

Marketo Authentication

Overview

The Alchemer Marketo integration uses API credentials to authenticate. These credentials are generated in Marketo's LaunchPoint and tied to an API-only user.

Marketo API Credentials

What You Need

- Marketo Client ID
 - Marketo Client Secret
 - Marketo REST API Endpoint (your Munchkin base URL)
 - An API-only user associated with the LaunchPoint service
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How to Get Your Marketo API Credentials

1. Create an API-only user

- In Marketo, go to **Admin** → **Users & Roles**.
- Create a role with the required API permissions (e.g., Read-Write Lead, Read-Write Activity).
- Create a new user, assign the API-only role, and check **API Only**.

2. Create a LaunchPoint service

- Go to **Admin** → **LaunchPoint**.
- Select **New** → **New Service**.
- Set the service type to **Custom**.
- Assign the API-only user you created in the previous step.
- Save the service. Your **Client ID** and **Client Secret** are displayed on the service detail screen.

3. Find your REST API Endpoint

- Go to **Admin** → **Web Services**.
- Copy the REST API Endpoint URL (formatted as `https://XXX-XXX-XXX.mktorest.com/`). **Do not include the rest in the endpoint, just the final backslash.**

Need more help? See [Marketo's REST API authentication documentation](#).

Authenticate Marketo in Alchemer

After obtaining your Marketo API credentials, add them to the Alchemer Marketo integration. Credentials are securely stored in Alchemer and can be reused.

How to Authenticate

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1. Start a New Authentication

- Inside any Marketo integration action, select **New Authentication**.

2. Enter Your Marketo Credentials

Provide the following:

- **Client ID:** From your Marketo LaunchPoint service
- **Client Secret:** From your Marketo LaunchPoint service
- **REST API Endpoint:** Your Munchkin base URL from Marketo Web Services, excluding the 'rest'. Must end in a backslash. E.g. `https://XXX-XXX-XXX.mktorest.com/`

3. Save Your Authentication

- Select **Create**.
- Once created:
 - The authentication is saved and reused for all Marketo actions
 - You only need to update it if your API credentials change
- If the page after the authentication won't load, the issues could be:
 - Incorrect credentials, please ensure endpoint is formatted properly
 - IP whitelisting is enabled, restricting Alchemer from using the Marketo REST API
 - You do not have the correct read permissions
 - You do not have an API-only user associated with the API credentials

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