

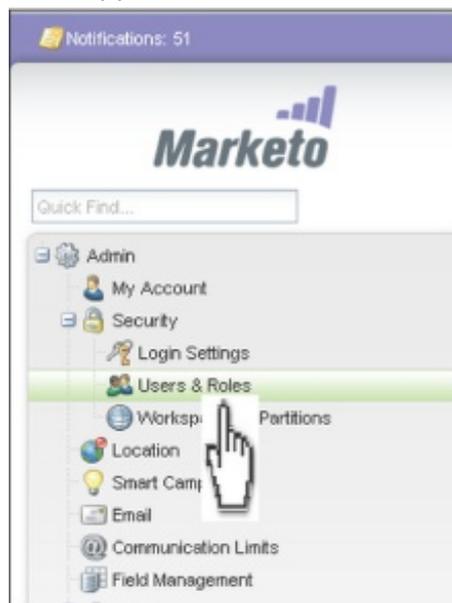
# Marketo API Provider Setup

Last Modified on 12/30/2019 8:39 pm EST

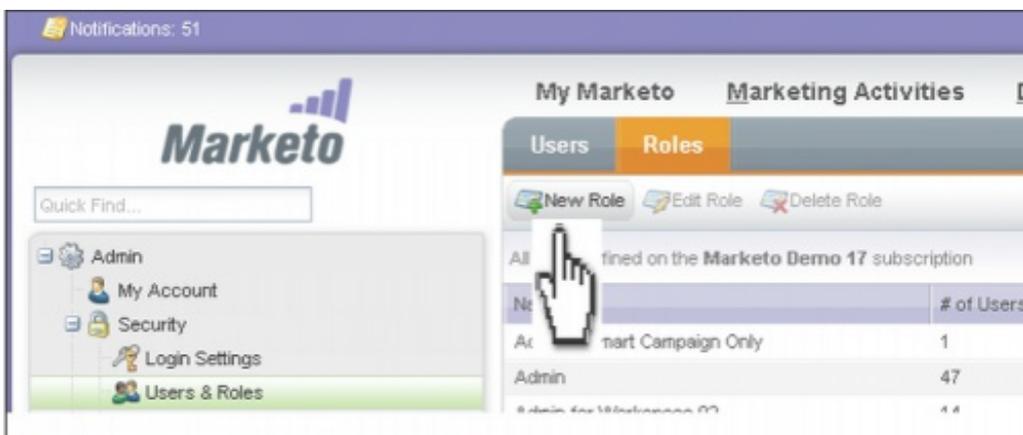
To authenticate a Marketo connector instance, you must first belong to the [LaunchPoint Technology Partner Program](#). Once you have a Developer Sandbox, complete the setup steps described in this section.

To set up the API provider:

1. Via a web browser, log in to your Marketo account at <https://login.marketo.com/>.
2. Navigate to the admin area of the Marketo application.



3. Click **Users & Roles** in the left panel.
4. Click **New Role**.



5. Enter the **Role Name** and assign permissions.

**Create New Role**

Role Name: \* API Role

Description:

Permissions:

- Access Admin (0 of 25)
- Access API (4 of 5)
  - Read-Only Activity
  - Read-Only Lead
  - Read-Write Activity
  - Read-Write Lead

6. The next step is to create an API only user and associating it with the API role that you created in the previous step. Select the **API-Only** check box and assign the **API Role** at the time of user creation.

**Invite New User**

First Name: \* API

Last Name: \* User

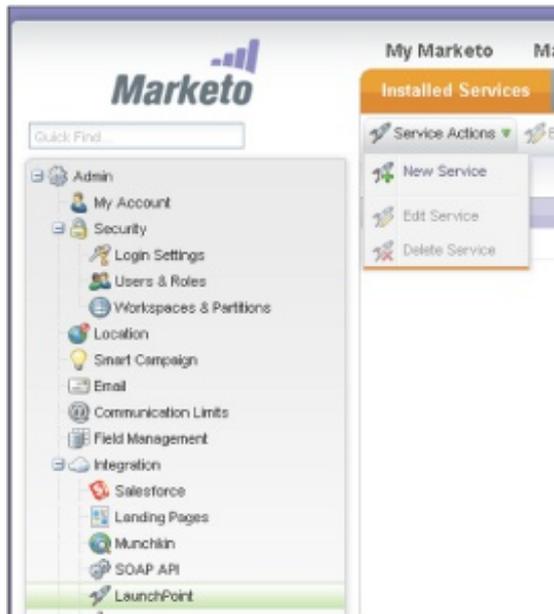
Email/Login: \* apis@acmeinc.com

API Only:

