

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?

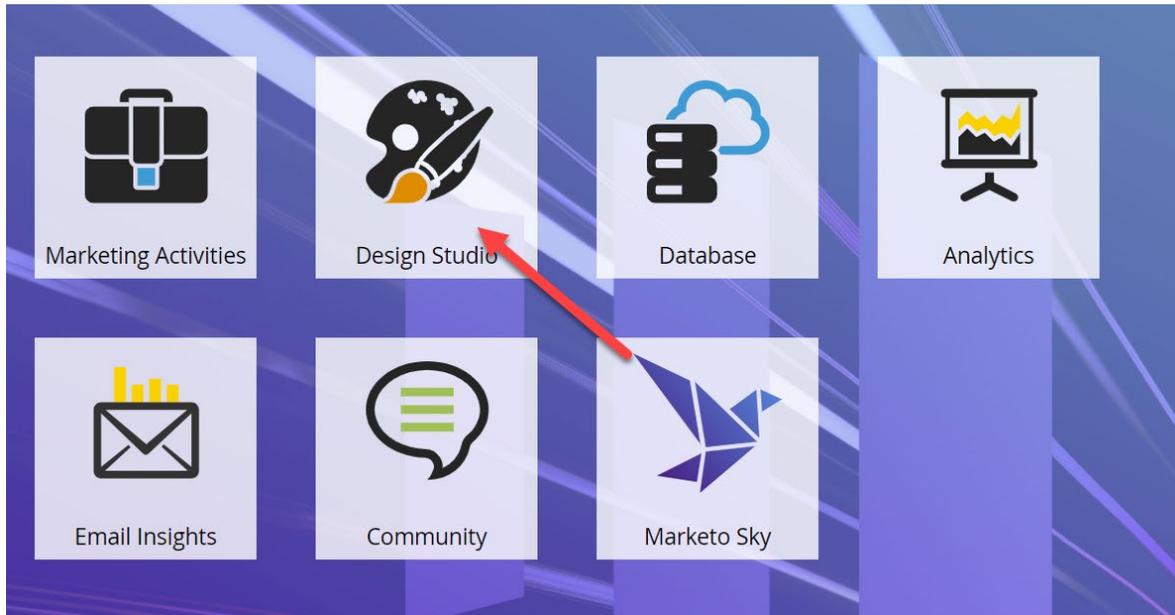
Marketo is a marketing automation software that provides tools for businesses to engage and nurture their leads and prospective customers. Most notably, Marketo offers the ability to easily and quickly create forms for users to enter contact data and then send it into the Marketo ecosystem to let businesses 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:

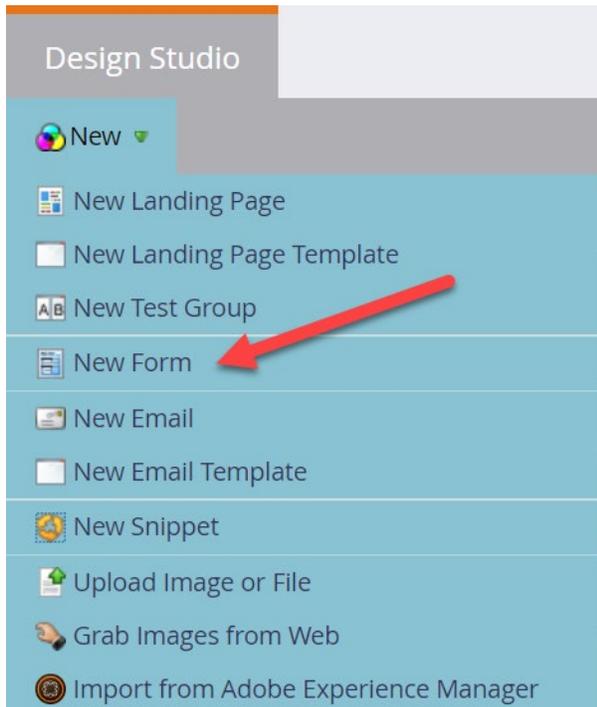
1. Basic familiarity with JavaScript.
2. Access to creating a Marketo Form and/or Landing Page.
3. A Global Address Complete trial or product license key. (Sign up for a free trial [here!](#))

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.

