

# Marketo integration for Kaltura Virtual Events

Last Modified on 06/13/2026 1:12 am IDT

 This article is designated for administrators.

## About

Marketo integration for Kaltura Virtual Events allows you to receive and sync data on your event registrants and attendees from Kaltura to your Marketo account.

Kaltura Marketo integration supports program based leads. Each registrant is sent to Marketo as a lead with their registration information which can be later updated with their attendance and engagement data.

To connect your Kaltura account to Marketo you will first need to create an integration on your account level and then you can connect it to the different events you or your colleagues create.



The screens shown here represent a multi-session event. The same actions apply when working with single session.

## Before you start

- Marketo needs to be set up with the channel, program, custom activity mapping and API user. Follow <https://knowledge.kaltura.com/help/kaltura-data-sharing-connector-for-adobe-marketo> to create and validate the setup in Marketo.
- For the first integration you create you will need your Marketo account's API endpoint domain, Client ID, and Client Secret. Be certain you have them before starting
- For each event registration form, you will map the fields to your Marketo lead record. Therefore, you need to create an integration per event template. For example, if you have five event templates, you need to create five integrations and map the different fields on your registration form to your Marketo lead record. Once the integration is set for the template, you can use it on all events created from this template.
- Make sure you map **ALL** the required fields on your Marketo lead form so that leads will be submitted successfully.

## Integration settings

There are two levels of integration settings on the Kaltura Virtual Events management interface.

1. Account Level
2. Event Level

## Account level

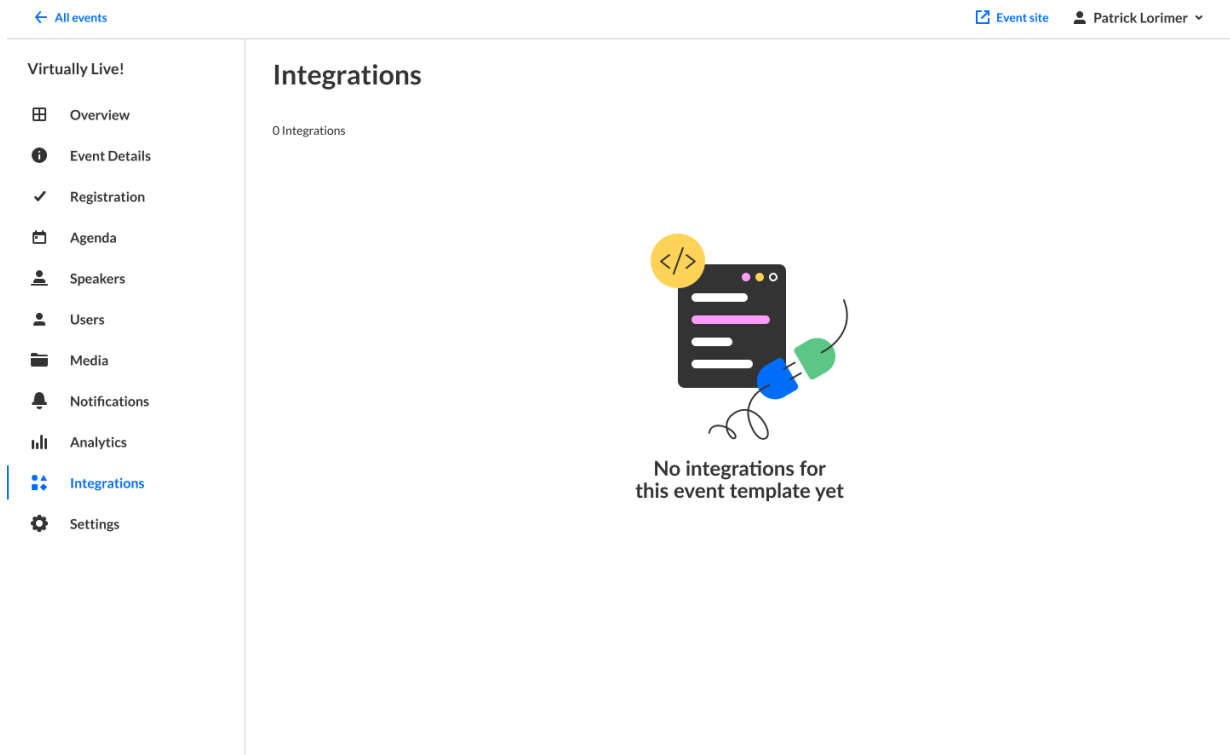
The account level may be set up so that you can connect different events to use for the Marketo integration.

