MAKE A ZAP!

🔍 Search my Zaps...

Home

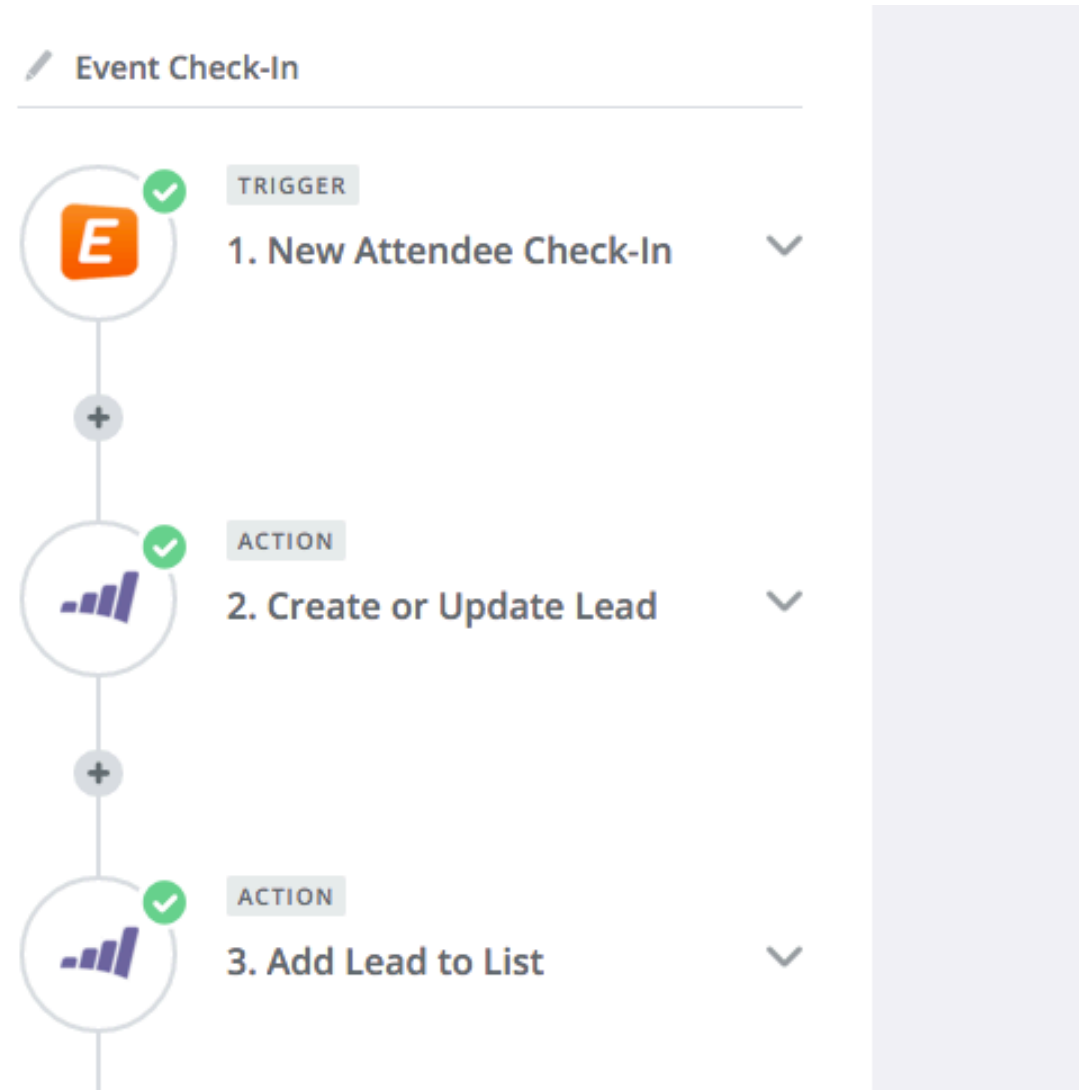Event Check-In   ON

INSTANT Event Registration   ON

Drafts ⌄

These are the steps we'll create to facilitate the "check-in" process between EventBrite and Marketo

Event Check-In

TRIGGER
1. New Attendee Check-In

ACTION
2. Create or Update Lead

ACTION
3. Add Lead to List

Setup EventBrite Trigger (Step 1)

Setup EventBrite Trigger (Step 1)

Setup EventBrite Trigger (Step 1)

Setup EventBrite Trigger (Step 1)

Event Check-In

TRIGGER

1. New Attendee Check-In

- Eventbrite
- New Attendee Check-In
- Eventbrite Account #1 - Guide...
- Edit Options
- Test this Step

ACTION

2. Create or Update Lead

ACTION

3. Add Lead to List

Get Help Response Time: ~2h | M-F 9am-5pm PST

Set up Eventbrite Attendee

Event (required)

Trigger when an attendee checks in for an event.

