INTEGRATION SETUP

Adobe Analytics into Marketo Integration

stoke

Stoke Clickstream Data from AA to Marketo Integration Setup

This document will go through the instructions for implementing the **Stoke Clickstream Data from AA to Marketo** integration. The 3 main sections are:

1. Marketo Setup
2. Adobe Setup
3. Event-to-Activity Mapping Configuration in Stoke App

<u>Marketo Setup</u>

Marketo is the destination system that the integration will write Adobe Analytics data into. Here are the steps for everything you need to do in your Marketo instance:

1. *Provisioning A User.* Create a user for this integration:
    a. Grant the user login & API access
2. *Custom Field Creation.* Create a custom field for the ECID. Here are the configurations:
    a. Set **Type** = "**String"**
    b. Set **Name** = "**Stoke ECID**"
    c. Set **API Name** = "**stokeECID**" and save your changes
    d. Here are Marketo documents for reference:
       https://docs.marketo.com/display/public/DOCS/Create+a+Custom+Field+in+Marketo
3. *Add New Hidden Field.* On your forms you will need to add a new hidden field using the field we created in Step 2:
    a. Select the desired form
    b. Add a field and select the field "Stoke ECID" field we created in Step 2
    c. Change the type to "Hidden" and save your changes
    If you have a high number forms, the Stoke team can assist in this step
4. *Passing The ECID.* Adjust your landing page to capture the ECID from Adobe:
    a. Select your desired landing page
    b. Insert an HTML Element
    c. Populate the HTML Element with the following snippet and save your changes

```
<script>
  MktoForms2.whenReady(function(form){
    var ecid = decodeURIComponent(document.cookie).match(/AMCV_.*?=.*?\|MCMID\|(.*?)\|/)[1]
    form.addHiddenFields({
      'stokeECID':ecid
    })
  })
</script>
```

5. *Custom Activities.* Think of key behavioral events that you want from Adobe Analytics into Marketo.
    a. Examples of these could be:
        i. Content Downloads
        ii. Button Clicks
        iii. Form Abandons
        iv. Video Views
    b. For each of these behavioral events, you will create a custom activity in Marketo. Here are Marketo documents for reference:
       https://docs.marketo.com/display/public/DOCS/Create+a+Custom+Activity

Adobe Analytics Setup

Adobe Analytics is the source system that the integration will extract data from to integrate in Marketo. Here are the steps for everything you need to do for your Adobe instance:

1. *Provisioning A User.* Create a user for this integration:
   a. Use the following email address: benjamin@thestokegroup.com
   b. Make sure the user has access to Adobe Data feeds
2. *Adobe Behavioral Events.* Think of the data you want tracked into custom activities in Marketo. Examples of these could be:
   a. Content Download Events (along with attribute data)
   b. Button Click Events
   c. Form Abandon Events
   d. Video View Events

Event-to-Activity Mapping Configuration in Stoke App

After Marketo and Adobe configuration steps are complete you will log into your Stoke integration instance and perform the following steps:

1. Log into Marketo with the user created in step #1 of the "Marketo Setup" section.
2. Enter Adobe Webservice Credentials created in step #1 of the "Adobe Analytics Setup" section.