### Set up the Marketo integration on the account level

Each integration needs to map the registration form fields to the lead records on Marketo. Each Kaltura Virtual Events registration form is set up by the template per event.

To set up an integration

1. On the Kaltura Virtual Events screen navigate to the **Integrations** tab.
2. Click **Add Integration**. The first time you view this tab, the list is empty. A list of other existing integrations that were created for this account/partner are displayed after subsequent use.



The New Integration window is displayed.

### New integration

**Select integration type**

Marketo - Program Based▼

**Name of integration** 0/255

Choose a descriptive name

**Registration data pulled from**

Select▼

**Events data**

Select the data to send

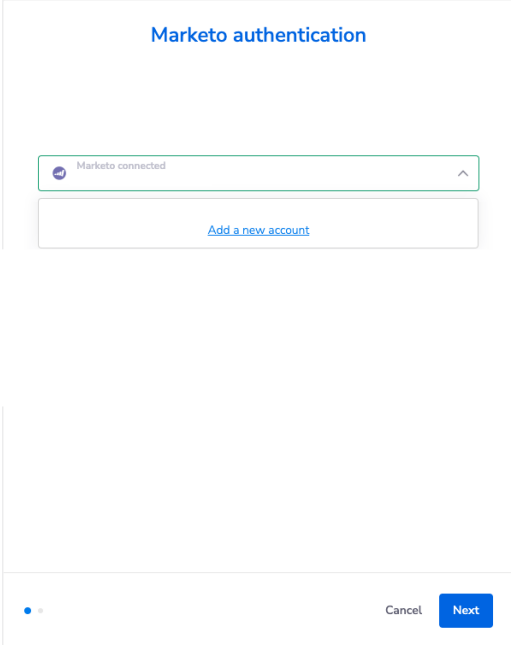
- Registrants information** Get registrants information as Marketo leads
- Attendees data** Update the lead record when registrants log in to the event
- Attendees engagement and activity** Sync attendees activity to their Lead record

Cancel Next

3. Select integration type, **Marketo**
4. Enter a **Name** for the integration. We recommend using a descriptive name, for example Webinar Marketo Integration.
5. Select the event template **Data Origin Template**. Each event template has its own registration form and needs to be created as separate integration.
6. Select the Kaltura Virtual Events Data you would like to send to Marketo
  - **Registrants Information** - (lead or registrants information) Checked by default to get registrants information as Marketo leads. The registrant information is mandatory. That is the part that creates the lead in Marketo.
  - **Attendees Data** - Check to update the lead record that was created when registrants login to the event. The lead record is updated with the attendants information.
  - **Attendees Engagement and Activity** - Check to be able to sync attendees activities to their lead record. This process is manual. When the session is over and event organizers want to obtain attendees' engagement information they may click Sync Engagement Data to update the lead with their engagement data

such as viewing rate or reactions.

7. Click **Next**.
8. Click **Add a new account** and enter your Marketo account authentication details (API endpoint domain, Client ID, and Client Secret). This is done once, and then your account will be auto selected and you can just click **Next**.



