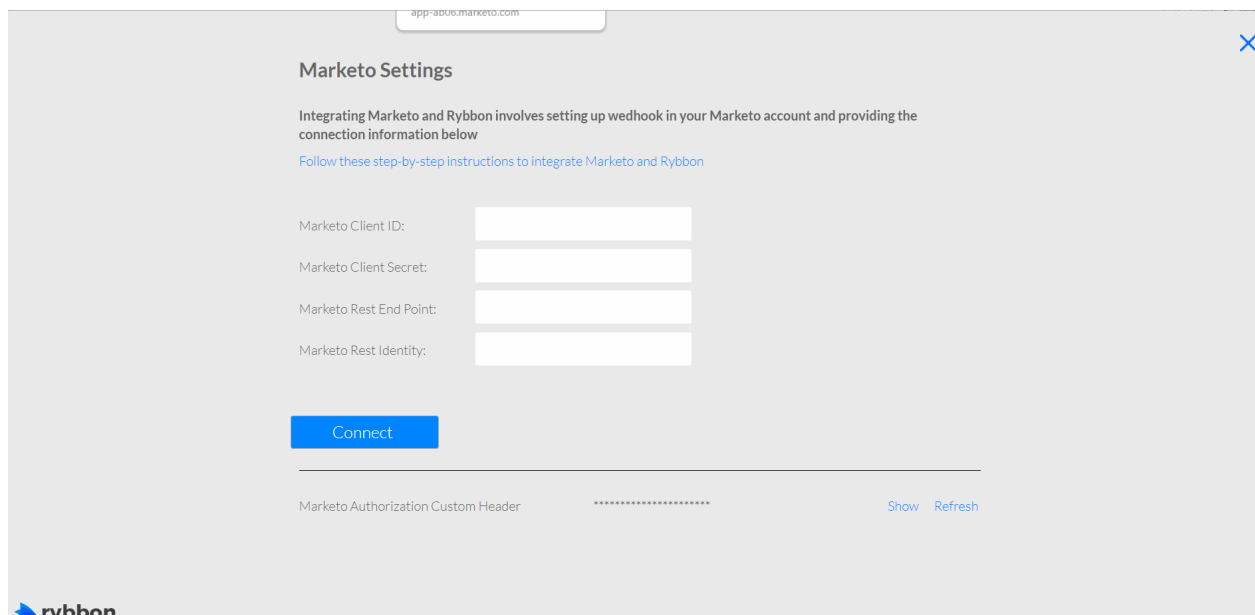


# Marketo Engage Integration Overview & FAQs

To integrate Marketo Engage and Rybbon, follow the steps below.

## Connect your Rybbon account to your Marketo Engage account

To connect your Rybbon account to Marketo Engage, go to your Rybbon Account Settings and click on Integrations. Click on “Edit” in Marketo Engage Settings. Enter the Client ID and Client Secret from the details of the Custom Services defined by you in your Marketo Engage account. From the Web Services - REST API section in your Marketo Engage Account, copy the End Point and Identity URLs and paste it in the respective fields. For details on how to locate the Marketo Engage REST API credentials, click [here](#).