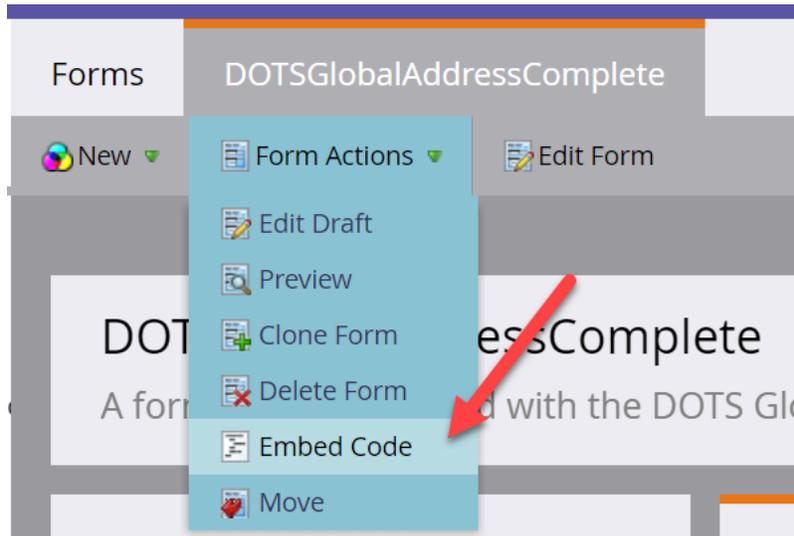
We will make all our fields have the FieldType of Text as shown below.

A screenshot of a 'Properties' panel for a field named 'Billing Address'. The panel is light blue and contains several configuration options: 'Label' (Billing Address), 'Field' (Billing Address), 'Field Type' (Text), 'Label Width', 'Field Width', 'Instructions', and 'Hint Text'. A red arrow points to the 'Text' option in the 'Field Type' dropdown menu. A 'Delete' button is visible in the top right corner of the panel.

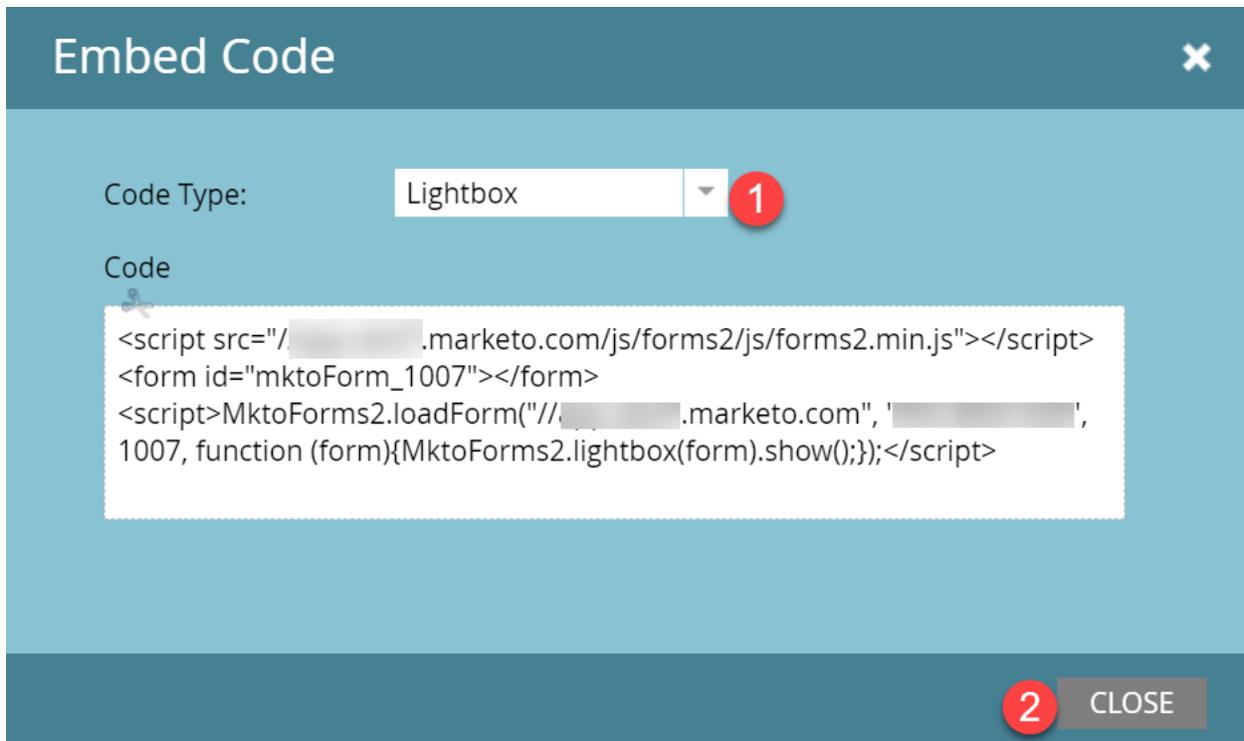
Once all your fields are in the form, select Finish to create the form.