9. Map the different fields on Kaltura registration form to Marketo Lead fields.

### Map your Marketo fields

<b>Kaltura Fields</b>	<b>Marketo fields</b>
<input style="width: 90%;" type="text" value="Choose an option"/>	<input style="width: 90%;" type="text" value="Choose an option"/>
<a href="#">Add a new mapping</a>	

• ●Previous **Finish**

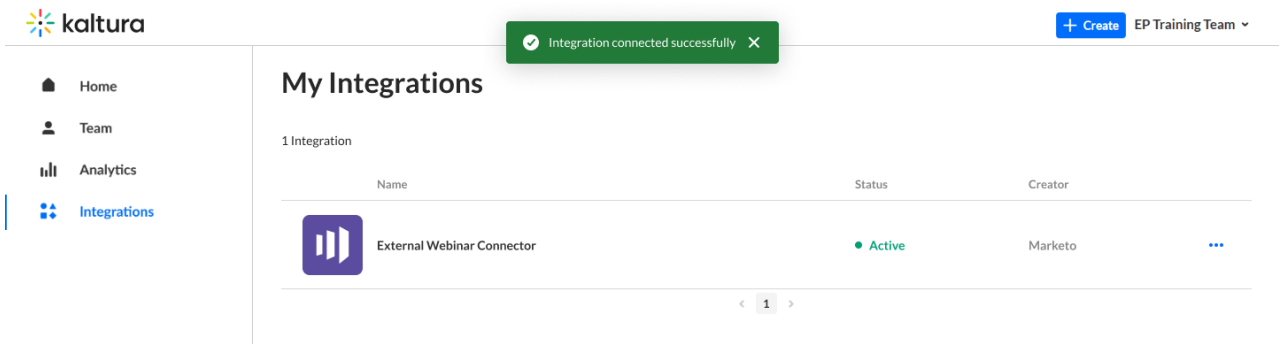
For example, first name, last name, email, and company. These fields must be mapped to a Marketo record.

10. Click **Finish**.



Marketo has required fields that Kaltura must be aware of so the Leads will be submitted successfully. The admin needs to make sure Marketo required fields are mapped to Kaltura fields.

The new integration is displayed.

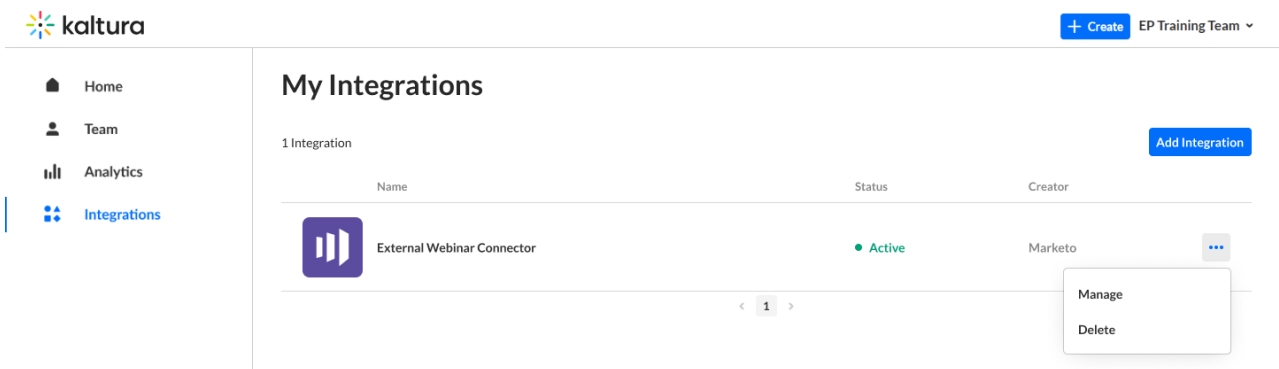


## Manage and/or delete the Marketo integration on the account level

You can manage and/or delete the integration by clicking on the three blue dots to the right of the desired integration and selecting the appropriate option.



Deleting an integration is only available if the integration is not yet enabled on an event.



Other integrations will eventually be added and the screen will display multiple integrations.

Each integration is different per the event template/registration form. Only Active integrations may be enabled on events. If an integration is disabled - you may have missing information on the integration, such as incomplete field mapping.

