

GoToWebcast

Marketo Server Side Registration API

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Table of Contents

Table of Contents.....	2
1. About the GoToWebcast Marketo Server Side Registration API	2
2. Creating a Webhook in Marketo	2
3. Creating a Campaign in Marketo	6
4. Confirming the GoToWebcast Event is Collecting Registration Data.....	10
5. Return Messages.....	10

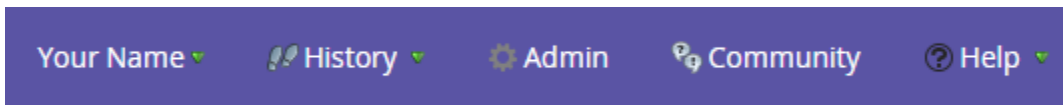
1. About the GoToWebcast Marketo Server Side Registration API

The Marketo Server Side Registration API allows you to seamlessly register audience members for GoToWebcast events using a Landing Page and Form created within Marketo. This process does not require the audience member to load any pages from GoToWebcast within their browser to register. A Marketo Form and Landing Page need to be setup in advance. Once setup, a Webhook and Campaign are created to link the Landing Page to a GoToWebcast event.

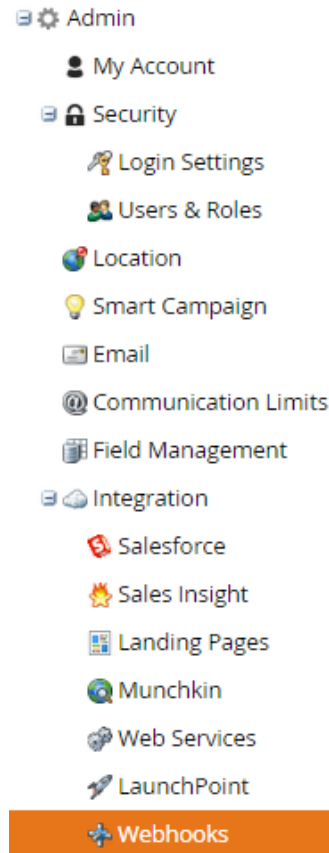
2. Creating a Webhook in Marketo

A Webhook is used to send a user’s registration data to a GoToWebcast event when they register on a Marketo Landing Page. A Webhook is created for each GoToWebcast event and linked a unique Campaign, which is setup later in the process.

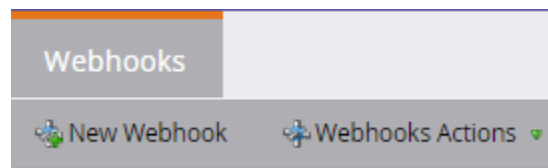
After logging in to your Marketo account, in the top right of your screen, click “Admin”.



Along the left of your screen under “Integration”, click “Webhooks”.



At the top of your screen under “Webhooks”, click “New Webhook”.



Fill out the required fields to create a new Webhook. In the Webhook Name field, title the Webhook you are creating. In the URL field, enter GoToWebcast’s Server Side Registration URL (refer to the Server Side Registration URL and available parameters listed below). You will need to update the Server Side Registraton URL with the GoToWebcast Event ID for the presentation you are sending registration data to. The URL field should include any registration fields you’d like captured in the GoToWebcast reports.

Once the Server Side Registration URL has been entered into the URL field and updated according to your specifications, click “Insert Token” next to the URL field and replace each default value from the Server Side Registration URI with the appropriate Token from Marketo. The URL in the image below shows how the updated URL should appear.

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Example: Replace “FirstName” from the Server Side Registration URL with “{{lead.FirstName:default=edit me}}” Token from Marketo.

Select “Form/Url” in the Request Token Encoding dropdown. Once complete, click “Create”.

The screenshot shows a 'New Webhook' form with the following fields and values:

- Webhook Name: * Webcast - 1234567
- Description: (empty)
- URL: * INSERT TOKEN
https://goto.webcasts.com/viewer/regserver.jsp?ei=1234567&fname={{lead.FirstName:default=edit me}}
- Request Type: * POST
- Template: INSERT TOKEN
- Request Token Encoding: None
- Response type: None

Buttons: CANCEL, CREATE

Server Side Registration URL

https://goto.webcasts.com/viewer/regserver.jsp?ei=1234567&fname=FirstName&lname=LastName&company=CompanyName&title=BusinessTitle&address1=StreetAddress1&address2=StreetAddress2&city=City&state=State&country=Country&postalcode=PostalCode&phone=PhoneNumber&cell=CellNumber&fax=FaxNumber&email=Email@Address.com&custom_question1=CustomQuestionAnswer1&pass=citr003&tp_req_confemail=1&sti=campaignID