YYMMDD – REGION – EVENT DESCRIPTION

Continue

Setup Marketo Action (Step 2)

Event Check-In

TRIGGER
1. New Attendee Check-In

ACTION
2. Create or Update Lead

- Marketo
- ⚡ Create or Update Lead
- 👤 Marketo Account #1 - GuideP...
- ☰ Edit Template
- ⚗ Test this Step

- ✖ Delete

ACTION
3. Add Lead to List

💬 **Get Help** Response Time: ~2h | M-F 9am-5pm PST

Choose an Action App

Search hundreds of apps...

YOUR APPS

PREMIUM

Marketo

Eventbrite

show all

POPULAR APPS

Gmail

Google Sheets

MailChimp

PREMIUM

Salesforce

Setup Marketo Action (Step 2)

Setup Marketo Action (Step 2)

Event Check-In

TRIGGER
1. New Attendee Check-In

ACTION
2. Create or Update Lead

- Marketo
- Create or Update Lead
- Marketo Account #1 - GuideP...
- Edit Template
- Test this Step
- ✖ Delete

ACTION
3. Add Lead to List

Get Help Response Time: ~2h | M-F 9am-5pm PST

PREMIUM

Select Marketo Account

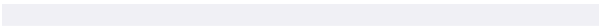⦿   Marketo Account #1 - YOUR COMPANY   Test
(added 6 days, 18 hours ago)

⊕ Connect a New Account

Continue

Setup Marketo Action (Step 2)

Set up Marketo or Update Lead

Marketo Field	EventBrite Field
Email Address	Profile Email
Eventbrite ID	Event ID

Setup Marketo Action (Step 3)

1. New Attendee Check-In

ACTION
2. Create or Update Lead

ACTION
3. Add Lead to List

- Marketo
- Add Lead to List
- Marketo Account #1 - GuideP...
- Edit Template
- Test this Step

- Delete

Get Help Response Time: ~2h | M-F 9am-5pm PST

Choose an Action App

Search hundreds of apps...

YOUR APPS

PREMIUM

Marketo

Eventbrite

show all

POPULAR APPS

Gmail

Google Sheets

MailChimp

PREMIUM

Salesforce

Setup Marketo Action (Step 3)

1. New Attendee Check-In ⌄

ACTION

2. Create or Update Lead ⌄

ACTION

3. Add Lead to List ⌃

- 📊 Marketo
- ⚡ Add Lead to List
- 👤 Marketo Account #1 - GuideP...
- ☰ Edit Template
- ⚗ Test this Step

- ✖ Delete

📊

PREMIUM

Select Marketo Action

Search Marketo Actions...

CREATE

○ **Create or Update Lead**
Creates or Updates a lead.

⊙ **Add Lead to List**
Adds a lead to a list.

SEARCH

○ **Find Lead**
Finds a lead whose e-mail address matches the search criteria. Optionally, create one if none are found.

Continue

Setup Marketo Action (Step 3)

Setup Marketo Action (Step 3)

1. New Attendee Check-In ⌄

ACTION

2. Create or Update Lead ⌄

ACTION

3. Add Lead to List ⌃

- Marketo
- ⚡ Add Lead to List
- 👤 Marketo Account #1 - GuideP...
- ☰ Edit Template
- ⚗ Test this Step

✖ Delete

💬 **Get Help** Response Time: ~2h | M-F 9am-5pm PST

PREMIUM

Set up Marketo Lead to List

List (required)

The list to which the lead will be added.

```
YYMMDD – REGION – EVENT DESCRIPTION - ATTENDEES
```

Lead (required)

This is the Lead's ID, which can be specified using one of the following:

• Select **Use a Custom Value** and use the ＋ button to select the Lead's ID field from a previous **Create or Update Lead** step in this Zap
• Use the button **Add a Search Step** to find the Lead's ID

```
Use a Custom Value
```

Custom Value for Lead ID (required)

Provide the Lead ID, not the Email here.

```
Step 2  Id
```

🔄 Refresh Fields

Continue