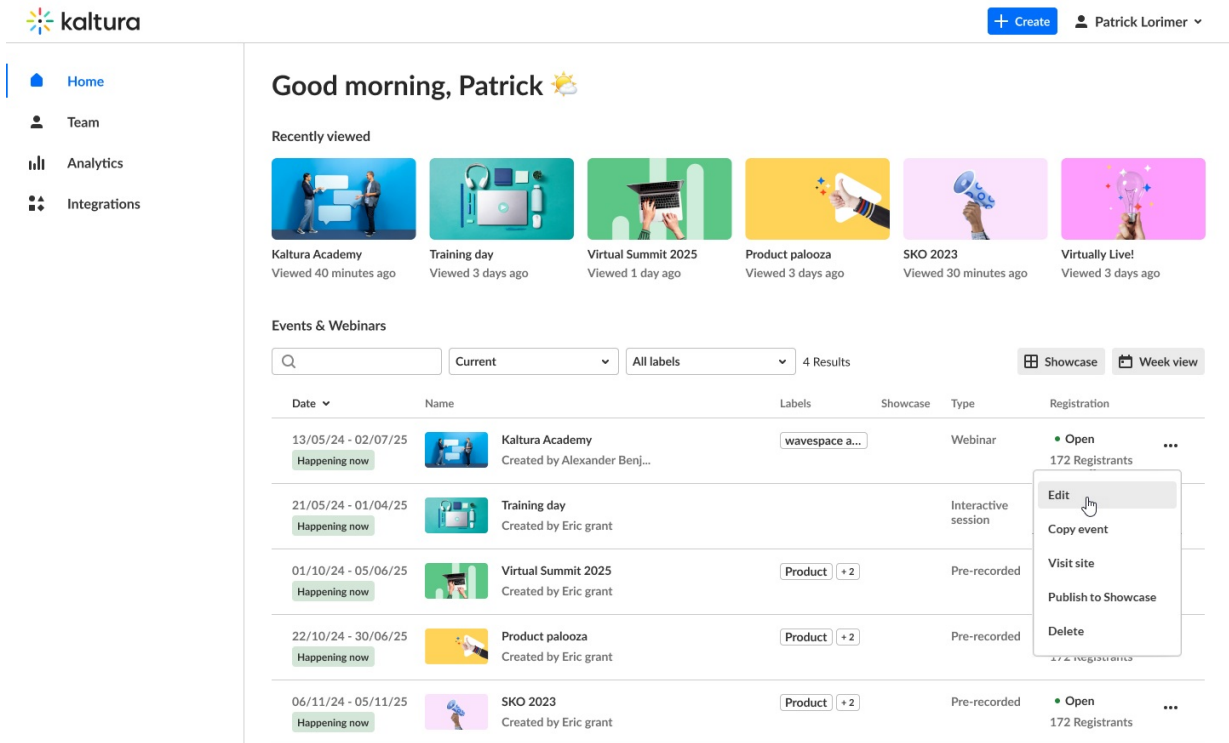


Integrations are not enabled until you enable the integration per event. This process sets the grounds for the event organizer(s) to turn it on.

