

# Adobe Marketo

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## Overview

Through the Adobe Marketo connector, you can seamlessly sync leads from Lead Liaison to a Marketo account through [Automations](#), [Fulfillment Actions](#), and [Bulk Actions](#).

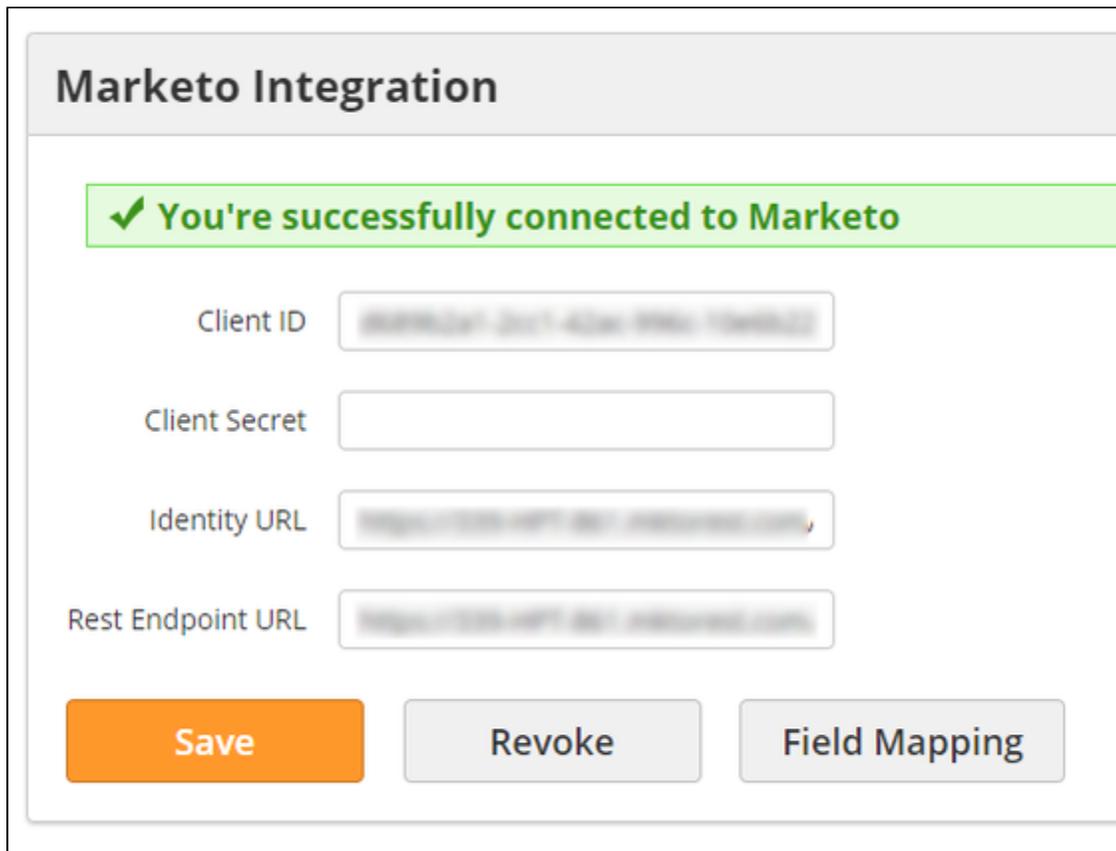
## Connecting to Adobe Marketo

Before connecting your account to Marketo, you will need to create a Custom Service in Marketo for our system to call. You can learn more about creating a Custom Service [here](#). If you need help creating a custom service, you can contact Marketo Support at [support.marketo.com](mailto:support.marketo.com).

Once you've created your Custom Service, you can connect Lead Liaison to Marketo. To connect your account,

- Navigate to **Setup > Integrations > Connectors**.
- Scroll down to the Connector labeled "Marketo Integratrion."
- Fill in the Client ID, Client Secret, Identity URL, and Rest Endpoint URL from your Marketo Custom Service.
- Click **Save**.

If you entered the correct credentials, you should see a success message as pictured below.



