



# Intrado Studio - Marketo Configuration

## Overview

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This document provides the steps to configure Marketo Data Transfers in Intrado's Studio platform.

## Prerequisites

To set up the integration, you will need the following items:

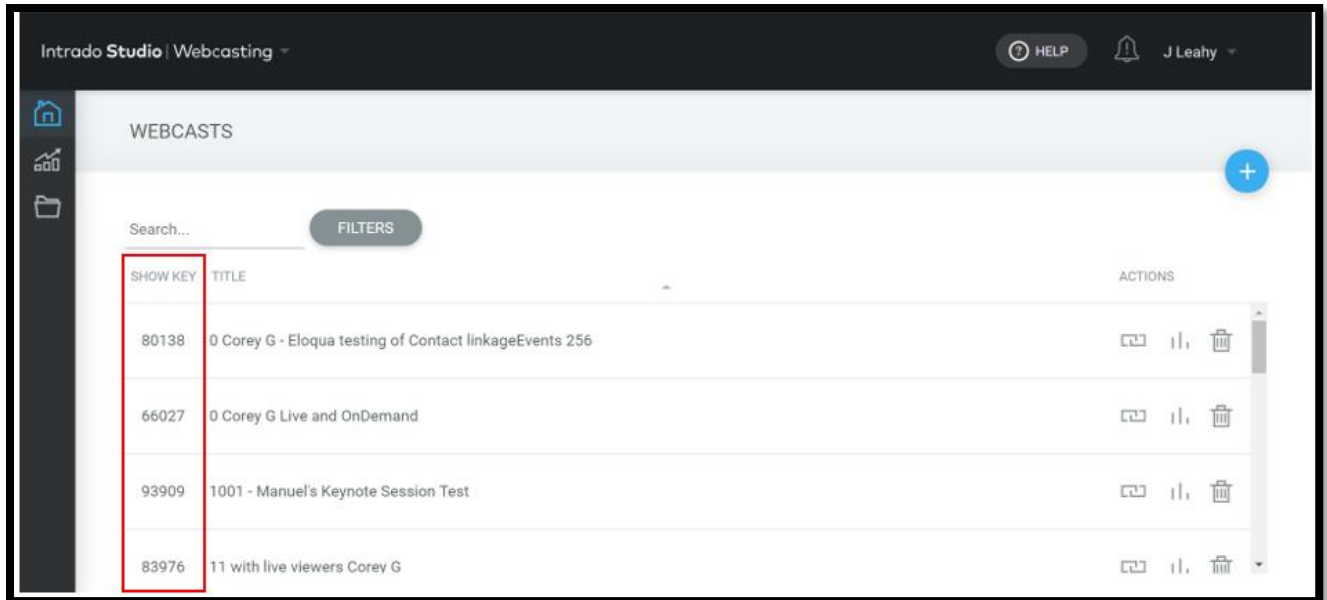
- Marketo feature activated by Intrado
- Administrative permission to your Intrado tenant
- Administrative permission to your Marketo system
- A Marketo user account with REST API settings enabled and Marketo credentials, which include an Endpoint address, Client ID, and Client Secret.

## Follow the steps below to configure Marketo in Intrado Studio.

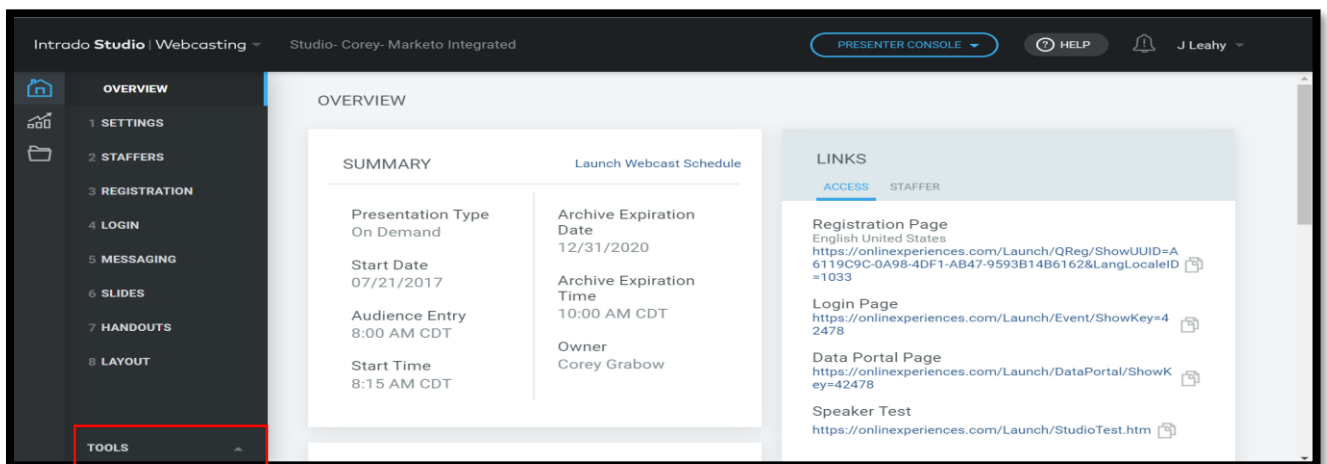
1. Log in to Intrado Studio and select the applicable Show Key.