## Event level

### Setup a Kaltura Marketo integration for a specific event

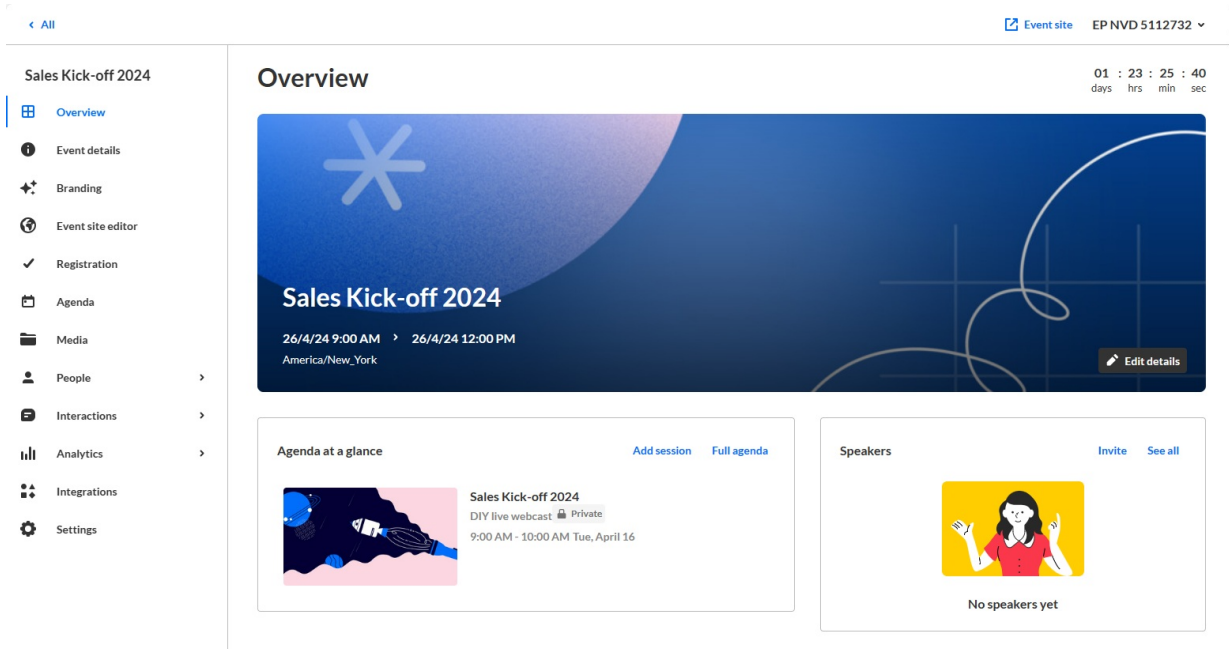
1. From the event list, Select **Edit** from the actions menu to edit the event to which you would like to add the integration.



The screenshot shows the Kaltura dashboard interface. At the top, there's a navigation bar with the Kaltura logo, a '+ Create' button, and the user name 'Patrick Lorimer'. A sidebar on the left contains navigation options: Home, Team, Analytics, and Integrations. The main content area is titled 'Good morning, Patrick' and shows 'Recently viewed' events as a row of six cards. Below that is the 'Events & Webinars' section, which includes a search bar, filters for 'Current' and 'All labels', and a '4 Results' indicator. A table lists the events with columns for Date, Name, Labels, Showcase, Type, and Registration. The 'Training day' event is selected, and its actions menu is open, showing options like 'Edit', 'Copy event', 'Visit site', 'Publish to Showcase', and 'Delete'.

Date	Name	Labels	Showcase	Type	Registration
13/05/24 - 02/07/25 Happening now	Kaltura Academy Created by Alexander Benj...	wavspace a...		Webinar	Open 172 Registrants
21/05/24 - 01/04/25 Happening now	Training day Created by Eric grant			Interactive session	Open 172 Registrants
01/10/24 - 05/06/25 Happening now	Virtual Summit 2025 Created by Eric grant	Product +2		Pre-recorded	Open 172 Registrants
22/10/24 - 30/06/25 Happening now	Product palooza Created by Eric grant	Product +2		Pre-recorded	Open 172 Registrants
06/11/24 - 05/11/25 Happening now	SKO 2023 Created by Eric grant	Product +2		Pre-recorded	Open 172 Registrants

The Event window displays.



The screenshot shows the 'Event window' for 'Sales Kick-off 2024'. The top navigation bar includes 'Event site' and 'EP NVD 5112732'. The sidebar on the left lists various event management options: Overview, Event details, Branding, Event site editor, Registration, Agenda, Media, People, Interactions, Analytics, Integrations, and Settings. The main content area is titled 'Overview' and shows a large banner for the event with the date '26/4/24 9:00 AM' to '26/4/24 12:00 PM' and location 'America/New\_York'. Below the banner are two sections: 'Agenda at a glance' and 'Speakers'. The 'Integrations' tab is selected in the sidebar, and the 'Integrations' section in the main content area shows a list of integrations for the event.

