

Integrating Global Address Complete into Marketo Web Forms

Introduction.

In this tutorial, we will cover how to integrate the address autocomplete service, [Global Address Complete](#), into a Marketo web form. This will allow the Global Address Complete to make suggestions on a user entered address within a Marketo form. This will help prevent form abandonment and improve form capture rates, while ensuring your leads are added quickly and efficiently to your Marketo pipeline.

What is Marketo and why does it matter?

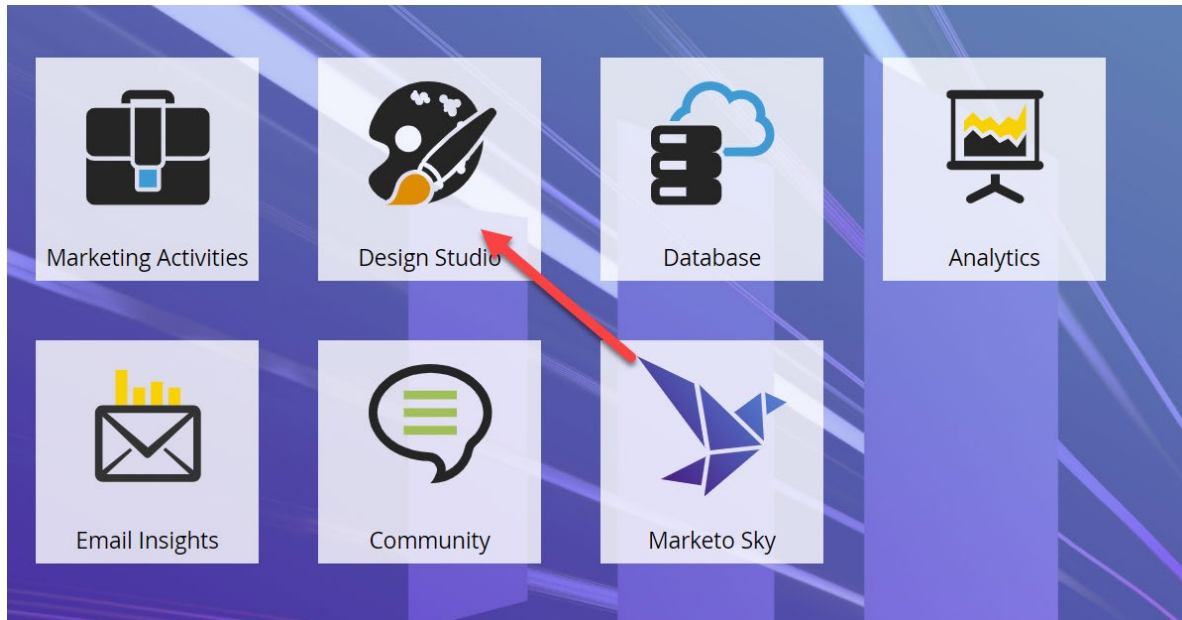
Marketo is a marketing automation software that provides tools for businesses to engage and nurture their leads and prospective customers. Most notably, Marketo offers the ability to easily and quickly create forms for users to enter contact data and then send it into the Marketo ecosystem to let businesses quickly and effectively make decisions on how to best engage users based on the data provided. Since user forms are involved, this makes Marketo forms a perfect pairing with Global Address Complete.

This is simple, quick integration guide will have you up and running in no time! Here are the three main things you need:

