Sendoso

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 eGift sends based any Marketo smart list criteria
- Add unique eGift URLs into your template emails
- Track direct mail campaign success
- Alert with sales alerts and sales insights

How It Works

- Set up a New Service, Webhook, and Custom Field in Marketo for Sendoso
- When the Webook is called, the Webhook will be used so Marketo can send the Sendoso API information regarding the contact and touch ID
- 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

New Webhook ✕

Webhook Name:	*	Sendoso
Description:		
URL:	*	INSERT TOKEN
		https://sendoso.com/api/marketo
Request Type:	*	POST ▾
Template:		INSERT TOKEN
		{ "send": { "lead_id": {{lead.id}}, "email":{{lead.Email Address}} "name": {{lead.name}}, "address":
Request Token Encoding:		None ▾
Response type:		None ▾

CANCEL   CREATE

FAQ

How do 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-direcitonal 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 eGift.