2. In the Event window, navigate to the **Integrations** tab. Now that you are on a specific event, you will see only the integrations that apply for that event.




← All Event site Patrick Lorimer

Virtually Live!

- Overview
- Event Details
- Registration
- Agenda
- Speakers
- Users
- Media
- Notifications
- Analytics
- Integrations
- Settings

## Integrations

3 Integrations Resync data

Name	Type	
 External Webinar Connector	Marketo	Disable
 HubSpot ENT	HubSpot	<b>Enable</b>
 Salesforce	Salesforce	Disable

3. Click **Enable**.

**Live Webcast integration**

marketo

Cancel **Enable**

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**Program Name \***  
Provide the program name you want your leads to be associated with

**Program id \***  
Provide the program id you want your leads to be associated with

**Automatic sync**

Automatically sync data when the event ends

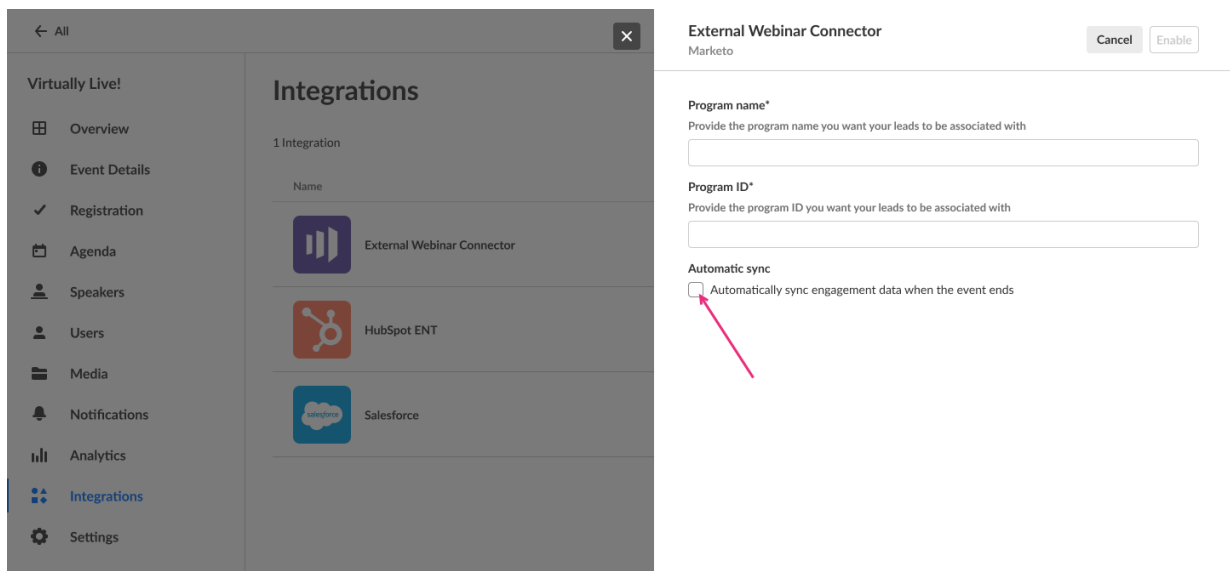
4. Enter the **Program Name** and **Program id**. This will associate the leads to their relevant program on Marketo.



**Program Name** must be the **exact name** from Marketo. For instance, the Program Name in the image below is 'External Webinar Connector'. The **Program id** must **only include numbers**. You can find the Program id in the URL when you have the program selected in Marketing Activities. It is the *first contiguous set of numbers in the final path of the URL*. Only the numbers, no

other characters. For instance, the Program id is 2459 in the URL 'https://app-sj01.marketo.com/#PG2459A1'.

- Click to enable **Automatic sync** if you would like to automatically sync data one hour after the event ends.