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Parameter	Description	Values	Character limit
ei*	Event ID (Ex: 1234567)	Number	7
fname	First Name	Alphanumeric, utf-8	256
lname	Last Name	Alphanumeric, utf-8	256
company	Company Name	Alphanumeric, utf-8	256
title	Business Title	Alphanumeric, utf-8	256
address1	Street Address	Alphanumeric, utf-8	256
address2	Street Address extra info	Alphanumeric, utf-8	256
city	City	Alphanumeric, utf-8	256
state	State	Alphanumeric, utf-8	256
country	Country	Alphanumeric, utf-8	256
postalcode	Postal / Zip Code	Alphanumeric, utf-8	256
phone	Primary phone number	Alphanumeric, utf-8	256
Cell	Cell / Mobile number	Alphanumeric, utf-8	256
Fax	Fax number	Alphanumeric, utf-8	256
email*	Email address	Ascii email	128
custom_question1	Custom registration question answer	Alphanumeric, utf-8	256
pass*	Client ID	citr003	7
tp_regconfemail	Enable a registration confirmation email	1	1
sti	Campaign ID	Alphanumeric, utf-8	255

Notes:

- * Indicates a required field.
- The “pass” parameter is case-sensitive.
- The system will only accept registration parameters that are configured for the Event ID. Submitted fields that are not configured will be discarded.
- If “tp_regconfemail=1” is included in the server-side registration link and registration confirmation emails are enabled for the event, a participant will receive a confirmation email after being registered. If registration confirmation emails are not enabled or any value other than “1” is sent in the parameter, the confirmation email will not be sent.
- If the “tp_regconfemail=1” parameter is not included in the server-side registration link, the system submitting the registration request is responsible for delivering the Webcast URL to audience members where they can login using their email address. Ex. <https://goto.webcasts.com/starthere.jsp?ei=1002892>
Where ei = the unique event ID of the presentation.
- Parameter values should be properly URL encoded. For instance, blank spaces should be replaced with %20.

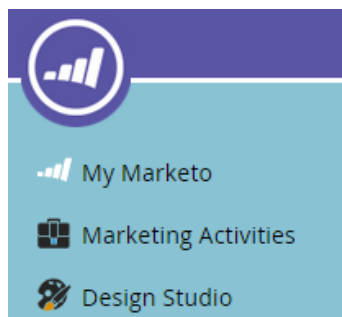
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- All parameters should be validated before submission or they may be rejected by the server. For example:
 - Registration requests with invalid email addresses will not be accepted.
 - Fields containing html or other script tags will be blocked by the system's security filter.
- Custom question parameter names should match the "Report Column Title" label found in the Webcast Administration Portal. This is case-sensitive.
- If a custom question has multiple answers then repeat the parameter name for each answer submitted. The answers will appear grouped together in reporting.
- Security options enabled for the webcast will not stop registrations. These settings are only tested when the audience member attempts to enter the actual presentation.
- To ensure quality always test server side registration implementations before they are released to an audience to make sure registration fields and corresponding answers are setup correctly. The best way to test this is by verifying reporting data for users submitted via server side registration.

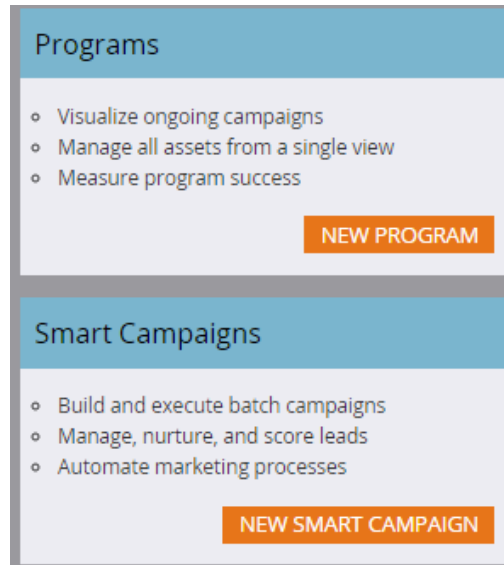
3. Creating a Campaign in Marketo

Once the Webhook is setup in Marketo, a Campaign needs to be created, which is used to activate the Webhook when a user registers on a Marketo Landing Page. A Campaign is created for each GoToWebcast event to link the unique Webhook with a Landing Page.

