

Marketo Import Integration

[Learn more about Marketo Export Integration.](#)

You can import Marketo data into Treasure Data. Then, in Treasure Data, you can integrate the data with your other data sources.

Bulk extracts source are imported using Marketo Bulk Extract API.

For sample workflows on importing Marketo data, view [Treasure Boxes](#).

This topic includes:

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You can also [Use Command Line to Create Your Marketo Connection](#).

Prerequisites, Limitations, and Requirements

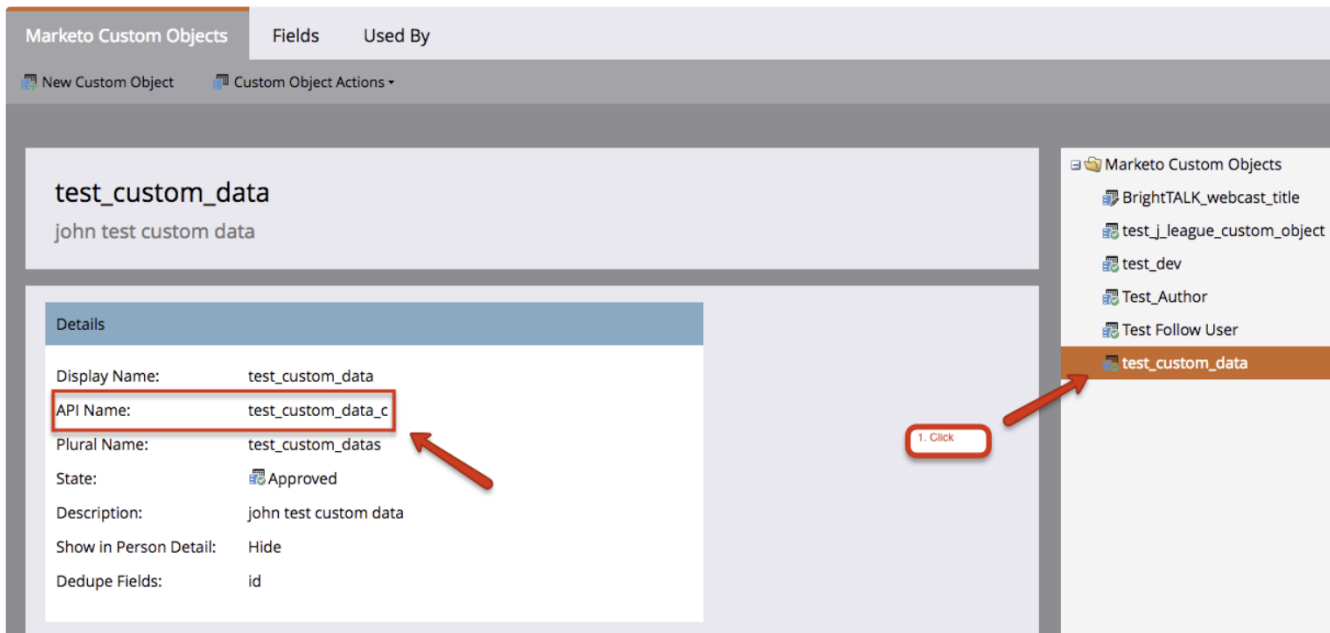
- Basic knowledge of Treasure Data
- There is a daily quota of 500MB Bulk Extract per day. If you reach the limit, we recommend that you reduce the import date range, or contact Marketo account manager and pay for additional space.
- Marketo will retain high-volume activity data for 90 days past the activity date and all other activity data for at least 25 months past the activity date. You can view Marketo's [Activities Data Retention Policy document](#) for more details.

Obtain Marketo Munchkin Account Information

Access to your API-enabled account is required before you can access the API. The Munchkin Account ID can be retrieved from the Marketo Admin page.