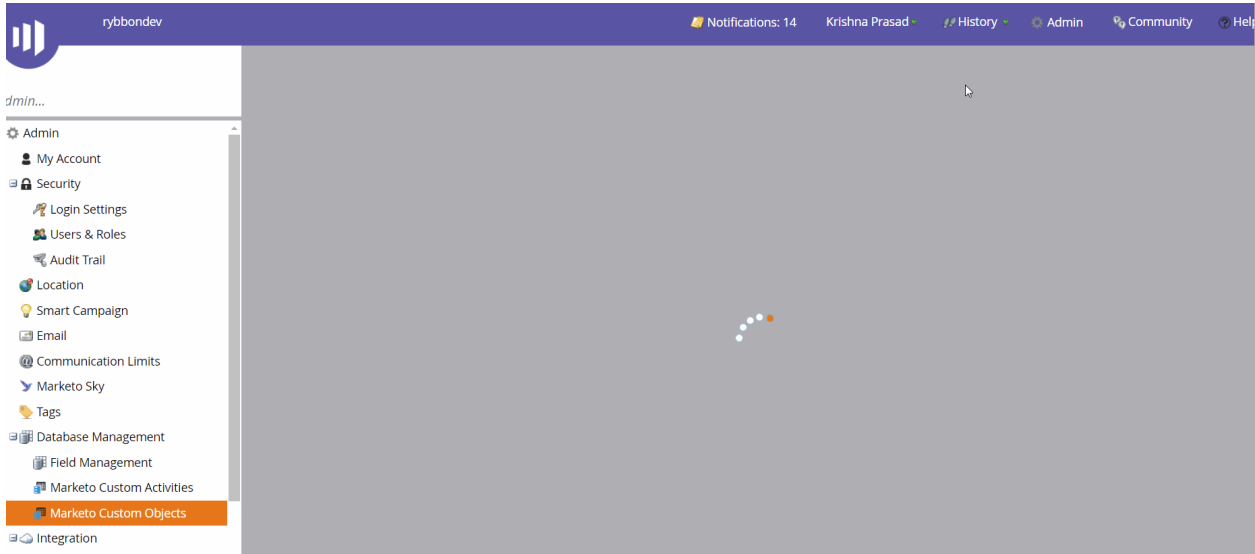


The screenshot shows a web interface for integrating Marketo and Rybbon. At the top, there is a browser tab labeled 'app-ab000.marketo.com'. The main heading is 'Marketo Settings'. Below the heading, there is a paragraph explaining that integrating Marketo and Rybbon involves setting up a webhook in the Marketo account and providing connection information. A link is provided: 'Follow these step-by-step instructions to integrate Marketo and Rybbon'. Below this, there are four input fields: 'Marketo Client ID:', 'Marketo Client Secret:', 'Marketo Rest End Point:', and 'Marketo Rest Identity:'. A blue 'Connect' button is positioned below the fields. At the bottom, there is a 'Marketo Authorization Custom Header' field with a masked value '\*\*\*\*\*' and 'Show Refresh' links. The Rybbon logo is visible in the bottom left corner.

## Create a CampaignKey custom field

First, create a new custom field called “RybbonCampaignKey” in your Marketo Engage account.

- Go to the Marketo Engage Admin section and click on Field Management.
- Click on “New Custom Field”.
- For Type, choose String.
- For Name, enter “RybbonCampaignKey”. The API name will be automatically populated.
- Click Create.