At the top left of your screen, click on the Marketo logo and select "Marketing Activities".



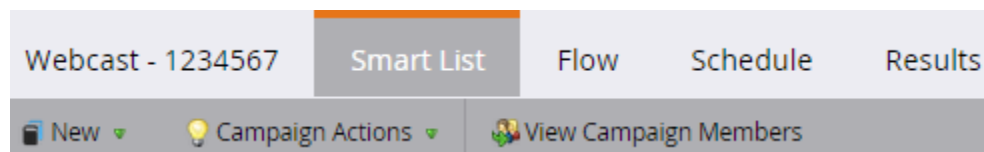
In the center of your screen in the "Smart Campaigns" section, click "New Smart Campaign".



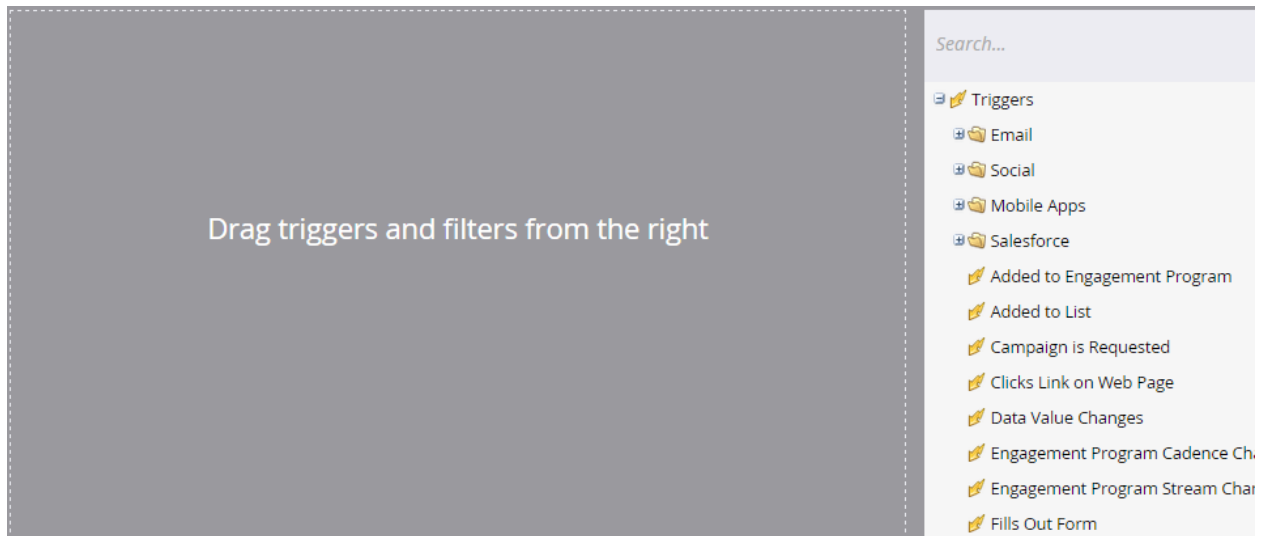
In the new window, select a Campaign Folder using the dropdown and add a name using the Campaign Name field. Click “Create” once complete.

The screenshot shows a form titled 'New Smart Campaign' with a teal header. The form has three main input fields: 'Campaign Folder' with a dropdown menu showing 'Marketing', 'Campaign Name' with a text input field containing 'Webcast - 1234567', and 'Description' with a larger text area. At the bottom right of the form are two buttons: 'CANCEL' and 'CREATE'.

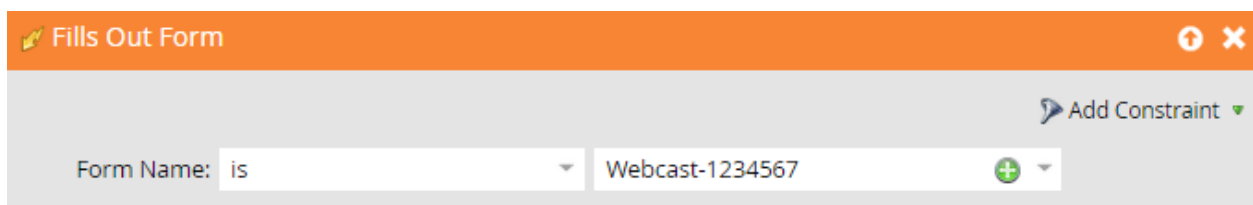
Once the campaign is created, click “Smart List” to select when this campaign will take affect.



