

# 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.

### Marketo Lead Push Pipeline

Pipeline ID: 46994

Reorder Tasks

Publish

Test

View Activity



ID: 108346 **Get OAuth Token** Task Type: Http Request

Add Condition | Add Subtask



ID: 108347 **Submit Lead to Marketo** Task Type: Http Request

Add Condition | Add Subtask



Add Task

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**.

# Add Pipeline ✕

Name:

Template:

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](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.

## Http Request (Get OAuth Token)

Connection:

Request URL:

Request Method:

Request Body:

Type:

Path to Request:

Body:

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]*

The screenshot shows a configuration interface with the following sections:

- Response:** A checkbox that is currently unchecked.
- Headers:** A section containing a **Request Headers:** area. This area is highlighted with a red box and contains a table with two columns: **Key:** and **Value:**. The key is "Authorization" and the value is "Bearer [ACCESS\_TOKEN]". There is a trash icon to the right of the value field.
- + Header:** A green button to add a new header.
- Response Body:** A dropdown menu currently set to "NONE".
- Type:** A label for the response body type.
- Parameter:** A label for the parameter.
- Mappings:** A section highlighted with a red box. It contains a table with two columns: **Input:** and **Replace:**. The input is "Get OAuth Token" (with a dropdown arrow) and the replace is "[ACCESS\_TOKEN]". Below this, there is a **Field:** input with the value "access\_token". There is a trash icon to the right of the replace field.
- + Mapping:** A green button to add a new mapping.
- Save:** A green button to save the configuration.

A red arrow points from the text "select task1 from dropdown" to the "Get OAuth Token" dropdown menu in the Mappings section.

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](#).

**Request Body**

JSON ▼

**Type:**

**Path to Request**

Item Data ▼

**Body:**

**Request Body:**

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



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

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