Kaltura data sharing integration for Adobe Marketo - How to set up Marketo

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> ⚭ This article is designated for administrators.

About

This article will walk you through how to set up Marketo for Kaltura data sharing integration.

Channel setup

To allow Kaltura to update the program status, you will need to map the different statuses to your Marketo event channel. Create an event program channel (see Marketo documentation). Add/map the following Kaltura statuses and map them to your system mapping:

Status	Step	Success?
Created	10	
Invited	20	
Registered	30	Yes
Confirmed	40	Yes
autoConfirmed	40	Yes
Attended	50	Yes
Participated	60	Yes
Blocked	70	
Un-registered	80	

Important Note -

For the Marketo integration third party mapping, Kaltura passes the most granular/detailed status information available. (See the list of statuses shown below.) For example, what displays as "Registered" on the Kaltura Events user interface, is displayed in more granularity on Marketo as "Confirmed email" or "Registered no confirmation required". Marketers can harness this granularity to send appropriate emails before, during, and after the event.

List of statuses displayed on Marketo:

SSO login

Invited by team member (displayed as "Invited" on Kaltura Events user interface)

Invited by team member to register (displayed as "Invited" on Kaltura Events user interface)

Registered

Confirmed email (displayed as "Registered" on Kaltura Events user interface)

Registered no confirmation required (displayed as "Registered" on Kaltura Events user interface)

Pre-event visit (displayed as "Attended" on Kaltura Events user interface)

During-event visit (displayed as "Attended" on Kaltura Events user interface)

Blocked

Un-registered

Program setup

To allow Kaltura to update the program with members/leads and their registration info and attendance status, create an event program (see Marketo documentation). Make sure to use event type and select the channel created above.

Authentication with Marketo

To allow Kaltura to automatically share data with your Marketo accounts, your Marketo Admin is required to authenticate their Marketo with Kaltura's Marketo integration.

To authenticate, you will need the Marketo API endpoint domain, client ID, and client secret.

How to get the API endpoint domain

On Marketo, go to Admin > Web Services and copy the Rest API endpoint, but do not include the '/rest' or '/identity' part at the end of the URL.

> ⚠ Please be aware that it is mandatory to include **https://** at the beginning of the auth input, when filling in the 'API Endpoint Domain' field. Without this, your authentication will fail.

How to get the Client ID / Secret

You need to have an API role and user on your Marketo instance, and create an Installed Service in Launchpoint. Refer to the Marketo docs for more details.

The API user will need to have access to the following permissions for the integration to be set up:

- Access API > Read-Write Person
- Access API > Read-Write Activity
- Access API > Read-Write Activity Metadata
- Access API > Read-Write Assets
- Access API > Read-Write Campaigns

If you already have an API user and installed service, you can find the client ID and client secret at Admin > Launchpoint > View Details. Make sure the above permissions are enabled for your user.

Setup of custom objects

> 💡 If you are an existing user and you had already configured Custom activities, it is not mandatory for you to set up custom objects, but it is recommended.

Refer to the Marketo docs to learn more Custom Objects, to learn how to create Custom Objects, and how to add Custom Object fields.

Complex data is handled through the use of custom objects. Kaltura uses custom objects to track metrics specific to your business (as filters and triggers in your smart campaigns).

Use the following table to create the Custom Objects in your Marketo account according to the Marketo documentation.

To get Kaltura Events user engagement data, you **must** create a new custom activity and name it "kalturaUserSessionEngagement". You may then add the following custom activity fields as desired.

Custom Object Name: kalturaUserSessionEngagement

Field	Data Type	Description
entry_id (*Primary)	string	The ID of the Kaltura entry which was watched
entry_name	string	The name of the Kaltura entry which was watched
personId	link	The ID for linking the lead to any activity they have
email	string	The email of the user who attended the session.
user	string	Kaltura User ID
channel_id*	integer	The id of channel the content was consumed from
channel_name*	string	The name of the channel the content was consumed
plays	integer	Number of plays
vod_minutes_viewed	float	Amount of minutes vod content was consumed
live_minutes_viewed	float	Amount of minutes live content was consumed
total_vod_completion_rate	float	Vod content completion rate
no_live_engagement_rate	float	Percentage of viewing time that the tab is not in foc
low_live_engagement_rate	float	Percentage of viewing time that the tab is in focus,
fair_live_engagement_rate	float	Percentage of viewing time that the tab is not in foc
good_live_engagement_rate	float	Percentage of viewing time that the tab is in focus,
high_live_engagement_rate	float	Percentage of viewing time that the tab is in focus, player is in full screen mode, sound is on
clap_clicked_count	integer	Amount of times the user clicked on clap reaction
heart_clicked_count	integer	Amount of times the user clicked on heart reaction
think_clicked_count	integer	Amount of times the user clicked on think reaction
wow_clicked_count	integer	Amount of times the user clicked on wow reaction
smile_clicked_count	integer	Amount of times the user clicked on smile reaction
answered_polls	integer	The number of polls the user responded
messages_sent_group	integer	The number of messages the user sent in group cha
qna_threads	integer	The number of threads of the user
combined_live_engaged_users_play_time_ratio	float	A number which represents the viewing engagemen
download_attachment	integer	The number of times a user clicked to download an
add_to_calendar	integer	The number of times the user clicked add to calend
mic_on	float	Total time mic is on
cam_on	float	Total time camera is on
total_reactions_activity	integer	Amount of times the user clicked on any type of rea
raise_hand	integer	The number of times the user raised hand in this se

💡 If you are an existing user and you had already configured Custom activities, your channel_id will display as "0"

Setup of custom activities

Refer to the Marketo docs to learn more about Custom Activities, to learn how to set up Custom Activities, and how to configure Custom Activity fields.

The various actions an attendee carries out during their interaction at an event are shared with Marketo as activities. Kaltura captures the actions attendee takes and can securely share with Marketo so marketers can better score leads, trigger campaigns, share timely and relevant communications and more.

Use the following table to create the Custom Activities in your Marketo account according to the Marketo documentation.

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Custom Activity Name: userSessionEngagement

![Kaltura logo]

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Frequently asked questions

What is the frequency data that is shared with Marketo?

The frequency data depends on the particular Marketo account limitations and overall API load. To avoid overloading the Marketo account, the Kaltura integration bulks data and shares events via the Marketo Bulk API whenever possible. In addition, the Kaltura integration automatically adjusts to the Marketo account limitations and has a delay and retry mechanism to avoid data loss.

Are there any API load or concurrency limitations?

That depends on the particular Marketo account limitations and overall API load. Please refer to the Marketo API documentation, or contact your Marketo admin for support.

Who can use the Kaltura integration for Marketo

To use the Kaltura Marketo integration you must have a Kaltura Virtual Events license. To learn more or upgrade your license, please contact your Kaltura CSM or Project Manager for more details.