## Create a Webhook for Rybbon

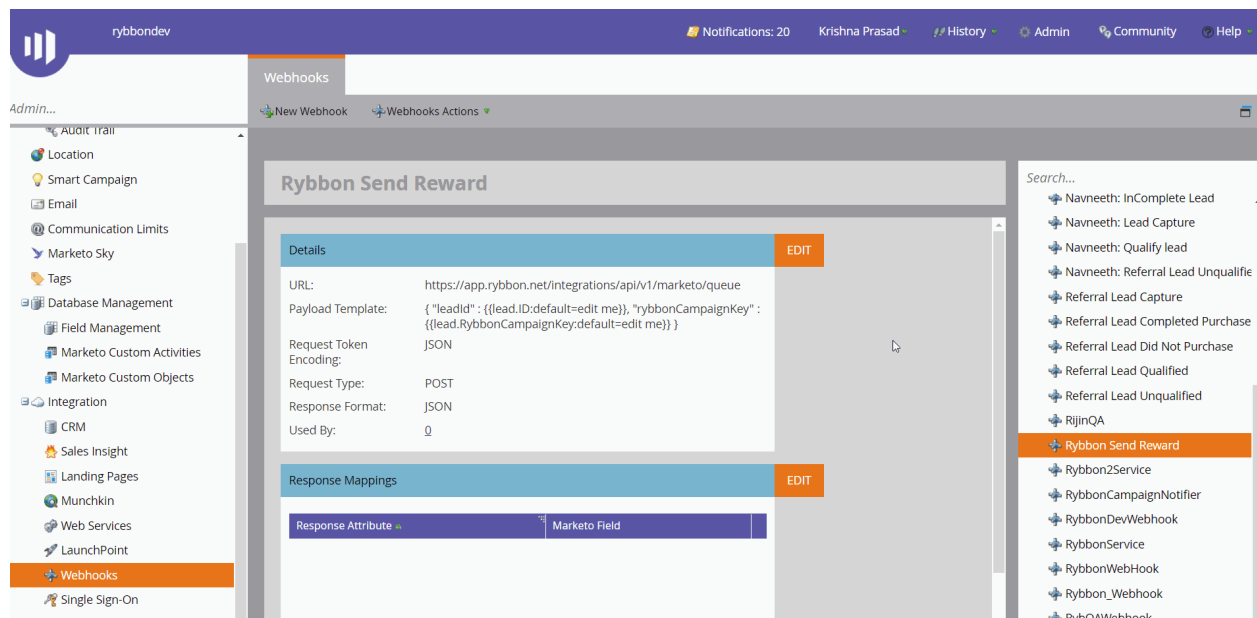
Go to the Admin section in your Marketo Engage account and click on Webhooks. To create a new Rybbon webhook, click on “New Webhook” and enter the following information.

Webhook name	Any name. For example: “Rybbon Send Reward”
Webhook URL	Copy and paste this:  <code>https://app.rybbon.net/integrations/api/v1/marketo/queue</code>
Request Type	Set to “POST”
Template	Copy and paste this:  <pre>{   "leadId" : {{lead.ID:default=edit me}},   "rybbonCampaignKey" :   {{lead.RybbonCampaignKey:default=edit me}} }</pre>
Request Token Encoding	Set to “JSON”
Response Type	Set to “JSON”

Click Create to create the webhook.

## Set up Authorization Custom Header

- Select the webhook you just created.
- Under Webhook Actions, click on “Set Custom Header”.
- Add a new custom header. Type in “Authorization” as the Header and for Value, paste in the Marketo Engage Authorization key value from “Marketo Engage Settings” under “Integrations” in your Rybbon account.
- Click Save.



## Create a Marketo Engage Campaign

Follow the steps shown in this video to create a new Marketo Engage campaign. Then, follow the guided steps to complete the campaign setup.

The screenshot shows the Rybbon dashboard with a blue header containing the logo and navigation tabs: Dashboard, Campaigns, and Reports. A '+ New Gift Campaign' button is in the top right. The main content area is titled 'Dashboard' and includes a table of campaigns, a summary of campaign counts, and a list of metrics.

Campaign	Gift	Status
<b>Payment Preferences Feb 2020</b> Created: Wed, Jul 1, 2020 04:24 am	\$5.00 Amazon USA	<b>ALERT</b> Campaign in test mode