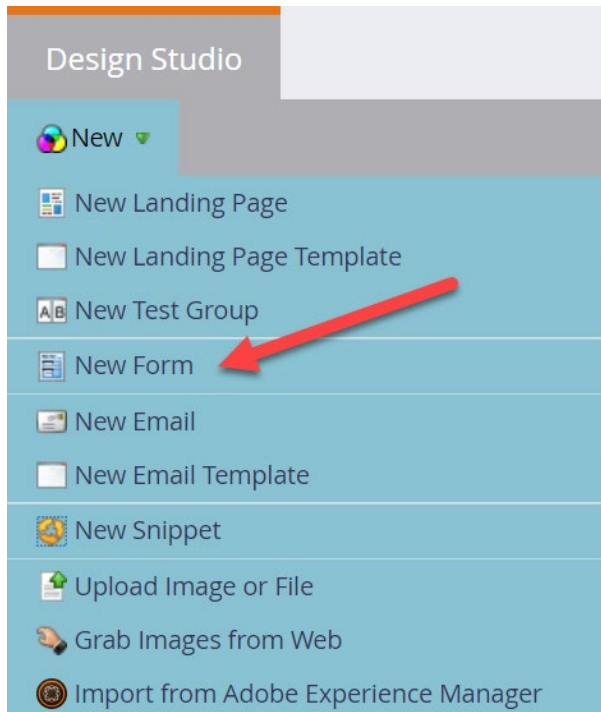
1. Basic familiarity with JavaScript.
2. Access to creating a Marketo Form and/or Landing Page.
3. A Global Address Complete trial or product license key. (Sign up for a free trial [here!](#))

Step 1: Create Your Marketo Form.

For starters, we will need to create the form that will have the address fields that Global Address Complete service will automatically fill in. To do this, head to the design studio of your Marketo instance:



On the resulting page, select "New" and then "New Form".



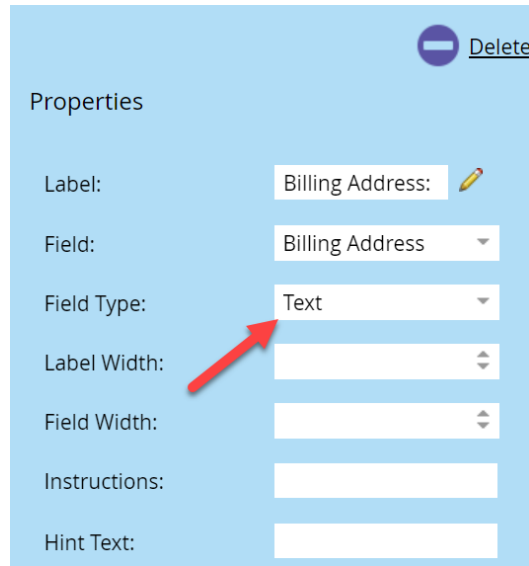
On the New Form page, select the Folder in which you would like to save this form and give it an appropriate name. We will use the below details.

A screenshot of the 'New Form' dialog box. The dialog has a title bar with 'New Form' and a close button. It contains three main fields: 'Folder:' with a dropdown menu set to 'Forms', 'Name:' with a text input field containing 'DOTSGlobalAddressComplete', and 'Description:' with a text area containing 'A form that will be used with the DOTS Global Address Complete web service.' Below the description field is a checkbox labeled 'Open in editor' which is checked. At the bottom right, there are two buttons: 'CANCEL' and 'CREATE'.

Now we will need to add the different input fields that the Global Address Complete service will use to search for address suggestions and automatically fill in once a user selects an address.