Steps to enable and create a new account for API access

1. Create an [API Only User](#).
2. Create an [API Only User Role](#).
3. Get Custom Object API Name, field API Name.



Display Name	API Name	Type	State
Created At	createdAt	datetime	✓ Approved
id	id	integer	✓ Approved
Marketo GUID	marketoGUID	string	✓ Approved
name	name	string	✓ Approved
Updated At	updatedAt	datetime	✓ Approved

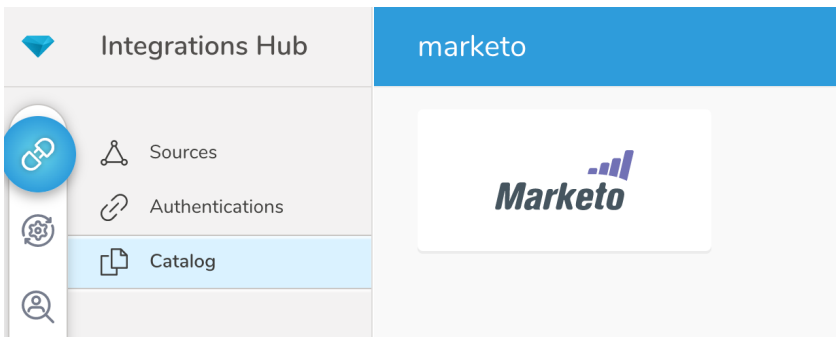
- Marketeto Custom Objects
- BrightTALK_webcast_title
- test_j_league_custom_object
- test_dev
- Test_Author
- Test Follow User
- test_custom_data

Use the TD Console to Create Your Connection

You can import Marketo data from TD Console.

Create a New Connection

1. Open TD Console.
2. Navigate to Integrations Hub > Catalog
3. Search for and select Marketo.



The following dialog opens.

New Authentication
Marketo

1 Credentials > 2 Details

Marketo Service/Account ID:
Specific Marketo Munchkin ID for this service/account

Client ID:
Client ID. Available from Marketo console

Client Secret:
Client secret. Available from Marketo console

[Learn more](#) [Continue](#)

4. Complete the new connection information, providing your Marketo credential.

- **Marketo Account ID** (required): This is your Marketo Service/Munchkin ID.
- **Marketo Client ID** (required): This is service specific client id.
- **Marketo Client Secret** (required): This is service specific client secret.

1. Type a name for connection.

2. Select **Done** to place your new authentication.

Transfer Your Marketo Data to Treasure Data

After creating the authenticated connection, you are automatically taken to Authentications.

1. Search for the connection authentication that you created.
2. Select **New Source**.

Connection

1. Type a name in the Data Transfer field.

2. Select **Next**.

Source Table

1. Choose one of the following sources:
Lead, Activity, Lead by Static List, Leads by Program, Campaign, Programs and Program Members.
2. Type values for the following common parameters depending on the source type you have selected:

Parameters	Description
Incremental	<p>Bulk extract sources support the incremental import feature through the <code>createdAt</code> filter. When running in incremental mode, the connector calculates the next 'from_date' based on the previous filter.</p> <p>Example:</p> <ul style="list-style-type: none"> • 1st run from_date: 2018-01-01 to_date: 2018-01-11(generated by plugin) fetch_days: 10 • 2nd run from_date: 2018-01-11 to_date: 2018-01-21 fetch_days: 10 <p>Limitation: – Bulk extract source preview shows only mock data.</p>
From Date	Data that has a <code>createdAt</code> or <code>updatedAt</code> filter after the specified date.
Fetch Days	The <code>To date</code> is calculated using <code>From day + Fetch days</code>
Escape Character	Marketo CSV file escape character.
Quote Character	Marketo CSV file quote character.

Retrieve large amounts of activity data out of Marketo.

Activity attributes are imported to the column `attributes`. This column is in JSON format.

