

Marketo Integration with Alchemer Survey

Overview

Marketo is a marketing automation platform used by organizations to manage lead engagement, campaign execution, and customer lifecycle tracking. It provides teams with tools to capture, score, and nurture leads through automated programs and activity timelines.

The Alchemer integration with Marketo supports automated activity logging and lead data retrieval. The Alchemer Marketo integration allows Alchemer to use information from Marketo to personalize surveys, enrich response data, and log custom activity records on Marketo lead timelines with survey submission data.

Common uses for the Alchemer Marketo integration

- Log survey responses directly to a Marketo lead's activity timeline
- Capture custom activity data tied to specific lead records
- Automate activity tracking without manual Marketo entry
- Enrich Marketo lead records with survey-driven engagement data
- Keep Marketo timelines synchronized with survey submission events

What can the Alchemer Marketo integration do?

- [Add custom activity to timeline](#)

You will need

- Marketo API credentials (Client ID, Client Secret, REST API Endpoint, and an API-only user). See the [Marketo authentication guide](#).
- An Alchemer plan that includes integrations with the Integration Manager permission enabled.
 - [Contact us](#) if you are unsure if your plan includes integrations.

Setup Alchemer Marketo integration in surveys

Marketo | Add Custom Activity to Timeline

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You will need:

- Marketo API credentials. See the [Marketo authentication guide](#).
- A custom activity type configured in your Marketo instance

- A survey field containing a unique identifier for the Marketo lead (e.g., email or lead ID)

Configure the action

1. Open your survey in **Survey Builder**.
2. Select **Add New: Action**.
3. In the Add Action modal, scroll to the **Your Integrations** section.
4. Select **Marketo**.
5. Select **Marketo | Add Custom Activity to Timeline**.
6. **Marketo | Authentication**: Select an existing authentication or [create a new one](#).
7. **Marketo | Custom Activity**: Select the custom activity type from the dropdown. This list is pulled from your Marketo instance.
8. **Marketo | Find Lead**: Select the Alchemer field that contains the unique lead identifier (e.g., email address or Marketo lead ID).
9. **Marketo | Map Activity Fields**: Map Alchemer survey fields to the corresponding custom activity fields in Marketo.
10. **Marketo | Get data back**: Select metadata fields (e.g., *message*, *status code*) to return. These help with debugging your integration.
11. Save the action.

Status codes

- *200: Success, activity added to timeline.*
- *201: No leads found, no activity added.*
- *202: Multiple leads found, only 1 lead updated.*
- *400: The external integration returned an error.*

Testing and Troubleshooting

Testing and Validation

How to test

- Submit a survey response with data that triggers the integration action.
- Confirm the custom activity appears on the expected lead's timeline in Marketo.
- Use the returned metadata message to validate successful behavior.

How to verify results

- Open the affected lead record in Marketo and check the **Activity Log**.
 - Ensure the custom activity fields match the values submitted in the survey.
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Monitoring Integration Activity

Where to find logs

- Go to Results → Individual Responses.
- Select the response you want to inspect.
- Open the Action Log tab.

What logs display

- Success or failure status
 - Timestamp
 - Input and output values
 - Returned status codes from Marketo
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Troubleshooting

Authentication issues

- Incorrect or expired Client ID or Client Secret
- API-only user lacks the required Marketo permissions

Lookup failures

- No lead found matching the provided identifier
- Identifier field is empty or incorrectly mapped

API errors

- Marketo API rate limit exceeded
 - REST endpoint URL is incorrect or missing
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FAQs

What permissions do I need?

Integration Manager in Alchemer and an API-only user with Read-Write Activity permissions in Marketo.

When does the integration run?

In real time when a survey response is submitted.

Can I use multiple Marketo actions in one survey?

Yes. Actions can run independently or in sequence.

Why isn't my activity appearing in Marketo?

Check the Action Log for lookup issues, mapping mismatches, or API errors. Confirm the custom activity type is published and the lead identifier is valid.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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