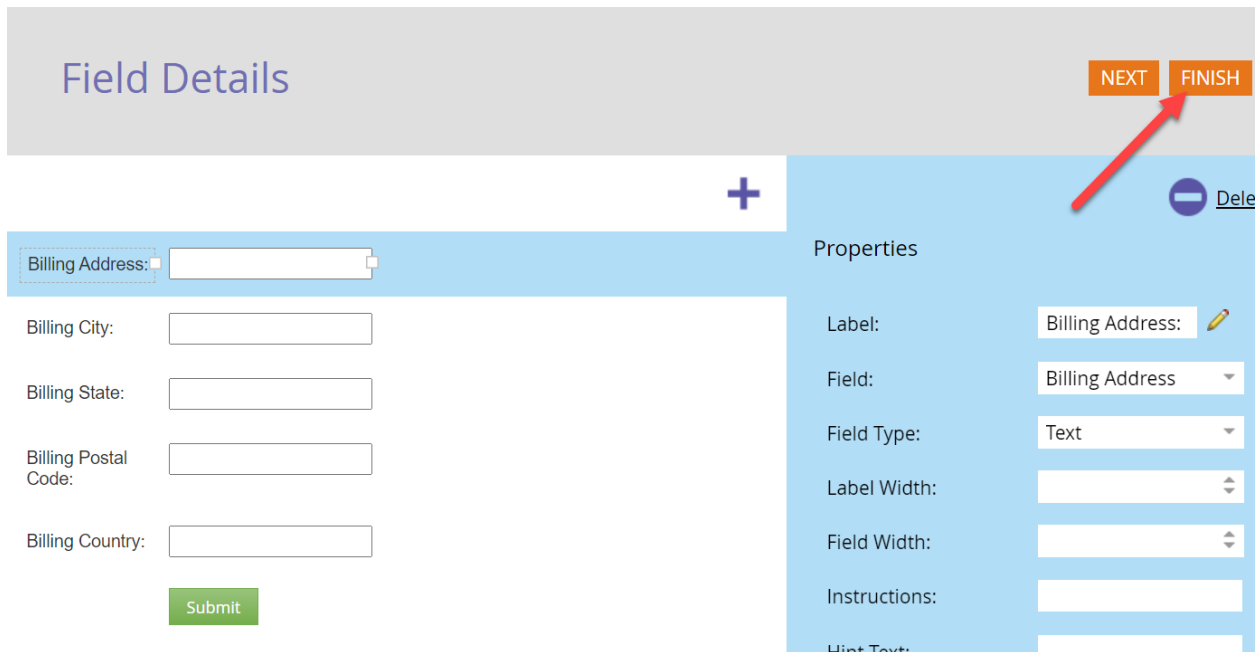
In our example, we're just going to use the default billing address fields but this would be a great place to use some custom Marketo fields you have created in your instance. Using the "+" symbol add the fields you want to the form.

We will make all our fields have the FieldType of Text as shown below.



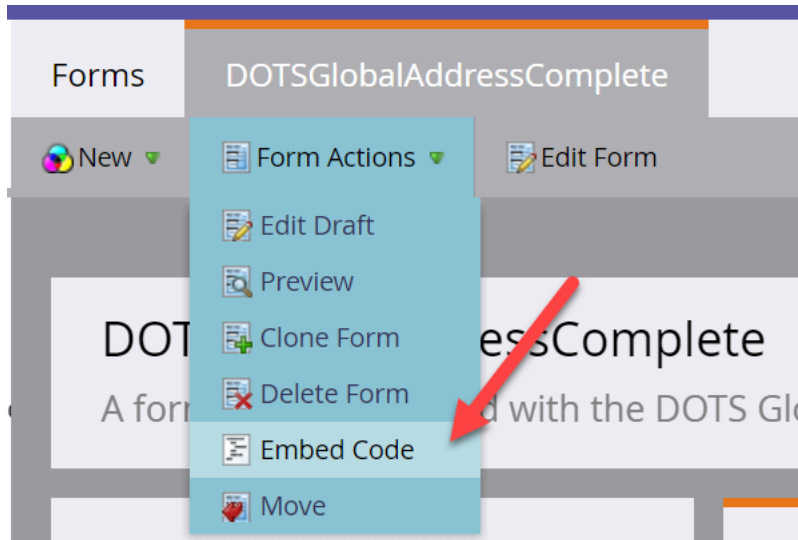
A screenshot of a 'Properties' panel for a form field. The panel has a light blue background and a 'Delete' button in the top right corner. The properties listed are: Label: 'Billing Address:' with a pencil icon; Field: 'Billing Address' with a dropdown arrow; Field Type: 'Text' with a dropdown arrow, highlighted by a red arrow; Label Width: a text input field with a double-headed arrow; Field Width: a text input field with a double-headed arrow; Instructions: a text input field; Hint Text: a text input field.

Once all your fields are in the form, select Finish to create the form.

