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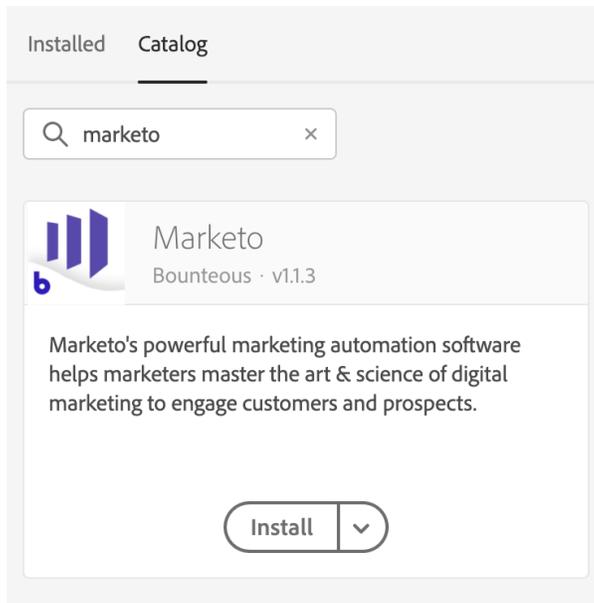
Marketo for Adobe Experience Platform Launch

Installation Guide

v1.0.0

Install Extension

1. Select the desired Launch property
2. Open up the Extension Catalog and search for “Marketo”.



3. Click “Install”.

Configure Extension

Global Settings

The first thing that you’re asked to do after installing the extension is to configure your “Munchkin Account ID” which should look something like this:

▼ Required Configuration

Munchkin Account ID

To use this extension and Marketo's Munchkin API, it must be enabled and a secret key must be set via the Admin > Integration > Munchkin Menu. This is also where the Munchkin Account ID can be found.

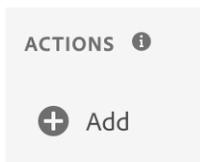
Confirm your changes by clicking "Save". This completes the basic extension installation and you can now use it in your rules.

If your Munchkin Account ID changes, you can always come back to this screen to update it.

Using Marketo actions in rules

If you're new to Launch, read up [here](#) on how to create rules. The following guide assumes you have an understanding of how Launch works in general.

1. Create a new Rule and set up an Event as well as Condition (if necessary). Both of these are independent of the Marketo Launch extension.
2. Under Actions, click on the "Add" button.



3. After you choose “Marketo” from the extensions list, these are the action types that you can choose from:

Action Type

Select Action

FORM

- Form in Lightbox
- Initialize Forms

LEAD TRACKING

- Click Link
- Create Tracking Cookie
- Initialize Munchkin
- Visit Web Page

4. After you’ve made your selection, the right side of the window will update depending on which action type you’ve selected. Some types have required properties that you need to fill out and others have optional ones that may apply to your use cases. Here’s an example of an action type with a required property that you have to set:

Latest Marketo > Action Configuration Cancel Keep Changes

Extension: Marketo

Action Type: Click Link

Name: Marketo - Click Link

> ADVANCED OPTIONS

Click Link

INFO Make sure that the *Initialize Munchkin* action is triggered on your page before this action, or it won't have any effect.

Calling this action will send a click activity for the current user to Marketo.

Required Configuration

Property	Description
href	The URL file path used to record a link click. This value is appended to the current domain name to create a full link. For example, if href value is "/index.html" and the domain name is "www.example.com", then the link click is recorded as "www.example.com/index.html". Example: Assume clicks on a button <code><button data-url="/nice.html" data-fallback="/also-nice.html">Click me</button></code> need to be captured. This button has two attributes: "data-uri" and "data-target". In order to capture the value "/nice.html" with the link click event in Marketo, it's necessary to define at least one attribute that's present at the element, such as "data-uri". Additional attributes can be added, such as "data-fallback" and "href", in case the first attribute "data-uri" is not present on the clicked element. Note that the order of values matters: Only the first matching attribute (from top to bottom) with a value will be used.

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Check out the [API Reference](#) to learn more about the `munchkinFunction clickLink`.

Available Action Types

The Marketo Launch extension supports both lead tracking and form actions. **For both types, you have to call their respective “initialize” action first.** For lead tracking that’s the “Initialize Munchkin” action and for forms it’s the “Initialize forms” action.

Lead tracking:

- Click link
- Create tracking cookie
- Visit web page

Forms:

- Form in light box

Initialize Munchkin

This action must be added to a page before any other Marketo actions. It will set Munchkin on the current page to send activities to a specific instance and will generate a “Visits Web Page” activity for the current page.

There are optional configuration options available for advanced use cases. Please refer to the [Marketo documentation](#) for details.

Click Link

Calling this action will send a click activity for the current user to Marketo.

This action type requires you to specify an attribute name that will be sent to Marketo.

Create Tracking Cookie

This action will check if there already exists an “_mkto_trk” cookie in the browser and will create one if it does not. This is useful for enabling tracking for users during specific actions, such as registration or downloading an asset, if “cookieAnon” (defined during Munchkin initialization) is set to false.

Visit Web Page

Calling this action will send a visit activity for the current user to Marketo.

This action type requires you to specify a URL value that will be sent to Marketo.

Initialize Forms

This action must be added to a page before any other Marketo Form actions. It will add the form script to the current page.

Form in Lightbox

Calling this action will open a Marketo Form in a lightbox.

The form URL and ID are required parameters for this action. You can get them from the Marketo embed code which includes something like:

```
MktoForms2.loadForm("<FORM_URL>", "<ACCOUNT_ID>", <FORM_ID>);
```

Please refer to the [Marketo documentation](#) for more information.