The screenshot shows a web interface titled "Marketo Integration". At the top, there is a green banner with a checkmark icon and the text "You're successfully connected to Marketo". Below this banner, there are four input fields, each with a label to its left: "Client ID", "Client Secret", "Identity URL", and "Rest Endpoint URL". Each field contains a blurred, placeholder-like text. At the bottom of the form, there are three buttons: a prominent orange "Save" button, a grey "Revoke" button, and a grey "Field Mapping" button.

## Field Mapping

You can map any Lead Liaison Prospect field to any Marketo Lead field. To map fields, click on the **Field Mapping** button on the Marketo connector. This option will only appear if you have successfully connected your account.

## Marketo Integration

✓ You're successfully connected to Marketo

Client ID

Client Secret

Identity URL

Rest Endpoint URL

**Save** **Revoke** **Field Mapping**

On the mapping menu, select the Lead Liaison field on the right and the corresponding Marketo field on the left.

## Field Mapping

Lead Liaison Field	Marketo Field
<input type="checkbox"/> <input type="checkbox"/> Name	Full Name
<input type="checkbox"/> <input type="checkbox"/> Email	Email Address
<input type="checkbox"/> <input type="checkbox"/> First Name	First Name
<input type="checkbox"/> <input type="checkbox"/> Last Name	Last Name
<input type="checkbox"/> <input type="checkbox"/> Company	Select Marketo Field

- City
- Company Name**
- Company Notes
- Contact Company
- Cookies
- Country
- Created At
- Date of Birth

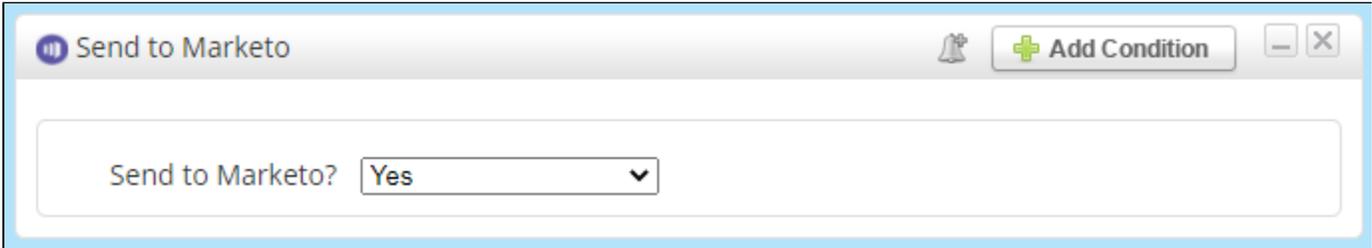
Use the **(+)** and **(-)** buttons to add or remove fields. Click Save when you are finished.

### Revoke Access

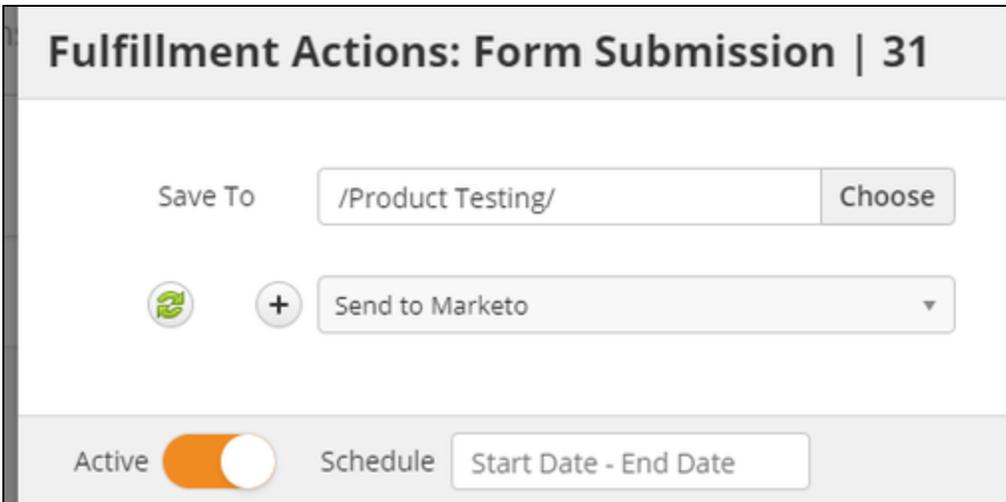
You can disconnect Lead Liaison and Marketo by revoking access. To revoke access, click the **Revoke** button on the Marketo Connector.