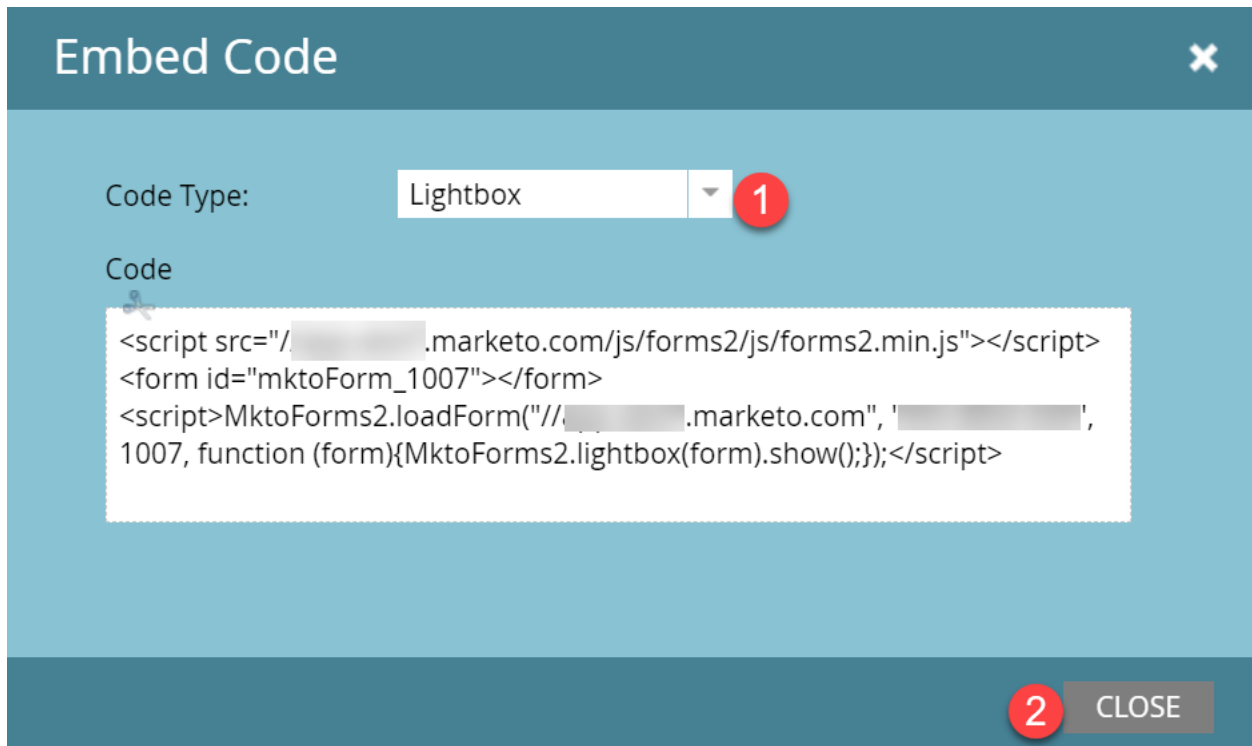


A screenshot of a form builder interface. At the top, there is a grey header with the text 'Field Details' and two orange buttons labeled 'NEXT' and 'FINISH'. A red arrow points to the 'FINISH' button. Below the header, there is a white area with a plus sign and a blue area with a minus sign and a 'Delete' button. The main area shows a form with the following fields: 'Billing Address:' (text input), 'Billing City:' (text input), 'Billing State:' (text input), 'Billing Postal Code:' (text input), and 'Billing Country:' (text input). A green 'Submit' button is at the bottom left. On the right, there is a 'Properties' panel for the 'Billing Address' field, identical to the one in the first screenshot.

After this, select "Approve and Close". Before we create the landing page, head to the "Form Actions" heading and select "Embed Code".

