

**MARKETO SETUP GUIDE**

**The Below requirements are needed to establish a connection marketo.**

**Prerequisites**

Prerequisiteslink  
To connect Marketo to Fivetran, you need a Marketo Admin account.

**Setup Guide**

1. Find API endpoint and identity parameters

* Log in to your Marketo account.
* Go to the Admin tab.
* On the Admin page, click Web Services.
* Make a note of the Endpoint and Identity values from the REST API section. You will need them to configure Fivetran.
* Make a note of the Endpoint, User ID, and Encryption Key values from the SOAP API section. You will need them to configure Fivetran.

1. Find client id and client secret

* Go back to the Admin tab and then click LaunchPoint.
* Select your custom service and then click View Details.
* Make a note of the Client Id and Client Secret parameters. You will need them to configure Fivetran.
* NOTE: If you have not configured a REST service, read Marketo's instructions to create a Custom Service.

1. Set role permissions

* Set the correct Role Permissions for the Marketo API endpoints. See Marketo's role permissions documentation to learn how.
* NOTE: If you don't have sufficient permissions for the endpoints you're using, you will get an error during connector setup. See Marketo's API endpoint documentation to know more about the permissions.

1. Finish Fivetran configuration

* In the connector setup form, enter the Destination schema name of your choice.
* In the REST API Endpoint field, enter the endpoint value you found in Step 1.
* In the REST API Identity field, enter the identity value you found in Step 1.
* Enter the REST API Call Limit.
* In the SOAP User ID field, enter the User ID you found in Step 1.
* In the SOAP API Encryption Key field, enter the value you found in Step 1.
* In the SOAP API Endpoint field, enter the value you found in Step 1.
* Enter the Client Id you found in Step 2.
* Enter the Client Secret you found in Step 2.
* Click Save & Test. Fivetran will take it from here and sync your data from your Marketo account.