Only alerts from last 30 days are shown

On campaigns: **4**

Paused campaigns: **0**

Archived campaigns: **3**

Total gifts sent: **\$ 0.00**

Total gifts sent: **0**

Savings from unclaimed gifts: **\$ 0.00**

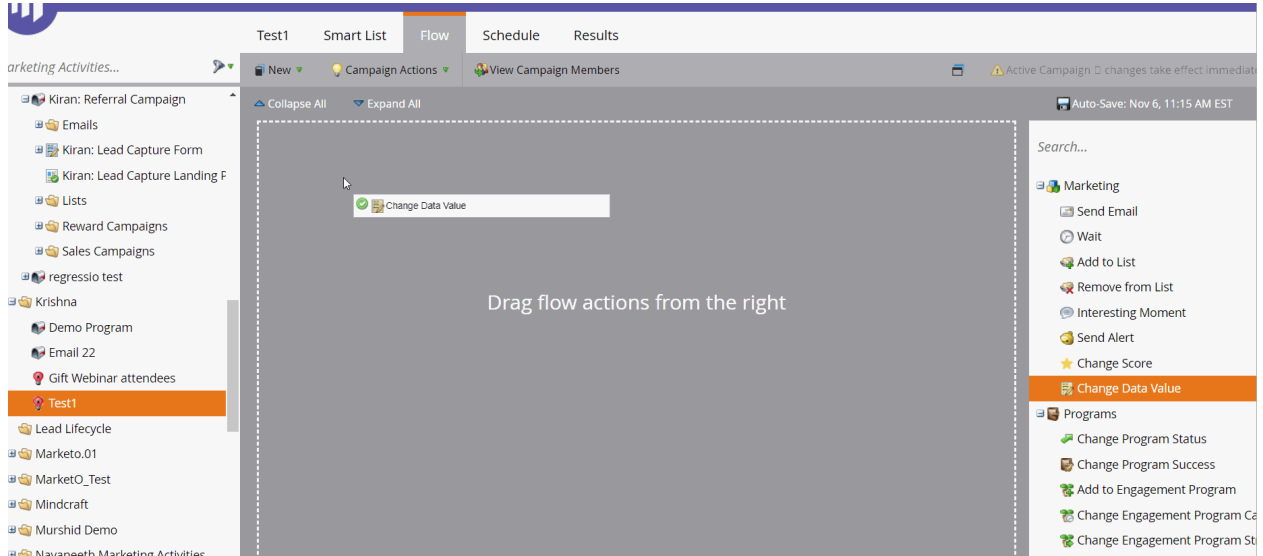
Available Funds: **\$ 0.00**

## Adding Flow Actions in your Marketo Engage Smart Campaign

When you create a Smart Campaign in Marketo Engage, two flow actions should be added in order to trigger the sending of rewards from a Rybbon campaign to the recipient.