## Sending Leads to Marketo

You can send Leads to Marketo through the Send to Marketo action. This action—available in Automations, Fulfillment Actions, and Bulk Actions—will create a new Lead in Marketo using your field mappings. Note: the Prospect must have at least an email address in order to sync to Marketo.

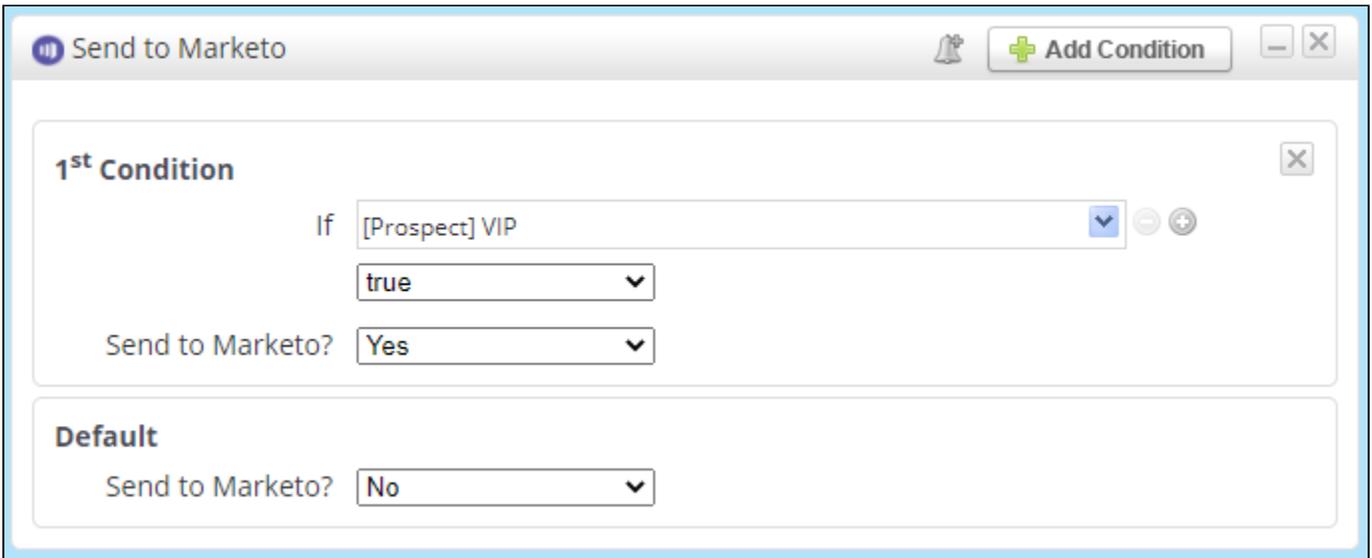


The screenshot shows a window titled "Send to Marketo" with a bell icon and an "Add Condition" button. Below the title bar is a large white box containing a single configuration item: "Send to Marketo?" followed by a dropdown menu set to "Yes".



The screenshot shows a window titled "Fulfillment Actions: Form Submission | 31". It features a "Save To" field with the value "/Product Testing/" and a "Choose" button. Below this is a list of actions, including a "Send to Marketo" action with a plus sign icon. At the bottom, there is an "Active" toggle switch (turned on) and a "Schedule" field with the text "Start Date - End Date".

When used in an Automation, you can also add [Conditions](#) to the Send to Marketo action. In the example below we are only sending the Lead if the Prospect is marked as a VIP.



The screenshot shows the "Send to Marketo" window with a "1st Condition" section. The condition is defined as "If [Prospect] VIP" with a dropdown set to "true". Below the condition, the "Send to Marketo?" dropdown is set to "Yes". A "Default" section at the bottom shows the "Send to Marketo?" dropdown set to "No".

**i** If a Lead already exists in Marketo with the same email address, Marketo will update the existing Lead record. It will never create a duplicate Lead with the same email.