Note: Show Key is Intrado's unique webcast identifier. You can set up separate Marketo Data Transfers for each Studio webcast.

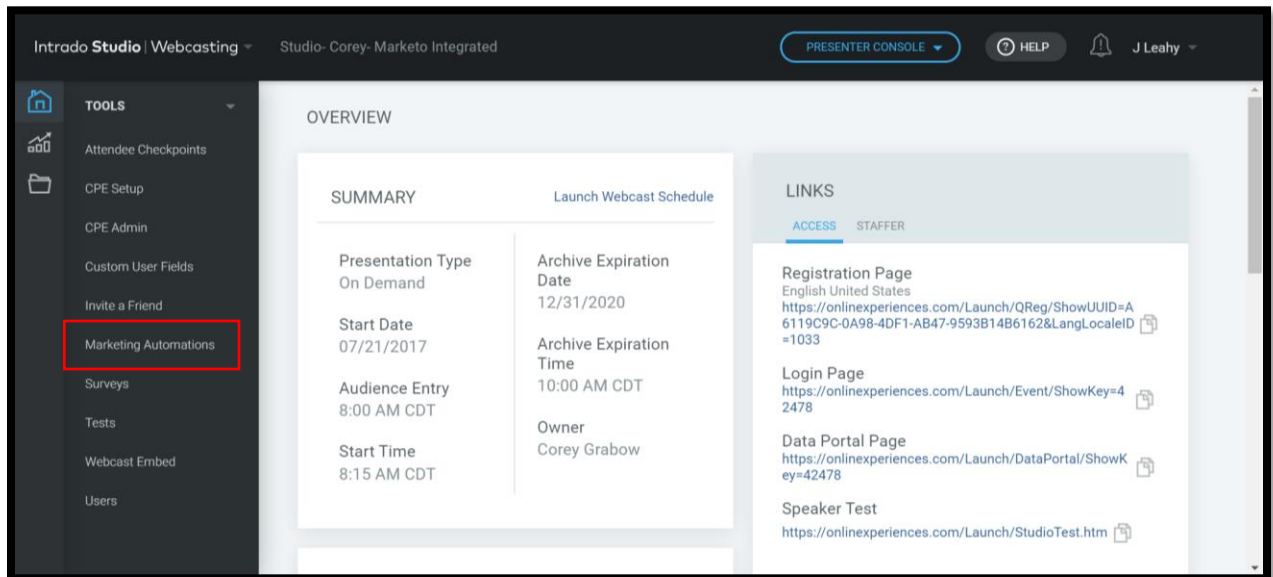
Example:



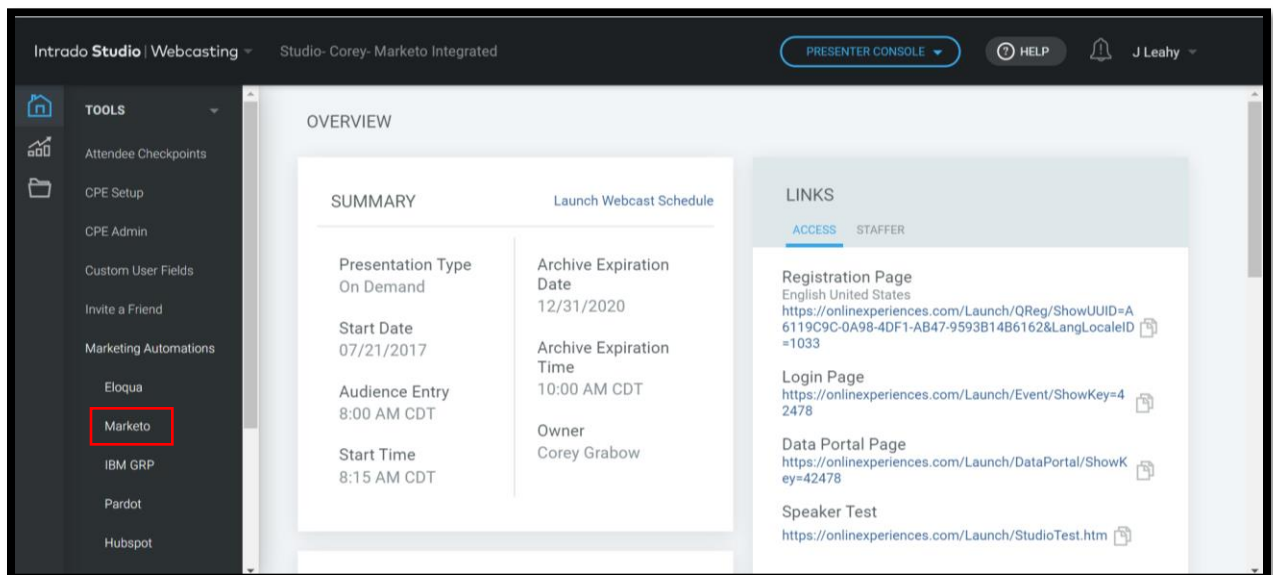
2. The Tools menu on the left-hand side allows the configuration of advanced options, including Marketing Automation. Select **Tools** to expand the options.



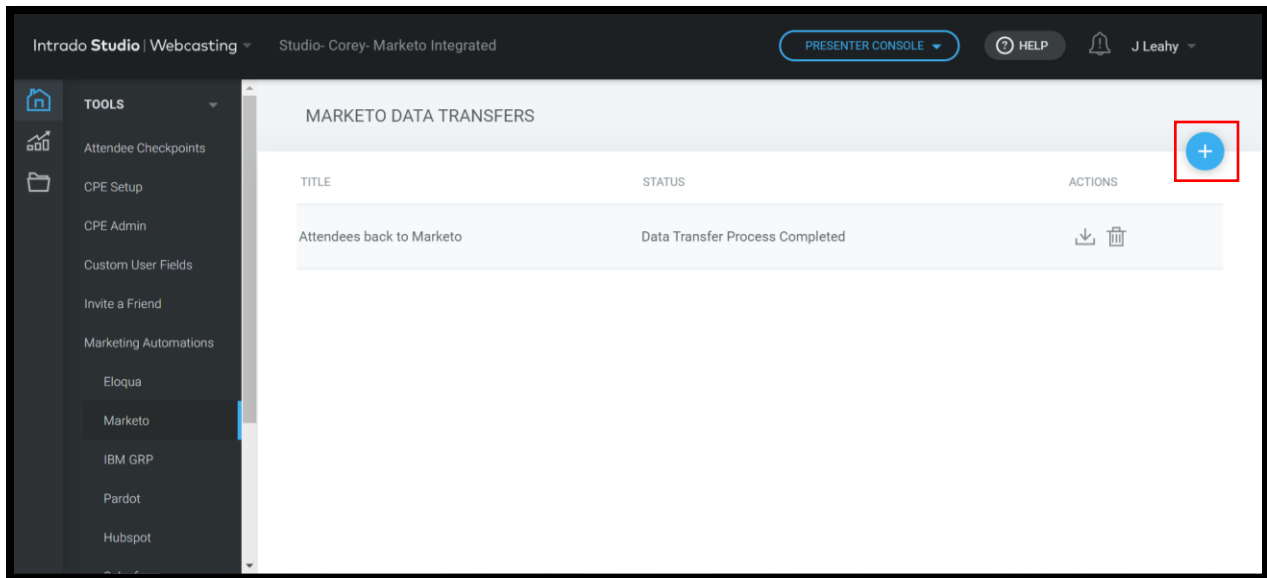
### 3. Select **Marketing Automations**.