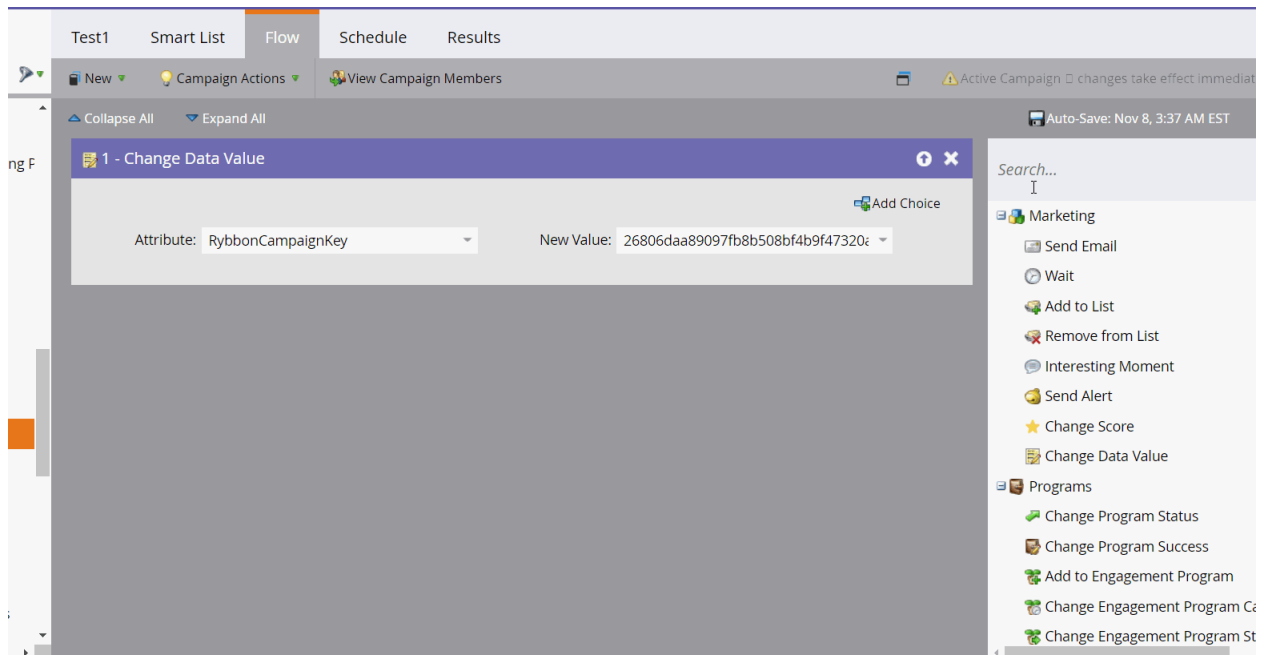
### 1. Change Data Value

In the Flow tab, choose the Change Data Value action and for Attribute, select the RybbonCampaignKey previously defined for the Webhook template. Now go back to the Rybbon platform, copy the campaign key from the Rybbon-Marketo Engage campaign, and paste it in the New Value field.



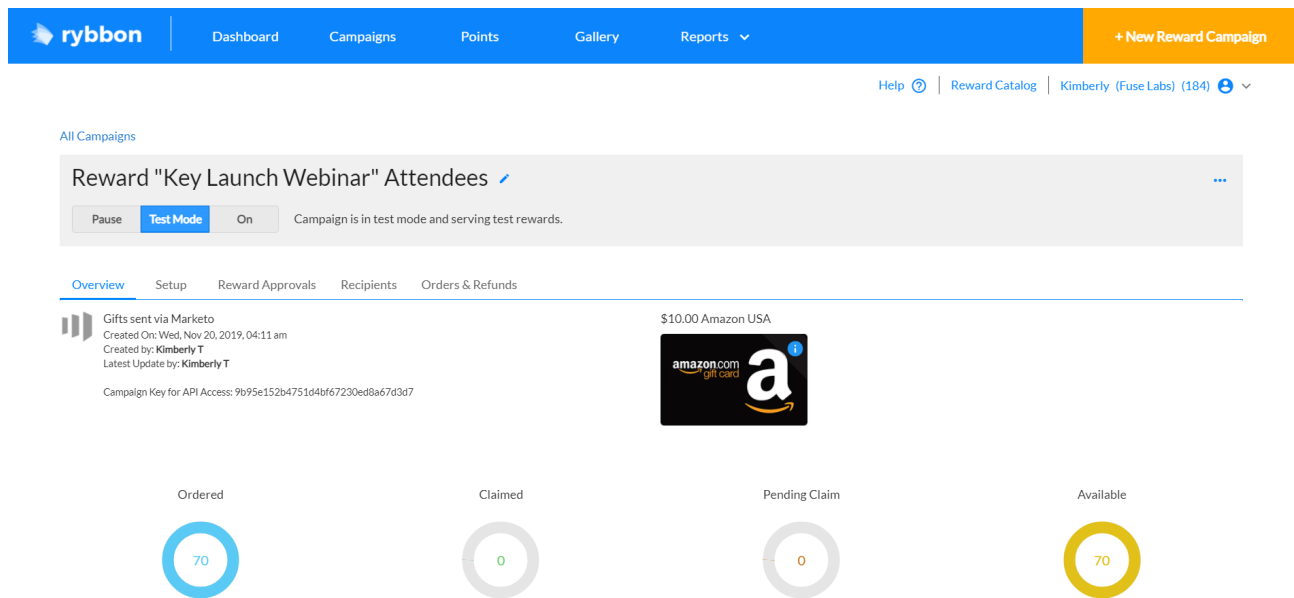
## 2. Call Webhook

Add the “Call Webhook” flow action to the Smart Campaign Flow and choose the Rybbon Webhook from the dropdown.



## Test your Marketo Engage Campaign

Before you run the Marketo Engage campaign with actual recipients, you have the option to test the Rybbon campaign attached to it without expending actual rewards. Set the Rybbon campaign to Test Mode and run the campaign with a test recipient.