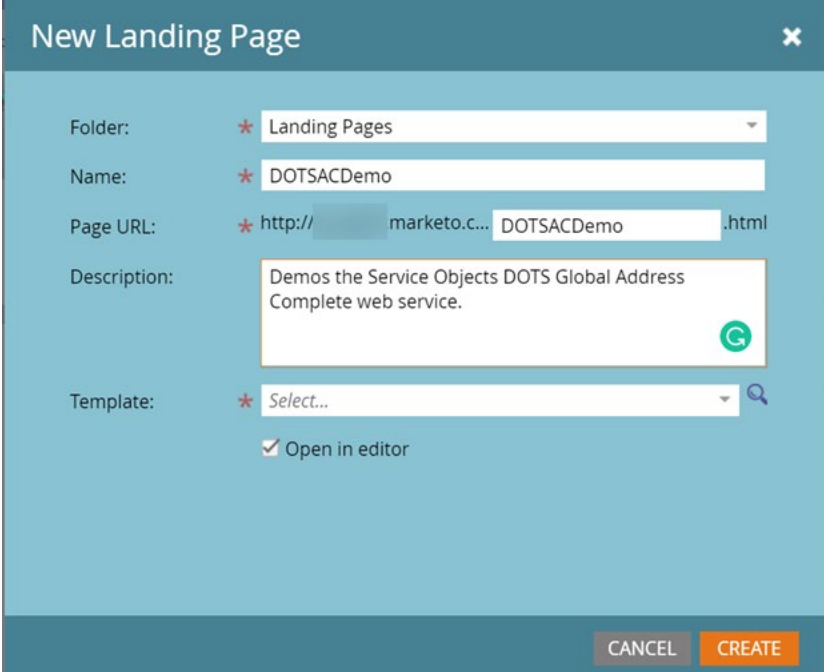


Make sure to select the "Lightbox" option from the Code Type drop down menu and then copy the code on the resulting pop-up and save it. We will use this in the next step to put the form into our landing page.



Step 2: Create the Landing Page.

Next, select New, then "Landing Page" and then fill in the appropriate details for the landing page. We will add the following in our example:



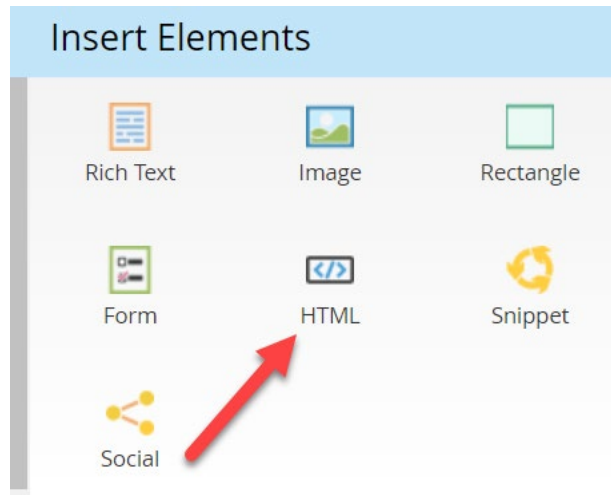
The screenshot shows a "New Landing Page" dialog box with the following details:

- Folder: * Landing Pages
- Name: * DOTSACDemo
- Page URL: * http://[redacted]marketo.c...DOTSACDemo.html
- Description: Demos the Service Objects DOTS Global Address Complete web service.
- Template: * Select...
- Open in editor

Buttons: CANCEL, CREATE

Select "Create" to create your landing page! Our landing page has been created; now we will add the form to it that was created in the previous step.

On the right-hand pane, drag and drop the "HTML" element into the landing page.



In the custom HTML editor, paste in the code we copied from the previous step.

Your HTML page should look something like the following:

Custom HTML Editor



```
<script src="//[redacted].marketo.com/js/forms2/js/forms2.min.js"></script>  
<form id="mktoForm_1007"></form>  
<script>MktoForms2.loadForm("//[redacted].marketo.com", "[redacted]", 1007, function (form)  
{MktoForms2.lightbox(form).show();});</script>
```



CANCEL

SAVE

Step 3: Setting up the Call to Global Address Complete.

We're almost there! The next step is to add in the call to the Global Address Complete service inside the HTML editor.

First, put the following two links at the top of the HTML Editor.

```
<link rel="stylesheet" type="text/css"
href="https://trial.serviceobjects.com/Resources/AC/CSS/ACStyle.css" />

<script type="text/javascript"
src="https://trial.serviceobjects.com/Resources/AC/JS/ACScriptV1.01.js"></script>
```

These two links reference the CSS that will style the drop-down list of suggestions and the JavaScript that will ultimately do all the heavy lifting in making the web service call and filling in the input fields.