A screenshot of a form builder interface. The top section 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 is a white area containing a form with several input fields: 'Billing Address', 'Billing City', 'Billing State', 'Billing Postal Code', and 'Billing Country'. A green 'Submit' button is located at the bottom of the form. To the right of the form is a light blue 'Properties' panel for the 'Billing Address' field, identical to the one shown in the previous image. A plus sign is visible between the form and the properties panel.

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

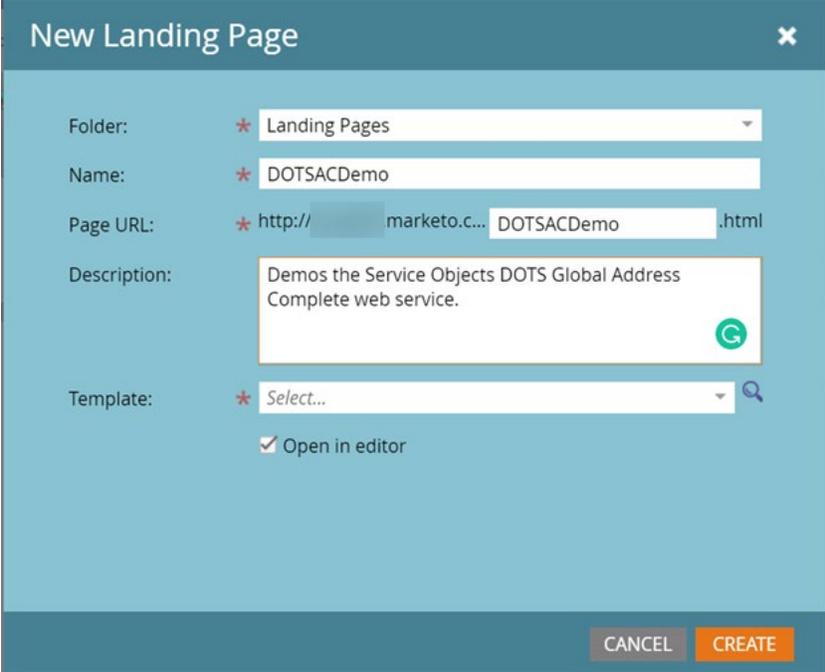


Make sure to select the "Lightbox" option from the Code Type drop down menu and then copy the code on the resulting pop-up and save it. We will use this in the next step to put the form into our landing page.



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:



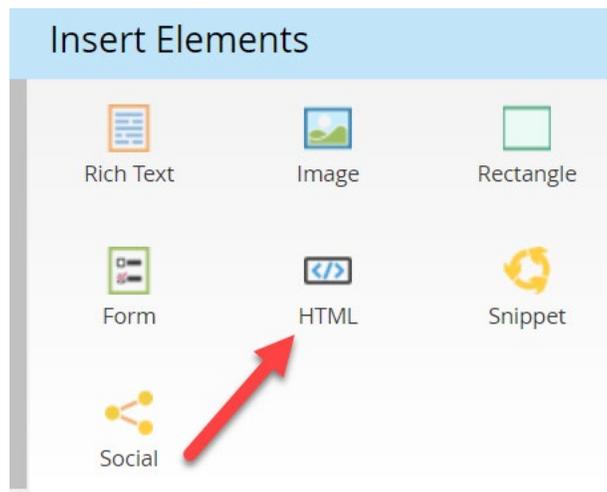
The screenshot shows a "New Landing Page" dialog box with the following fields and values:

