Integrating Email Verification and Hygiene into Marketo

Step by Step Using “Webhooks”
Table of Contents

Introduction ....................................................... 2
Step 1: Configure the Webhook ................................. 3
Step 2: Create the Form ......................................... 8
Step 3: Create the Smart Campaign ......................... 10
Introduction

How can you ensure that your email marketing initiatives are successful? Informatica’s Email Verification and Hygiene solution enabled within Marketo instantly increases your email deliverability. Improve marketing campaigns and customer relationship management while avoiding blacklists and spam folders.

Email Verification with Hygiene from Informatica reduces email bounces and delivery failure by 90% or more. Determine in real-time if an email address is valid and deliverable before sending a message. Informatica constantly evolves the solution without requiring you to update your Marketo integration. Our team of email verification experts ensures that you always receive the most accurate results possible.

This integrated solution verifies email addresses in real-time within Marketo, recording the results in custom fields. By using Marketo’s Webhooks and Informatica’s Email Verification and Hygiene REST API, you can verify email addresses anywhere within your smart campaigns and programs in Marketo.

For example, verify email addresses as soon as they enter your system via a web form. Or you may choose to add the Webhook to a Smart Campaign at other points – like right before an email campaign, or conduct a batch cleanse on a regular basis (quarterly, semi-annually, etc.) to keep your email contacts up-to-date.

This document outlines the use case of new leads being verified as they are entered via a web form. As leads enter into the Marketo system via a web form, the email address can be instantaneously verified to filter out invalid, bad email addresses. You can use the Email Verification and Hygiene Webhook demonstrated within this example to create other use cases that make sense within your organization - you are certainly not limited to this one.

There are four steps in this paper:

1. The Webhook must be configured to communicate with Informatica’s Email Verification and Hygiene API, including mapping the proper output data.

2. A form must be created. At this point, as the prospect data is collected, this form will trigger a “Smart Campaign” that will verify the email address.

3. The Smart Campaign must be created and attached to the triggering business process, such as clicking on the Submit button of a created Web-to-lead form.

4. A test landing page needs to be created to check the new functionality. (You can later insert your form into a real landing page.)

In addition, you must have credentials from Informatica (a license key) to successfully verify email addresses. These can be obtained via subscription at sales@strikeiron.com. Free trials are available.
Step 1: Configure the Webhook

The Marketo Web application communicates with Informatica using a “Webhook,” which uses the REST protocol to communicate with Informatica’s Email Verification and Hygiene API. REST, or Representational State Transfer, is a Web-based architecture for enabling different hardware and software platforms to communicate via a common text-based XML format.

Here is an example of a REST call that verifies email addresses using Informatica’s API:

http://ws.strikeiron.com/StrikeIron/emv6Hygiene/EMV6Hygiene/VerifyEmail?LicenseInfo.RegisteredUser.UserID=<Strikeiron_License_Key>&VerifyEmail.Email=darlene.nyce@strikeiron.com&VerifyEmail.Timeout=20

You can test the above REST call by copying and pasting the information above into the address URL of any web browser such as Firefox, Google Chrome, or Internet Explorer. Be sure to edit the REST call information by supplying your license key obtained and an email address. Do this by replacing the Strikeiron_License_Key field with your 18-22 digit license key, and replace the email address listed after “Email=” with the email address that you will be verifying.

It is the various components of the above REST call that we will insert into the Marketo Webhook.

Note the question mark (?) in the middle of the actual REST call. This question mark separates the endpoint of the API (the URL where the API lives on the Internet) from the parameters that are supplied along with the REST call.

Once logged into your Marketo account, go to “Admin.” Within Admin, you will see the ability to “Manage Webhooks.” Click on “New Webhook.”
The following form will appear and allow you to create your Email Verification and Hygiene Webhook:

Use the following configuration for the Email Verification and Hygiene Webhook:

- **Webhook Name**: Use a name that will make sense in your campaigns. Here we’ve used “Email Verification + Hygiene v6.”

- **Description**: Enter a description for your Webhook. This will help others who come in later to view your Webhook to know exactly its purpose.

- **URL**: This is the base URL for the REST call. Copy the following URL: https://ws.strikeiron.com/StrikeIron/emv6Hygiene/EMV6Hygiene/VerifyEmail

- **Request Type**: POST
• **Template:** Three parameters must be included here – License Key, To Number and Message Text.

Here is a sample of the template text:

- LicenseInfo.RegisteredUser.UserID=XXXXXXXXXXXXXXXXXXXX&VerifyEmail.Email=
  {{lead.Email Address }}&VerifyEmail.Timeout=20

    Replace the XXXXXXXXXXXXXXXXXXXX in this example with your license key.

