

# Sendoso + Marketo

Trigger-based or schedule single-send direct mail or gifts and track campaign success to analyze results.



## Sendoso's Integration With Marketo Allows You To

- Automate direct mail, gifts, and e-Gift sends based on any Marketosmart list criteria
- Add unique e-Gift URLs into your template emails
- Track direct mail campaign success
- Alert with sales alerts and sales insights

## How It Works

Your first time, you will need to set up a New Service, Webhook, and Custom Field in Marketo for Sendoso. The Webhook will be used so Marketo can send the Sendoso API information regarding the contact and touch ID when the Webhook is called. Within a Marketo flow for a campaign create a change data for the Sendoso Touch ID prior to calling the Webhook.

*Create a New Webhook in Marketo, so Marketo can send the Sendoso API information regarding the contact and touch ID.*

## How To Get The Most Out Of It

- Set up Evergreen Marketo campaigns based on any data within your Marketo
- Keep your sales team in the know by adding in with interesting moments and Sendoso will handle the alerts
- Track campaign ROI with campaign reporting in Marketo or Salesforce

The screenshot shows the 'New Webhook' configuration interface in Marketo. The fields are as follows:

- Webhook Name:** Sendoso
- Description:** (empty)
- URL:** https://sendoso.com/api/marketo
- Request Type:** POST
- Template:** A JSON payload: `{ "send": { "lead_id": {{lead.id}}, "email": {{lead.Email Address}}, "name": {{lead.name}}, "address": {{lead.address}}`
- Request Token Encoding:** None
- Response type:** None

Buttons for 'CANCEL' and 'CREATE' are visible at the bottom right.

## FAQ

### How to I track channel status changes in Marketo?

Map Channel Statuses to Sendoso Statuses to be able to track channel status changes in Marketo like processing, sent, delivered, etc. (you'd have to create a bi-directional sync with Salesforce to track steps in Marketo)

### How do I send a unique gift via Marketo?

Use webhooks for physical items or hash a link in Marketo to send a unique e-Gift.