3. Go to the "Mapping" section then click the "Add Activity" button.
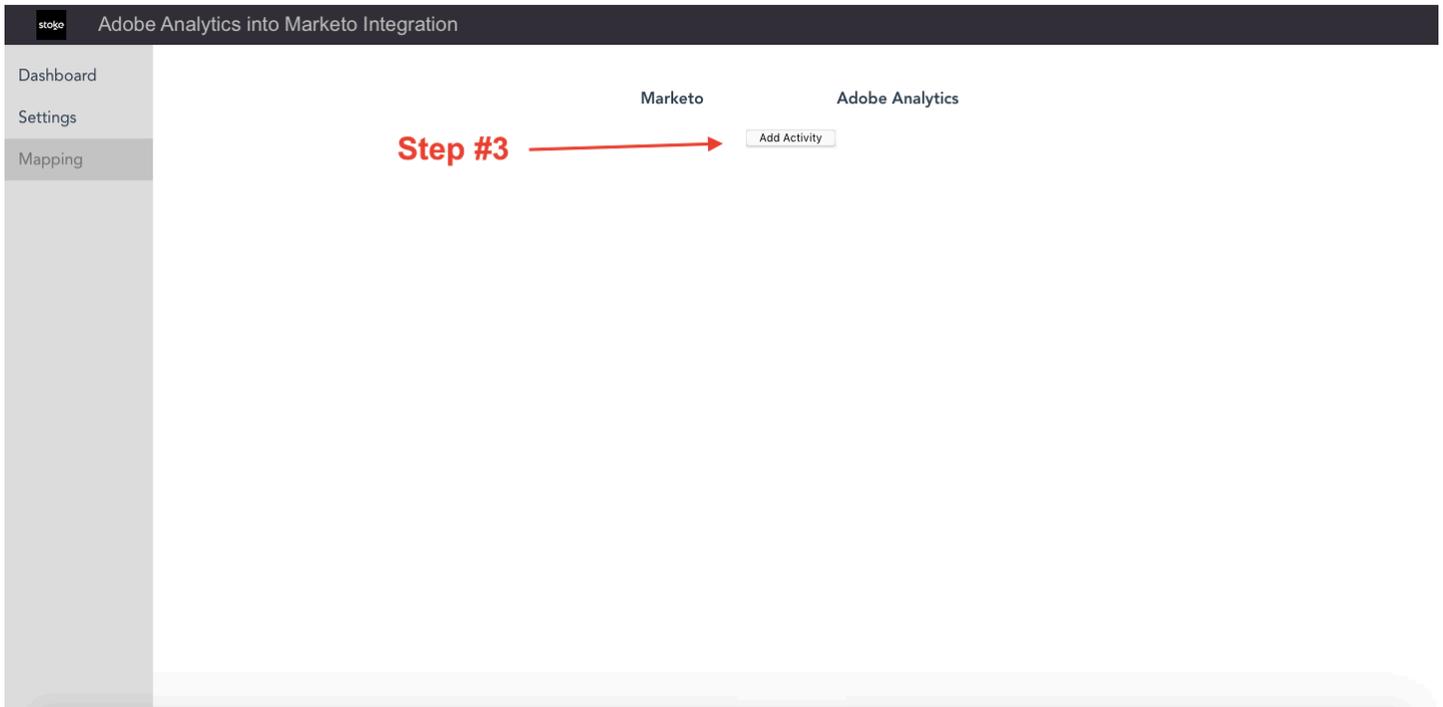
4. This will give you a dropdown of all of the available activities (standard and custom) in your Marketo instance. Select the desired activity:
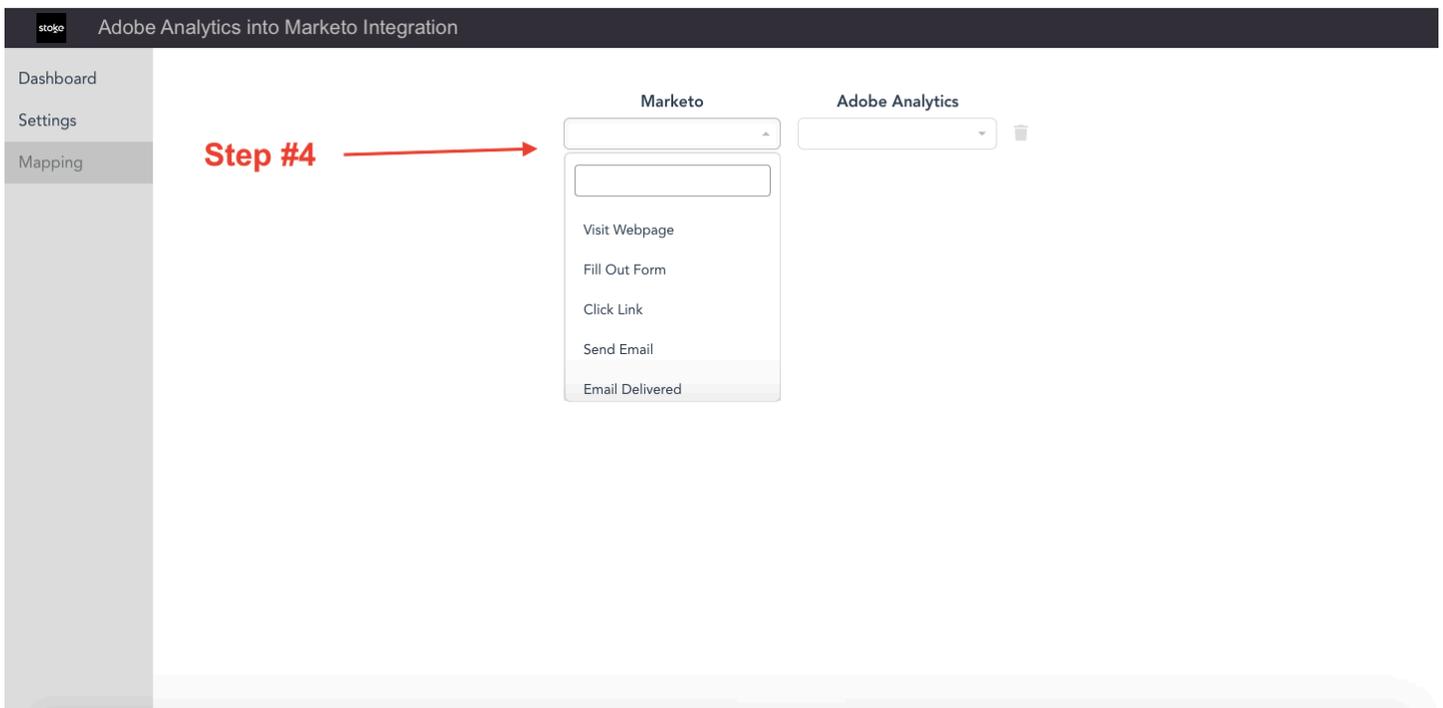
5. Once you have selected your activity each of the activity attributes will auto-populate and you will be able to map the activity to an Adobe event and each attribute to eVars/props/etc:

6. Repeat the process for additional activities (no limit)

Within 2 hours you will see the Adobe Analytics data start populating inside of Marketo.

The Stoke team is committed to providing our customer the best onboarding experience and will be there every step of the way.

Contact Us To Get Started Today
If you are interested in learning more about pricing and how to get started with this integration please reach out to Nate Jackson: nate@thestokegroup.com