  - VerifyEmail.Email  – The email address that you want to verify. You will want to add a token here, so that a lead’s email address populates this field within REST URL parameters. To include a token in any part of the template section, move your cursor to the correct insertion place and click on “Insert Token” button. Choose the field that you wish to insert – most likely:
    {{Lead.Email Address}}. Tokens indicate to Marketo where to integrate actual lead data into the Webhook, as the field will be populated by the lead data for the record that triggers the invocation of the Webhook.

  - VerifyEmail.Timeout – Time that the service will wait before it times out, a value between 1-90 seconds (it is recommended to be between 5-15 seconds).

• **Request Token Encoding:** None

• **Response Type:** XML

Once you save these options, it is time to add Response Mappings to your Webhook. This maps the return values that the Informatica Email Verification and Hygiene service returns to Marketo lead fields. Before you map the Response Mappings, it is recommended that you create 5 new fields (you can actually name them whatever you would like):

- **StrikeIron_Email_StatusCode**
- **StrikeIron_Email_StatusDescription**
- **StrikeIron_Email_ReasonCode**
- **StrikeIron_Email_ReasonDescription**
- **StrikeIron_Email_Hygiene**
Once the fields are created, you will click “Edit” to edit the Response Mappings and then “Add” to include additional mappings.
Map the following Response Attributes to your newly created fields. Make sure that you copy the Response Attribute exactly as you see it here and make sure there are no spaces before or after the text.

```
WebServiceResponse.VerifyEmailResponse.VerifyEmailResult.ServiceStatus.StatusDescription = StrikeIron_Email_StatusDescription
```

Save your Response Mappings by clicking “Save” at the bottom of the screen. The Webhook is now ready to be used by the Marketo system.
Step 2: Create the Form

Creating a form is a standard activity within Marketo. More information can be found within the Marketo help documentation. In “Design Studio,” click on “New” and create a “New Form”:

![Design Studio screenshot showing how to create a new form](image)

When the form is created, click on “Edit Form.” (You may be automatically taken to this screen upon creation, if you chose the “Open in Editor” option.)
Walk through steps 1-3 to create your form. Step 1 is to add field details to your form.

Step 2 allows you to pick the theme and some settings for your form.

Finish and approve your form in Step 3.
Step 3: Create the Smart Campaign

This also is a standard activity within Marketo. More information can be found within the Marketo help documentation if necessary about creating Smart Campaigns.

Click on “Marketing Activities” and then “New” and “New Smart Campaign.” Give the campaign a name and decide which folder to store it in.
Next, click the “Smart List” tab. Drag the “Fills out Form” Trigger from the right to the white canvas, and then choose the form name that you created in step 2 (ours was Email Capture Form).

Move onto the next tab, “Flow.” Drag “Call Webhook” onto the white canvas and choose the “Email Verification + Hygiene v6” Webhook created in Step 1.
Lastly, click on “Schedule” and “Activate” the campaign. The campaign is now ready.
Step 3: Create a Landing Page to Test Webhook

This also is a standard activity within Marketo. More information can be found within the Marketo help documentation. Click on “New” and then “New Landing Page.”

When the landing page is created, click on “Edit Landing Page.” (You may be automatically taken to this screen upon creation, if you chose the “Open in Editor” option.)
On the Landing Page Designer, under “Insert Elements,” drag the “Form” object onto the white canvas. Choose the “Email Capture” Form created in step 2. For the purposes of this test, go ahead and select “Stay on this Page” for the Follow-up Page option. Then click the “Insert” Button.
Close out of the Landing Page Designer when you are satisfied with your Landing Page. Go to “Landing Page Actions” and click to “Approve” your page.

As a test, fill out the lead form. When you click “Submit,” the lead will be entered in the Marketo Leads Database and the Smart Campaign will fire, performing the Email Verification as configured in the Webhook.

Please enter your email address.

First Name: Darlene

Last Name: Nyce

Email Address: dariene.nyce34@strikeiron.

Submit  Clear
If you go into the Leads Database and view this lead, you will see the custom fields populated with the data returned from the API.

![Marketeto Lead Information](image)

Congratulations! You have successfully integrated Informatica’s Email Verification and Hygiene API into Marketo. You now have the ability to create marketing campaigns with maximum email deliverability within the Marketo platform!
About Informatica

Informatica Corporation (Nasdaq:INFA) is the world’s number one independent provider of data integration software. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. Informatica Vibe, the industry’s first and only embeddable virtual data machine (VDM), powers the unique “Map Once. Deploy Anywhere.” capabilities of the Informatica Platform. Worldwide, over 5,000 enterprises depend on Informatica to fully leverage their information assets from devices to mobile to social to big data residing on-premise, in the Cloud and across social networks. For more information, call +1 650-385-5000 (1-800-653-3871 in the U.S.), or visit www.informatica.com.