- 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>
```



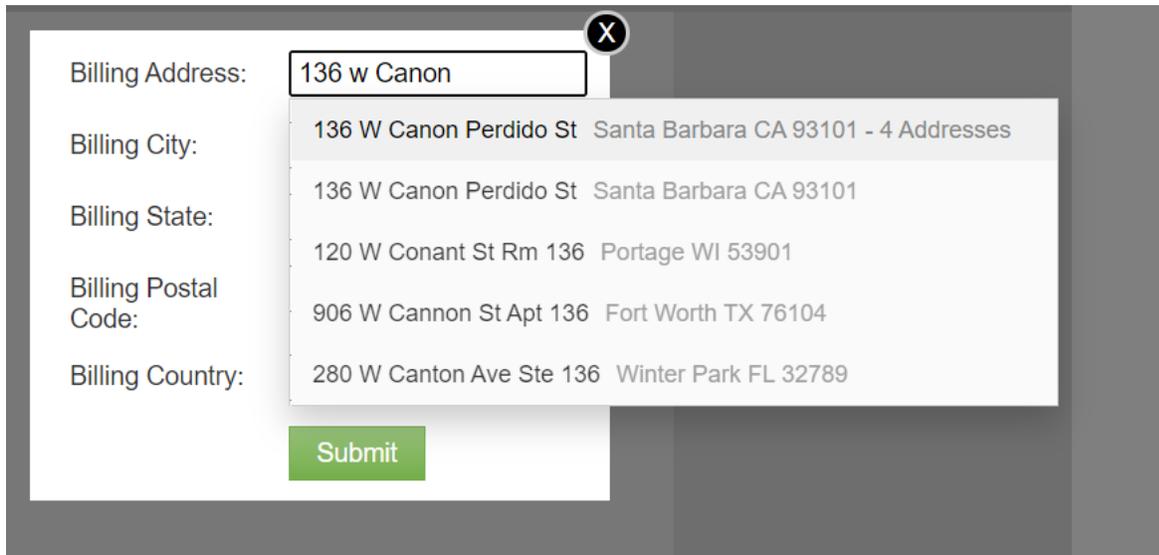
CANCEL

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.

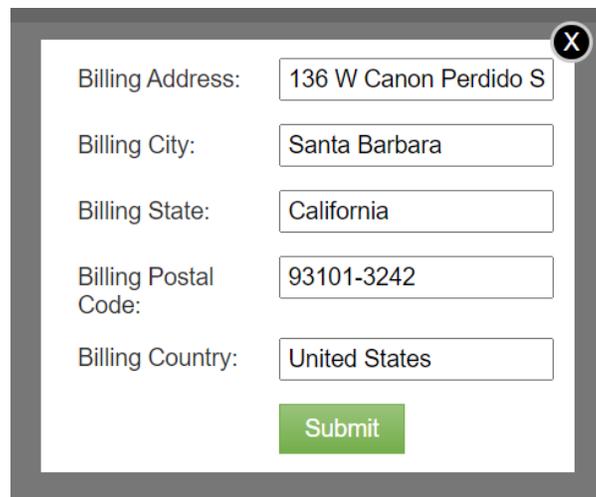


A screenshot of a web form for entering a billing address. The form has five input fields: Billing Address, Billing City, Billing State, Billing Postal Code, and Billing Country. The Billing Address field contains the text "136 w Canon". A dropdown menu is open below the Billing Address field, displaying five suggestions with their full addresses and zip codes. A green "Submit" button is located at the bottom of the form. A small "X" icon is visible in the top right corner of the form's container.

Billing Address:	136 w Canon
Billing City:	136 W Canon Perdido St Santa Barbara CA 93101 - 4 Addresses
Billing State:	136 W Canon Perdido St Santa Barbara CA 93101
Billing Postal Code:	120 W Conant St Rm 136 Portage WI 53901
Billing Country:	906 W Cannon St Apt 136 Fort Worth TX 76104
	280 W Canton Ave Ste 136 Winter Park FL 32789

Submit

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



A screenshot of the same web form as above, but now all fields are populated with data from the first suggestion in the dropdown menu. The Billing Address field contains "136 W Canon Perdido S", Billing City is "Santa Barbara", Billing State is "California", Billing Postal Code is "93101-3242", and Billing Country is "United States". The green "Submit" button remains at the bottom. The "X" icon is still present in the top right corner.

Billing Address:	136 W Canon Perdido S
Billing City:	Santa Barbara
Billing State:	California
Billing Postal Code:	93101-3242
Billing Country:	United States

Submit

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!](#)