Parameters	Description
ACTIVITY TYPE IDS	Integer values, corresponding to the desired activity types.
Incremental	<p>Bulk extract sources support the incremental import feature through the <code>createdAt</code> filter. When running in incremental mode, the connector calculates the next 'from_date' based on the previous filter.</p> <p>Example:</p> <ul style="list-style-type: none"> • 1st run from_date: 2018-01-01 to_date: 2018-01-11(generated by plugin) fetch_days: 10 • 2nd run from_date: 2018-01-11 to_date: 2018-01-21 fetch_days: 10 <p>Limitation: – Bulk extract source preview shows only mock data.</p>
From Date	Data that has a <code>createdAt</code> or <code>updatedAt</code> filter after the specified date.
Fetch Days	The <code>To date</code> is calculated using <code>From day + Fetch days</code> .
Escape Character	Marketo CSV file escape character.
Quote Character	Marketo CSV file quote character.

Import Marketo Campaign data. There are no other fields to fill out

Parameter	Description
List IDs	Retrieves person records that are members of the given static list. Results include the column <code>listId</code> that contains the lead list ID. Optional. Comma separated List IDs, or leave the field blank to import all lists.

Import Marketo leads by program data.

Parameter	Description
Program IDs	Optional. Comma separated program IDs, or leave the field blank to import all programs.

Import Marketo program data. Retrieves the list of accessible programs from the target instance.

Parameter	Description
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Incremental	<p>Bulk extract sources support the incremental import feature through the createdAt filter. When running in incremental mode, the connector calculates the next 'from_date' based on the previous filter.</p> <p>Example:</p> <ul style="list-style-type: none"> • 1st run from_date: 2018-01-01 to_date: 2018-01-11(generated by plugin) fetch_days: 10 • 2nd run from_date: 2018-01-11 to_date: 2018-01-21 fetch_days: 10 <p>Limitation: – Bulk extract source preview shows only mock data.</p>
Query By	<p>Query Programs by Tag Type or Date Range. Leave blank to import all programs.</p> <p>With Query By: Tag Type, Incremental import is not supported, and therefore is omitted.</p> <p>With Query By Date Range and Incremental import is selected, the next run Earliest Updated At and Latest Updated At will be calculated based on previous range, example:</p> <ul style="list-style-type: none"> • 1st run: Earliest Updated At = 02/01/2018 10:00, Latest Updated At = 02/10/2018 10:00 • 2nd run: Earliest Updated At = 02/10/2018 10:01, Latest Updated At = 02/20/2018 10:01

Retrieves a list of custom objects records based on filter and a set of values. See [Custom Objects](#) API document to learn more about configuration keys.

Parameter	Description
API Name	The API name of the custom object
Fields	Comma separated API name of fields of the custom object (Optional).
Filter Type	The API name of field of the custom object use to filter result. Only support integer field.
Input as Text	Input filter values as text (comma separated), or by range (From Value to To Value).
Filter Values	Comma-separated list of field values to match.
From Value	Filter start value. Only supports integer.
To Value	Filter end value (Optional). Only supports integer. If not set, only records that have value greater than "From Value" will be returned. Job will stop if no record found in 300 consecutive value.

Import Marketo members by program data.

Parameter	Description
Program IDs	Optional. Comma separated program IDs, or leave the field blank to import members of all programs.

Data Settings

1. Select **Next**.
The Data Settings page opens.
2. Optionally, edit the data settings or skip this page.

Create Source

Using test_marketo_import

✕

1 Connection

2 Source Table

3 Data Settings

4 Data Preview

5 Data Placement

▼ LEAD INCLUDED FIELDS

List of Lead fields to be included in data import, only affect Lead family target.