Roles: \*

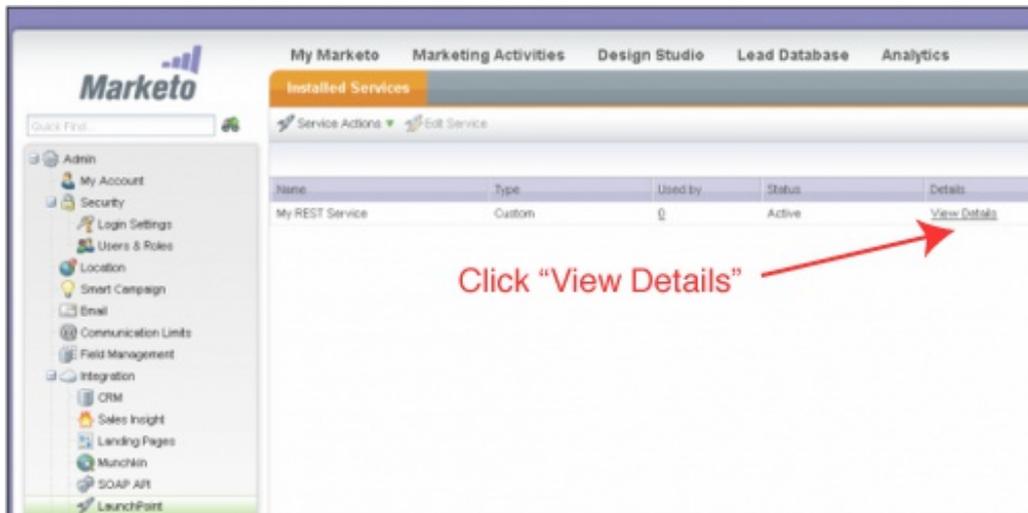
- Admin
- Analytics User
- API Role
- Marketing User
- Standard User
- Web Designer

7. A Custom LaunchPoint service is required to uniquely identify your client application. To create a custom service, go to the Admin->LaunchPoint screen and select **New Service**



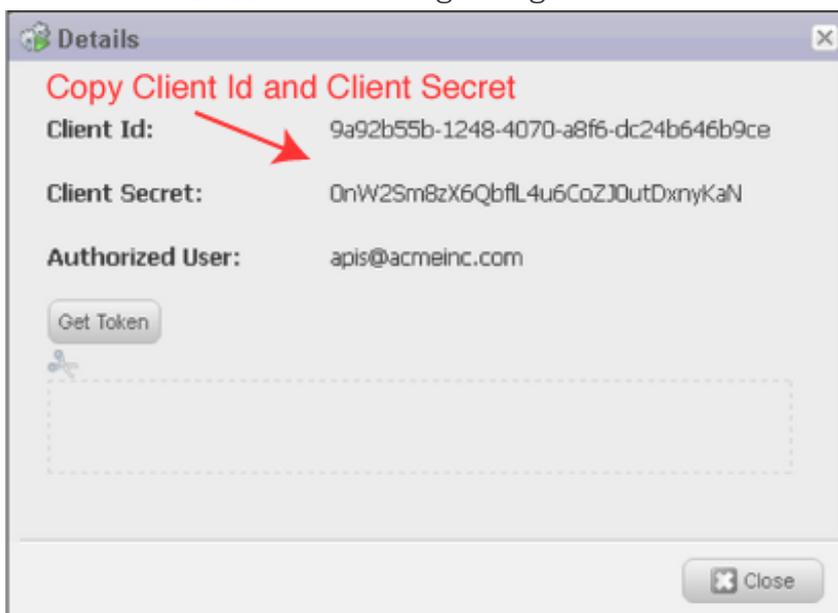
from the **New** menu item.

8. Choose **Custom** service type, provide the display name, description and the user created



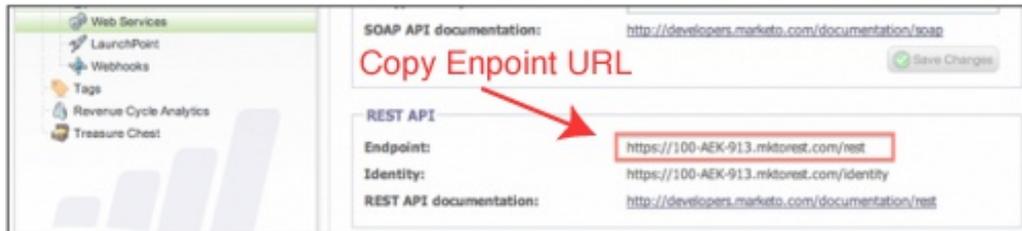
earlier.

9. Click the **View Details** link on the grid to get the Client Id and Client Secret.



10. Click the **Web Services** menu item and record the two URLs in the REST API section

(Endpoint & Identity).



11. From here, you should have everything you need to authenticate a connector instance of Marketo:

- Client Id
- Client Secret
- Endpoint (REST) URL
- Identity URL