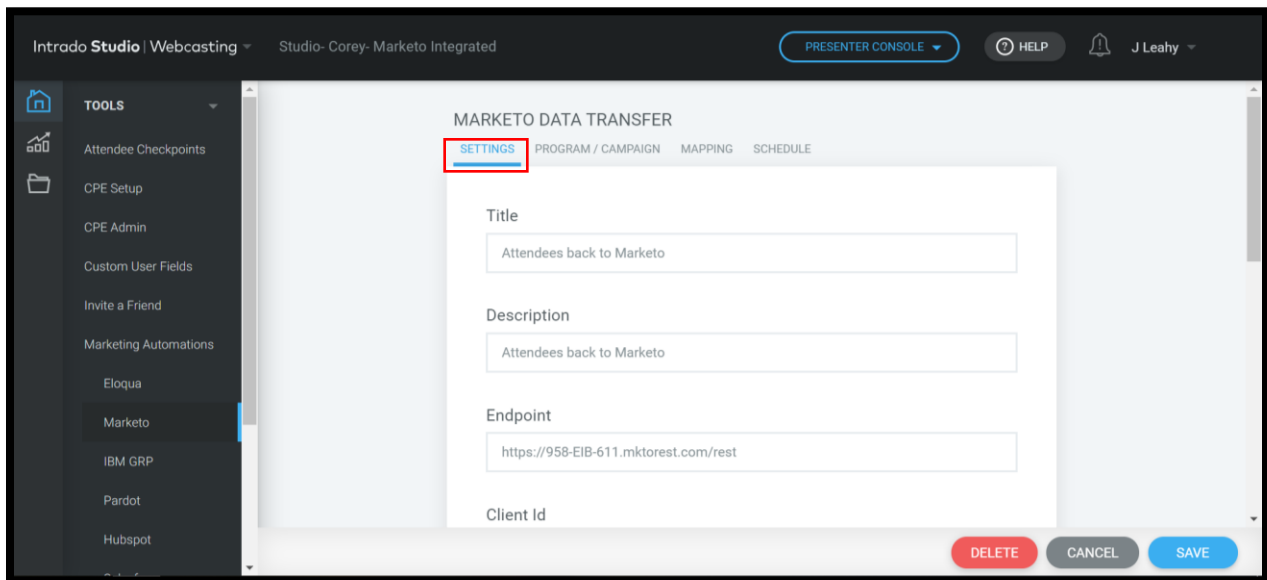
### 4. Select **Marketo**.



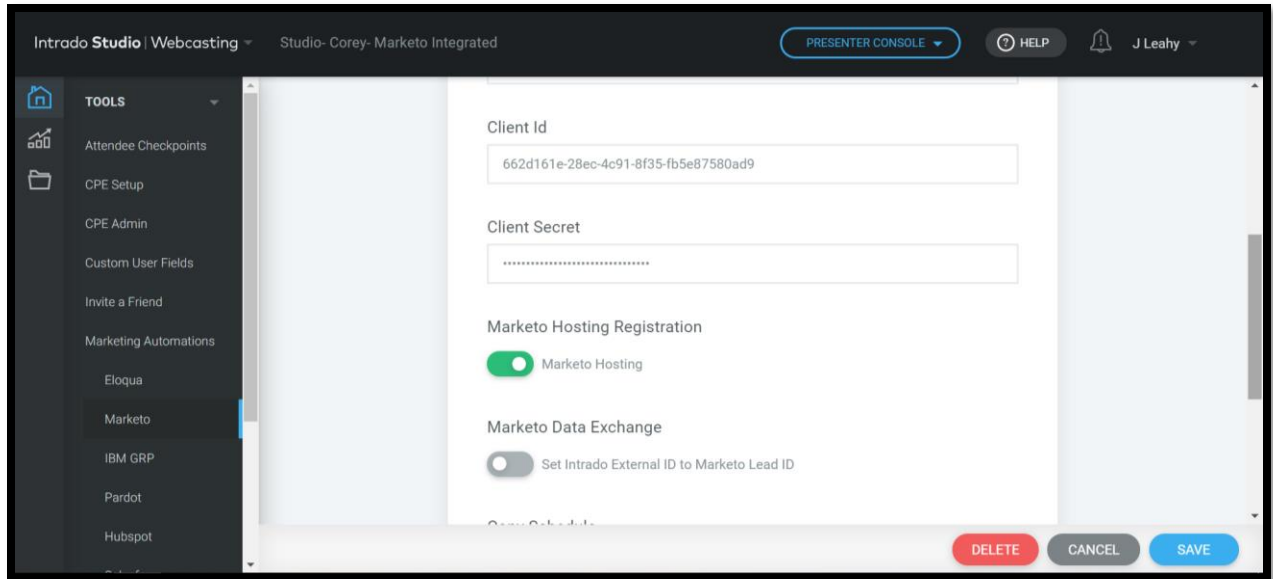
5. Click the plus (+) sign on the right-hand side of the page to add a new Marketo Data Transfer.