Add

Interval limit in milliseconds:
Marketo have a 100 concurrent api calls for 20 seconds

Maximum retries:
Maximum times to retry Marketo request

Batch size:
Marketo REST API Batch size

Max return:
Program endpoint use offset for paging

Bulk job timeout in seconds:
Killed job if bulk extract run longer than this time

Cancel
Back
Next

Parameters	Description
LEAD INCLUDED FIELDS	Add a list of Lead fields to be included in data import, only affects Lead family target.
Interval limit in milliseconds	Time wait for the next call if the request reaches Marketo concurrent limit.
Maximum retries	Maximum times to retry Marketo request when error occurs.
Batch size	Marketo REST API Batch size (default 300).
Max return	Max records return in a single request. Program endpoint use offset for paging (default 200).
Bulk job timeout in seconds	Total time wait for bulk extract before fail the job.
Bulk job polling interval in seconds	Interval to poll job status.
Read timeout in milliseconds	Time to wait for Marketo response.

Data Preview

You can see a [preview](#) of your data before running the import by selecting Generate Preview.

Data shown in the data preview is approximated from your source. It is not the actual data that is imported.

1. Select **Next**.
 Data preview is optional and you can safely skip to the next page of the dialog if you want.
2. To preview your data, select **Generate Preview**. Optionally, select **Next**.
3. Verify that the data looks approximately like you expect it to.

Create Source
Using test_marketo_import

1 Connection
2 Source Table
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The preview shows a subset of data from the source based on the data settings. Refer to [help document](#) to learn more about preview data.

9 columns

	#	id	Ab name	Ab description	Ab type
1		1020	Opened Sales Email		trigger
2		1021	Clicks Link in Email		trigger
3		1022	Fills out Form		trigger
4		1023	Multiple web visits in 1 day		trigger
5		1024	Visits Key Web Page		trigger
6		1025	Unsubscribed		trigger
7		1027	DA - SE Sales Demo (DE) (DO NOT E...	used for product demos to prospects	trigger
8		1028	DA - SE Demo	NULL	trigger
9		1029	DA - SE Demo 2	NULL	trigger
10		1037	system test campaign 1	td-system-test campaign	batch
11		1038	system test campaign 2	td-system-test campaign 2	batch
12		1040	Automation	NULL	batch
13		1060	yusaku-demo	NULL	batch
14		1076	Test Trigger for Lead in Waitstep	NULL	trigger

Cancel Back Next

4. Select **Next**.

Data Placement

Specify where your data will be placed and schedule how often it will run this import.

Create Source
Using test_marketo_import

1 Connection
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STORAGE

Database:

Table:

Method:

Append: Add records into existing table.

Replace: Clear table before adding records.

Timestamp-based Partition Key:

Select a column. Columns for user-defined partitions are not supported. See [data partitioning](#).

Data Storage Timezone:

Timezone the data is stored in; data will also be displayed in this timezone.

SCHEDULE

Repeat: Off

Cancel Back Create & Run Now

Under **Storage** you create a new or select an existing database and create a new or select an existing table for where you want to place the imported data.

1. Select a **Database** > **Select an existing** or **Create New Database**.
2. Optionally, type a database name.
3. Select a **Table** > **Select an existing** or **Create New Table**.
4. Optionally, type a table name.
5. Choose the Append or Replace method for importing the data.
 - **Append** (default)-Data import results are appended to the table. If the table does not exist, it will be created.
 - **Replace**-Replaces the entire content of an existing table with the result output of the query. If the table does not exist, a new table is created.
6. Select the **Timestamp-based Partition Key** column. If you want to set a different partition key seed than the default key, you can specify the long or timestamp column as the partitioning time. As a default time column, it uses upload_time with the add_time filter.
7. Select the **Timezone** for your data storage.

8. Under **Schedule**, you can choose when and how often you want to run this query.

- Run once:
 1. Select **Off**.
 2. Select **Scheduling Timezone**.
 3. Select **Create & Run Now**.
- Repeat the query:
 1. Select **On**.
 2. Select the **Schedule**. The UI provides these four options: *@hourly*, *@daily* and *@monthly* or custom *cron*.
 3. You can also select **Delay Transfer** and add a delay of execution time.
 4. Select **Scheduling Timezone**.
 5. Select **Create & Run Now**.

After your transfer has run, you can see the results of your transfer in **Data Workbench > Databases**.