Next, inside the loadForm function of the form code we just copied, add the following code:

```
var fields = [
    { element: "BillingStreet", field: "Address1", mode: so.fieldMode.SEARCH |
so.fieldMode.POPULATE },
    { element: "BillingCity", field: "Locality", mode: so.fieldMode.POPULATE },
    { element: "BillingState", field: "AdminArea", mode: so.fieldMode.POPULATE },
    { element: "BillingPostalCode", field: "PostalCode", mode: so.fieldMode.POPULATE },
    { element: "BillingCountry", field: "Country", mode: so.fieldMode.POPULATE }
];
var customKey = "YourDOTSACKeyHere";
window.options = {key: customKey, isTrial: true};
var DOTSGlobalAddressComplete = new so.Address(fields, window.options);
```

A couple notes about this bit of code:

- The “element” portion of the field inputs correspond to the input IDs on the form. For this example, we are using the Billing address fields. If you are using your own custom fields, you’ll need to put in the name of the fields here.
- For the BillingStreet input, we specify the mode of “sofieldMode.SEARCH | so.fieldMode.POPULATE” as this will tell the DOTS AC service to use the text the user enters in the BillingStreet input field to lookup potential address matches.
- Be sure to switch out the customKey variable for your DOTS Global Address Complete license key.
- In the options field, we specify the “isTrial” option with the boolean value of true. If you are using a production key, you can omit this option or set it to false to call our production endpoint.
- We are using minimal options in our setup call to the service. This would be a great time to look at all the [options](#) the service has to offer and customize the call to your particular use case! Please reach out to get more information or recommendations based on your use case.

Your finished bit of html code should look something like the following.

Custom HTML Editor



```
<link rel="stylesheet" type="text/css"
href="https://trial.serviceobjects.com/Resources/AC/CSS/ACStyle.css" />
<script type="text/javascript"
src="https://trial.serviceobjects.com/Resources/AC/JS/ACScriptV1.01.js"></script>
<script src="
marketo.com/js/forms2/js/forms2.min.js"></script>
<form id="mktoForm_1007"></form>
<script>MktoForms2.loadForm("//
.marketo.com",
", 1007, function (form)
{MktoForms2.lightbox(form).show();

var fields = [
    { element: "BillingStreet", field: "Address1", mode: so.fieldMode.SEARCH |
so.fieldMode.POPULATE },
    { element: "BillingCity", field: "Locality", mode: so.fieldMode.POPULATE },
    { element: "BillingState", field: "AdminArea", mode: so.fieldMode.POPULATE },
    { element: "BillingPostalCode", field: "PostalCode", mode: so.fieldMode.POPULATE },
    { element: "BillingCountry", field: "Country", mode: so.fieldMode.POPULATE }
];
var customKey = "YourDOTSACKeyHere";
window.options = {key: customKey, isTrial: true};
var DOTSGlobalAddressComplete = new so.Address(fields, window.options);
});</script>
```