The screenshot shows the Rybbon dashboard interface. At the top, there is a navigation bar with the Rybbon logo and menu items: Dashboard, Campaigns, Points, Gallery, and Reports. A '+ New Reward Campaign' button is located on the right side of the navigation bar. Below the navigation bar, there is a help section with links for 'Help', 'Reward Catalog', and 'Kimberly (Fuse Labs) (184)'. The main content area is titled 'All Campaigns' and displays a campaign named 'Reward "Key Launch Webinar" Attendees'. The campaign status is 'Test Mode' and is 'On'. Below the campaign name, there are buttons for 'Pause', 'Test Mode', and 'On', along with the text 'Campaign is in test mode and serving test rewards.'. A navigation bar below the campaign details includes 'Overview', 'Setup', 'Reward Approvals', 'Recipients', and 'Orders & Refunds'. The 'Overview' section shows details about the rewards: '\$10.00 Amazon USA', 'Gifts sent via Marketo', 'Created On: Wed, Nov 20, 2019, 04:11 am', 'Created by: Kimberly T', and 'Latest Update by: Kimberly T'. A campaign key is also displayed: 'Campaign Key for API Access: 9b95e152b4751d4bf67230ed8a67d3d7'. Below the details, there is a progress bar with four stages: 'Ordered' (70), 'Claimed' (0), 'Pending Claim' (0), and 'Available' (70).

While Test Mode is on, Rybbon will deliver sample emails with dummy rewards. Sample emails are not saved or tracked in your campaign. Approval functionality is not available in the Test Mode.

Remember to turn Test Mode off before sending rewards to real recipients.

## FAQs

Which one do I need to set up first - the Marketo Engage Smart Campaign or my Rybbon-Marketo Engage campaign in Rybbon?

You need to set up the Rybbon-Marketo Engage campaign on the Rybbon platform first. The campaign key of the Rybbon-Marketo Engage campaign should then be entered in the "Change Data Value" action of the "Flow" tab in the Marketo Engage Smart Campaign.

Can I integrate multiple Marketo Engage accounts with my Rybbon account?

No. Since each Marketo Engage account has a unique Client ID and Client Secret, your Rybbon account can only be integrated with one specific Marketo Engage account at a time.

What happens if my Rybbon-Marketo Engage campaign runs out of rewards?

If your Rybbon-Marketo Engage campaign runs out of rewards, and more leads are added to your Marketo Engage Smart campaign, these leads will be added to the approval queue. You can order more rewards and approve rewards for these leads.

Can additional recipient data be passed from Marketo Engage to Rybbon ?

Yes, Marketo Engage Lead Fields can be used to pass recipient data from Marketo Engage to Rybbon using Rybbon's recipient [Custom Fields](#). All recipient data passed via Marketo Engage Lead Fields from Marketo Engage to Rybbon is available in the "Recipients" and "Reward Approval" tabs of the Rybbon-Marketo Engage campaign in the Rybbon platform.

Please note for any Marketo Engage Lead Field value passed to Rybbon, a corresponding recipient [Custom Field](#) should be defined in your Rybbon account, and should be mapped to the Marketo Engage Lead field while setting up the Rybbon-Marketo Engage campaign.

Can I update my Rybbon-Marketo Engage campaign approval settings?

Once your campaign is live, you cannot update or change your approval settings. You will need to create a new Rybbon-Marketo Engage campaign in order to change your approval settings.

Will Marketo Engage - Rybbon integration work with Marketo Engage Batch Smart Campaigns ?

Marketo Engage - Rybbon integration uses Marketo Engage Webhooks, so it can only be used with Trigger Smart Campaigns. Marketo Engage Webhooks do not support Batch Smart Campaigns. You can get around this limitation by creating a Trigger Smart Campaign for sending rewards and requesting it from the Batch Smart Campaign.