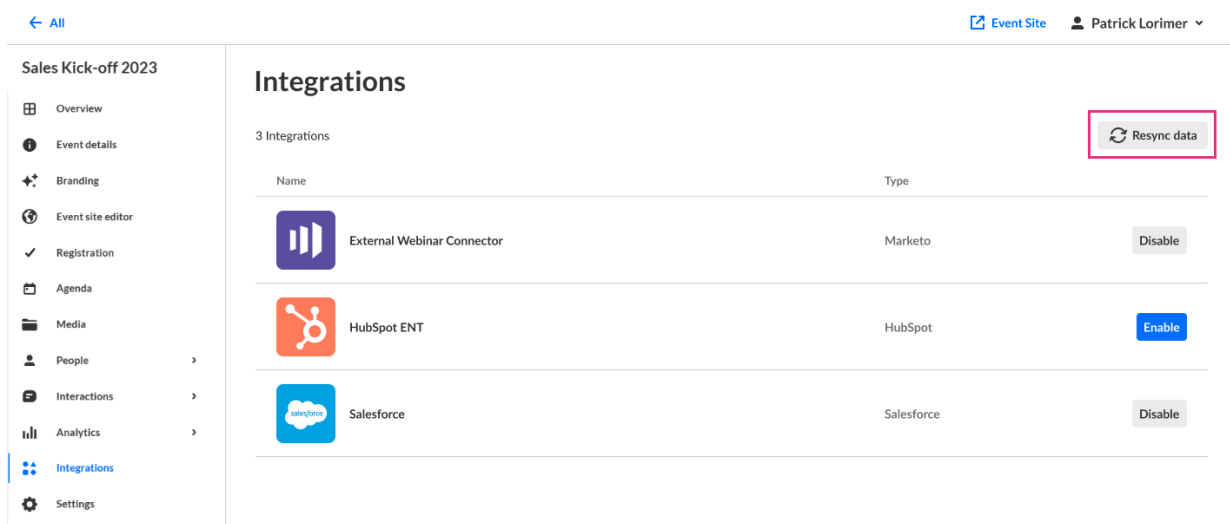


- Click **Enable**. You receive confirmation that the integration was enabled successfully.

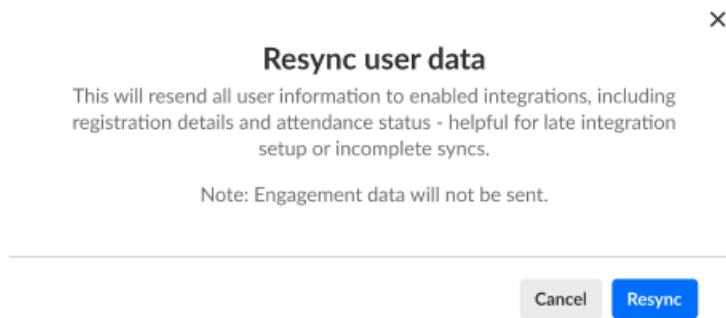
## Manually sync all enabled integrations

- Click the **Resync data** button to manually sync all active/enabled integrations.

The **Resync data** button only refreshes registration and attendance information. Engagement data is not included in manual resyncs.



2. Click **Resync** to confirm your action.



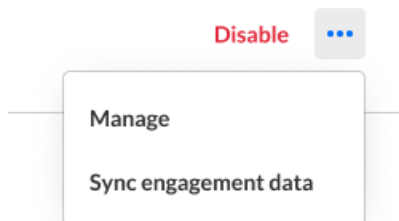
You receive confirmation that the integration data was successfully synced

## Manage or sync engagement data per integration

After the integration is enabled, you may **disable**, **manage** or **sync** engagement data.

Event Site  Patrick Lorimer ▾

 Resync data



On the Integrations tab, locate the Marketo integration and choose one of the following:

- Click **Disable** to disable an integration. Disabling an integration stops the data synchronization to Marketo for this event.
- Click **Manage** to edit the additional info / Marketo identifiers (e.g., campaign/program ID) for this event.
- Click **Sync engagement data** to send attendees engagement data and update the lead with additional insights once the event is over.



For more information about the Marketo Integration, see [Kaltura Data Sharing Connector for Adobe Marketo](#).

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