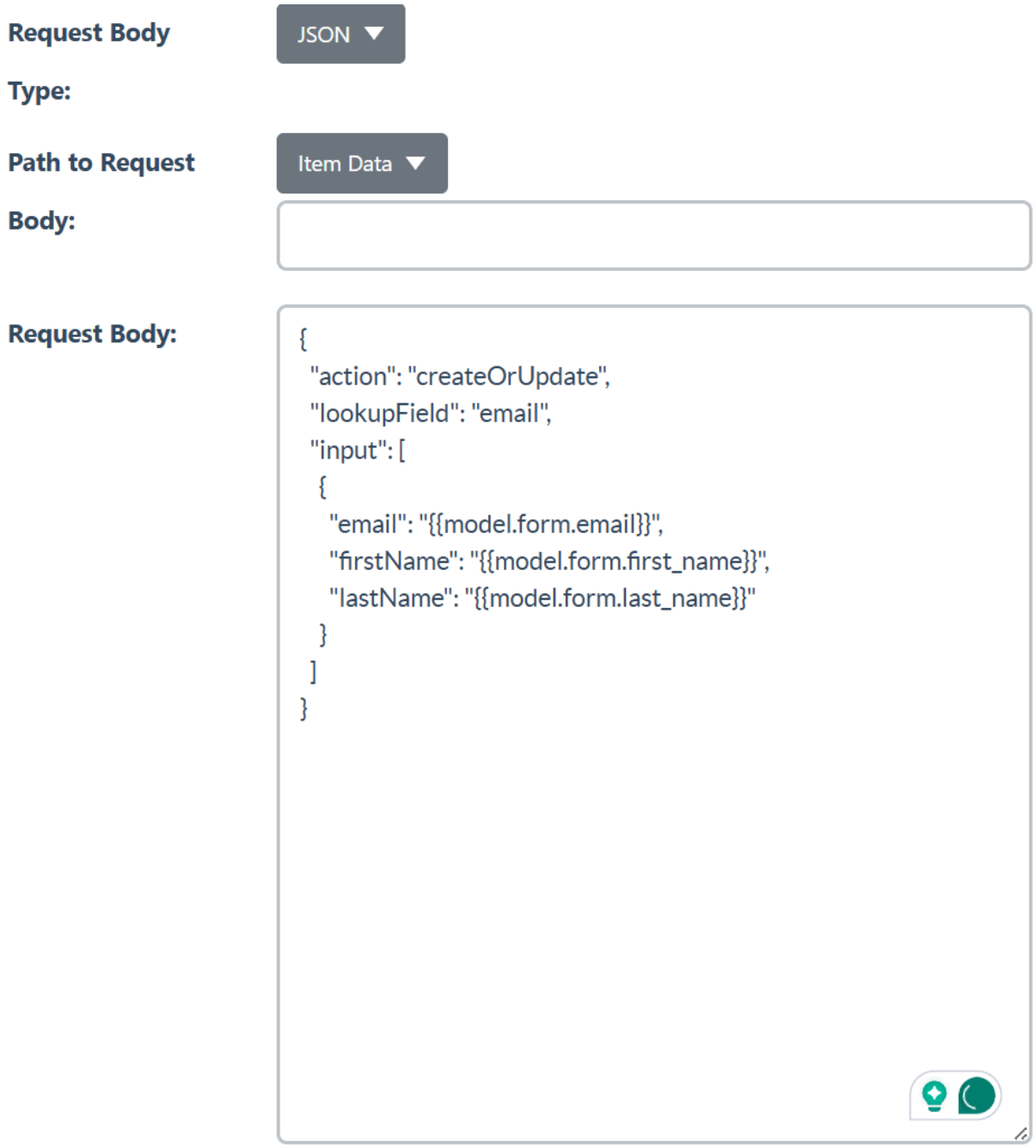
7. Add a second **HTTP Request**
8. Set the second task **Method** to POST.
9. Set the second task **URL** to <BASE URL>/rest/v1/leads.json.
10. Add a request header with key *Authorization* and value *Bearer [ACCESS_TOKEN]*
11. Add a mapping for the [ACCESS_TOKEN] The field should be *access_token* with its input referencing the Get OAUTH Token step, and it should replace [ACCESS_TOKEN]



12. In the request body, add the following JSON:

```
{
 "action": "createOrUpdate",
 "lookupField": "email",
 "input": [
  {
   "email": "{{model.form.email}}",
   "firstName": "{{model.form.first_name}}",
   "lastName": "{{model.form.last_name}}"
  }
 ]
}
```

Note: Add custom Marketo fields inside the input object as needed. For the full parameter list, see the Marketo Leads API documentation.



13. Save and publish the pipeline, then connect it to your Digioh campaign.