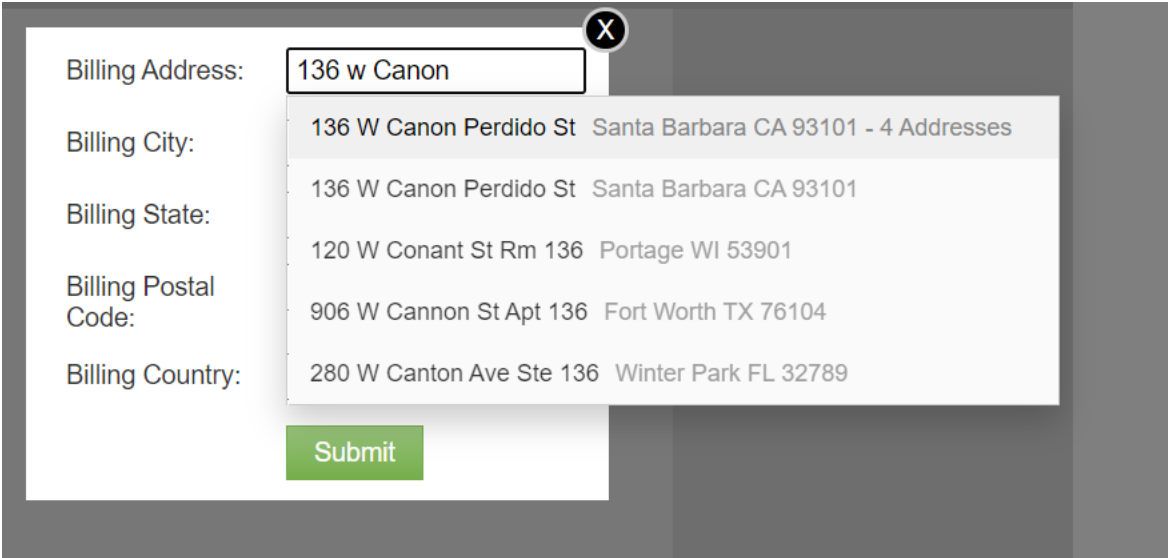
CANCEL

SAVE

Select Save.

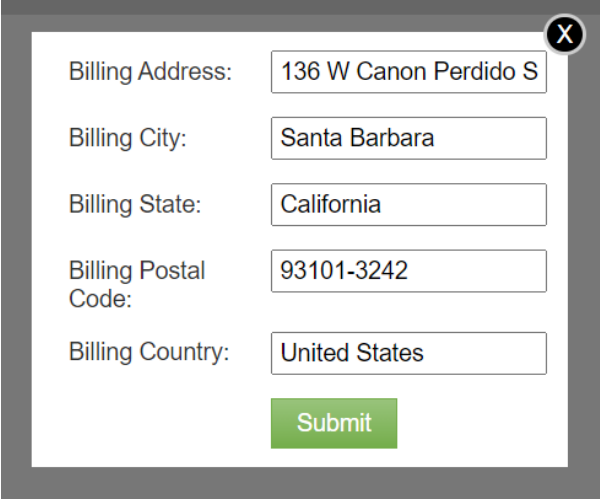
Step 4: Demoiing the Global Address Complete response.

Now we are ready to test the service. To do so, click "Preview Draft" in the upper right-hand corner. This should take you to a blank form with the address inputs we have previous set up. Start typing into the Billing Address to field to see some predictions from the service.



A screenshot of a web form with a dropdown menu. The form fields are: Billing Address (136 w Canon), Billing City, Billing State, Billing Postal Code, and Billing Country. A dropdown menu is open over the Billing Address field, showing five suggestions: 136 W Canon Perdido St Santa Barbara CA 93101 - 4 Addresses, 136 W Canon Perdido St Santa Barbara CA 93101, 120 W Conant St Rm 136 Portage WI 53901, 906 W Cannon St Apt 136 Fort Worth TX 76104, and 280 W Canton Ave Ste 136 Winter Park FL 32789. A green Submit button is at the bottom.

Selecting and clicking an address will fill in the other address components like so:



A screenshot of a web form with all address fields filled in. The fields are: Billing Address (136 W Canon Perdido S), Billing City (Santa Barbara), Billing State (California), Billing Postal Code (93101-3242), and Billing Country (United States). A green Submit button is at the bottom.

Troubleshooting Tips and Tricks

- Make sure you place the setup call to the DOTS AC service within the loadForm function; this will ensure you call the service after the form is setup.
- If you are using custom fields, make sure you are using the right input ID's in the setup call to the DOTS AC service.
- If you have any questions or want suggestions on how to make use of the service, feel free to email support@serviceobjects.com and we would be happy to help you get the most of your Service Objects Subscription.

Closing

Getting Global Address Complete up and running in a Marketo form should be quick and painless. Marketo is a powerful tool and is even better when paired with Global Address Complete.

You can always take it for test drive with your [free trial key!](#)