6. In the Settings tab, complete the Title, Description, Endpoint, Client ID, and Client Secret fields.



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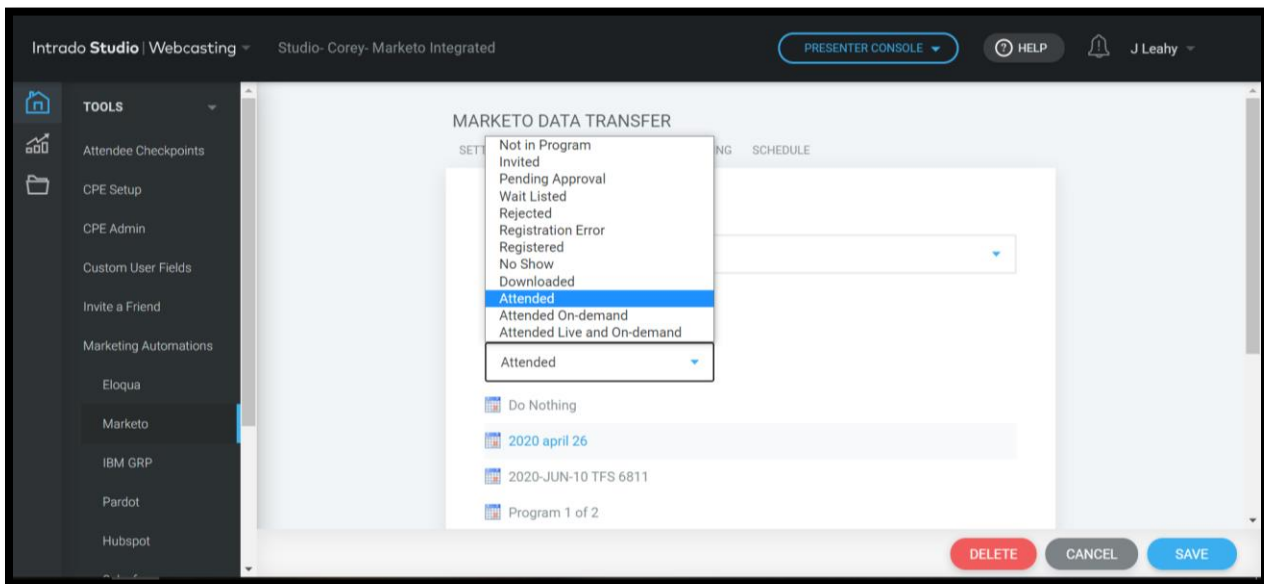
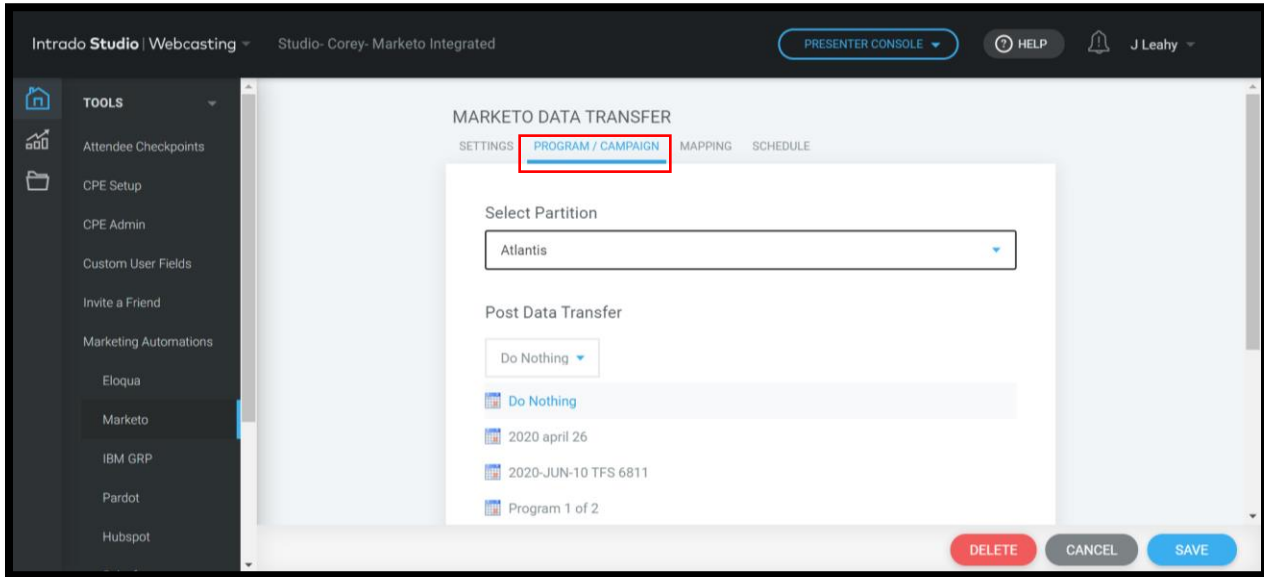
Notes:

- Marketo Hosting Registration: When requiring all user data including Intrado registration data to be sent, turn this option off. If Marketo is hosting registration, turn on for Activity only.
- Marketo Data Exchange: This option is available when wanting to associate Intrado External IDs to Marketo Lead IDs instead of an email address.
- Copy Schedule: Turn this feature on to copy the schedule to be used when cloning the set up of future events.
- Marketo Lead Lookup: These options determine how to lookup the lead in the Data Transfer.
  - When selecting Marketo Email, Marketo Data Exchange must be turned off.

7. In the Program/Campaign tab:

- Select the applicable campaign in the Select Partition field. The campaign selected corresponds to the information created in Marketo.
- Select the Post Data Transfer option. The status of the participant will be updated on the Data Transfer with the selected option if they attend.

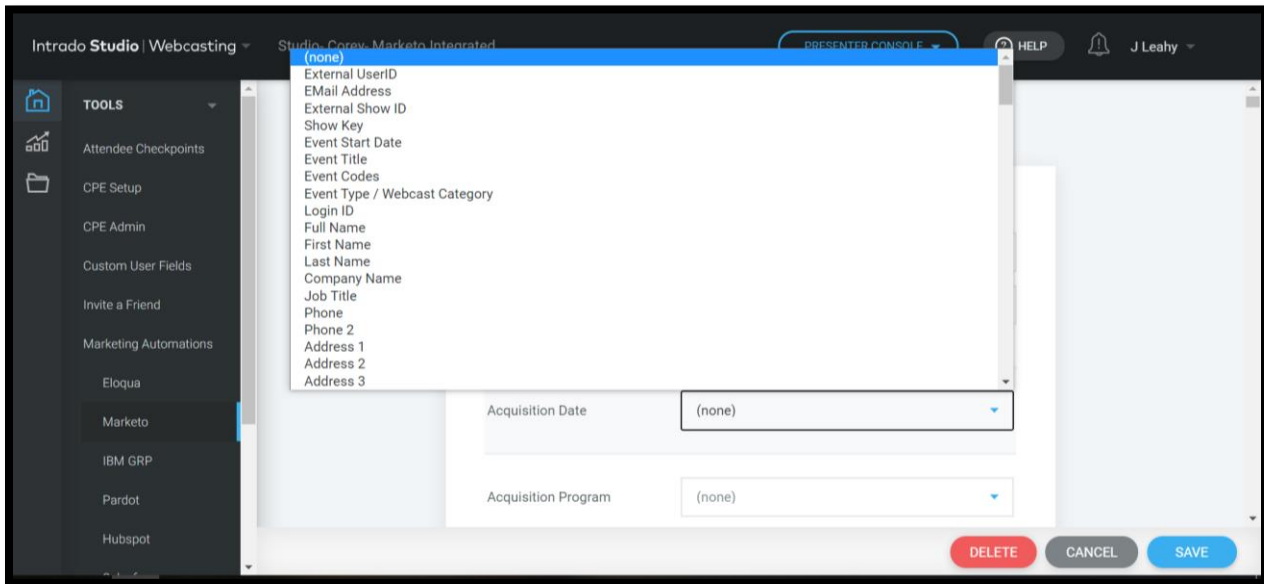
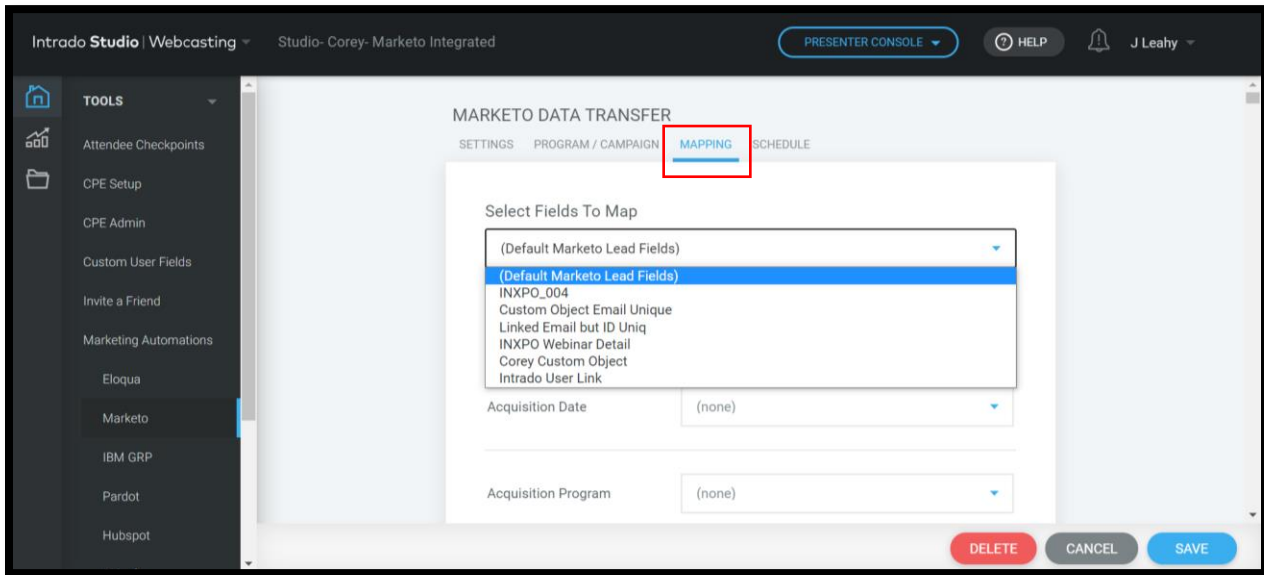
Example:



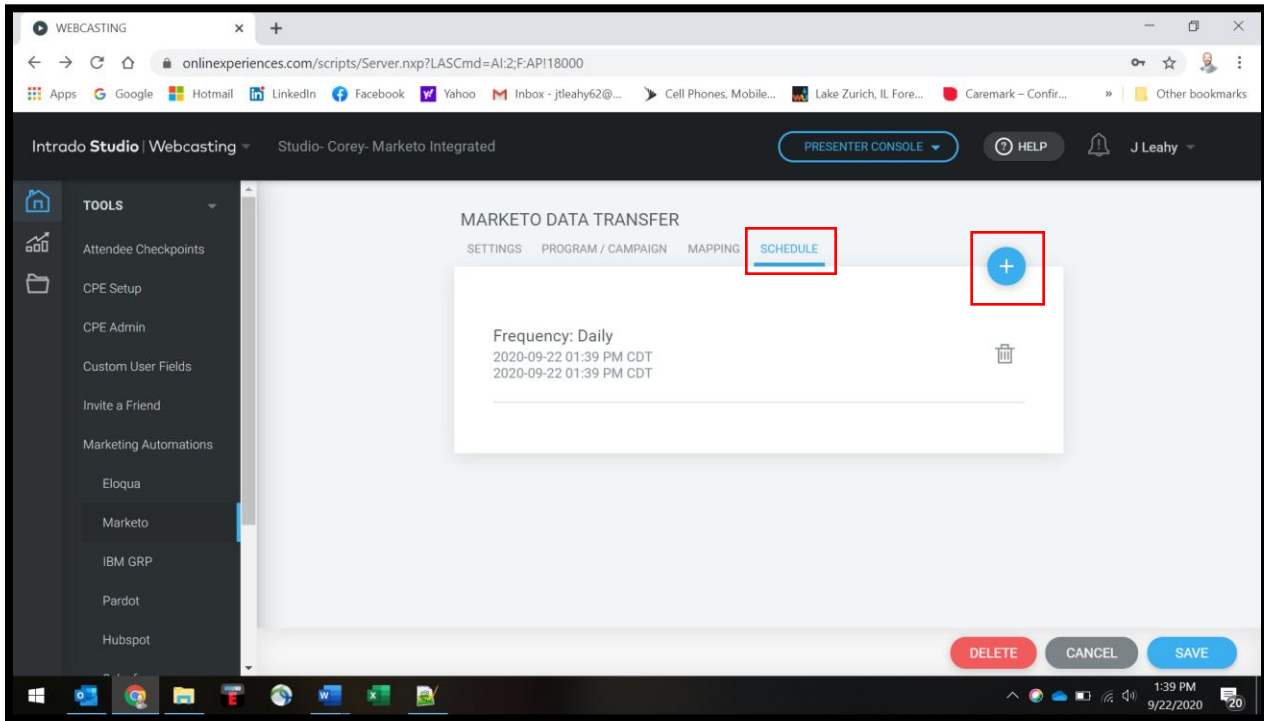
8. In the Mapping tab, fill out the following fields:

- Select Fields To Map: These options are the Custom Data Objects set up in Marketo. After selecting, the options created will appear. Map the options in the Marketo field by selecting the applicable option in the INXPO field.

Example:

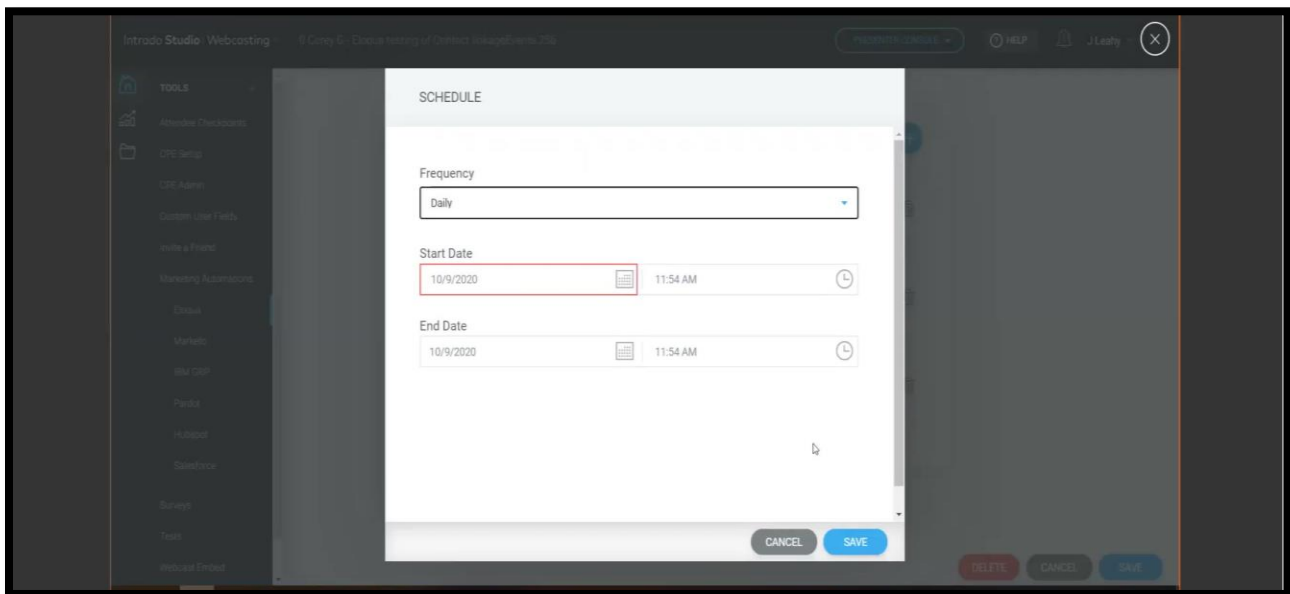


9. In the Schedule tab, click the plus (+) sign on the right-hand side of the page to add a new run schedule.



10. Enter the frequency, start date and time, end date and time, and click **Save**.

Note: Frequency dictates when the Data Transfer runs, and start/end dates and times determine when the Data Transfer run is executed.



11. On the main page, click **Save**. Marketo is now configured in Intrado Studio.