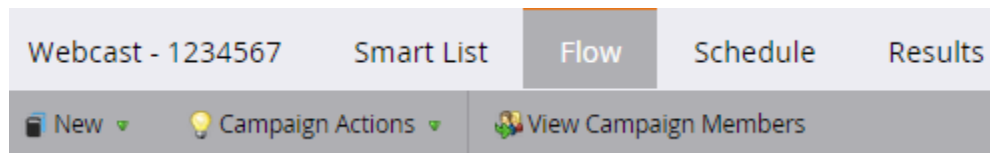
Along the right side of your screen under “Triggers”, select the “Fills Out Form” field and drag it into the box in the center of your screen.



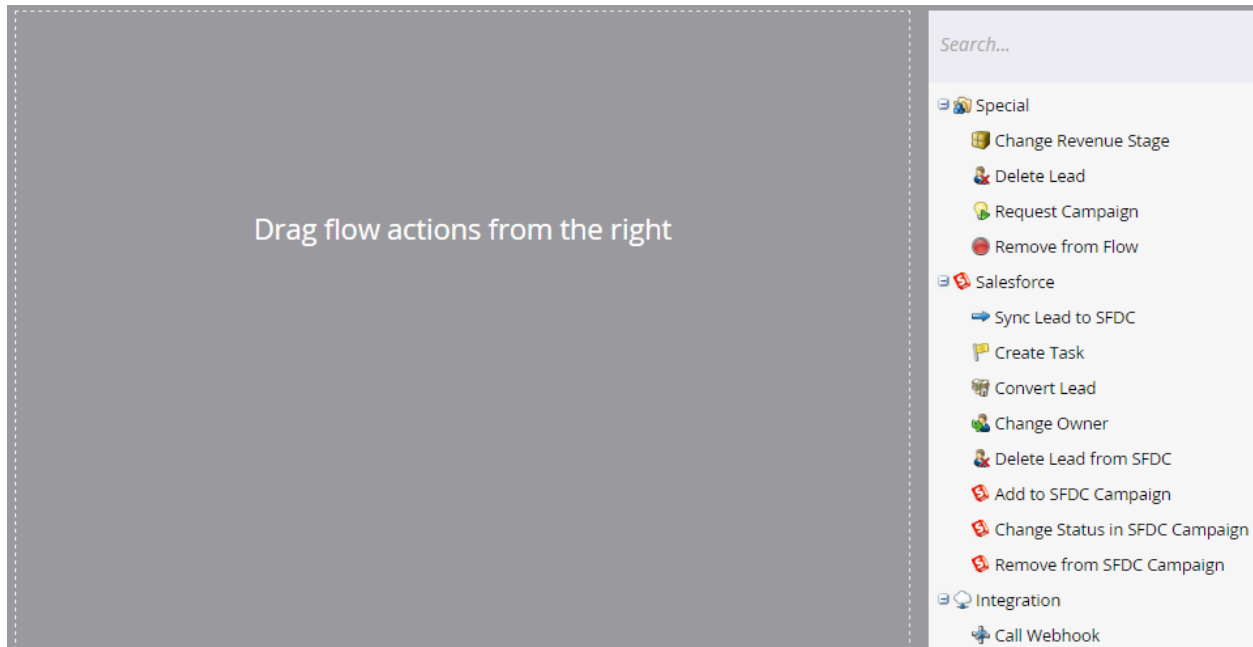
Select the Form you previously created using the dropdown. This means the Campaign is triggered anytime someone completes the selected Form.



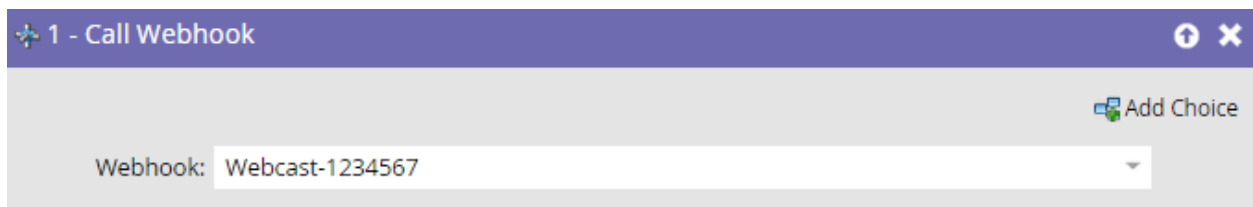
Next, click "Flow" to select what actions will be taken.



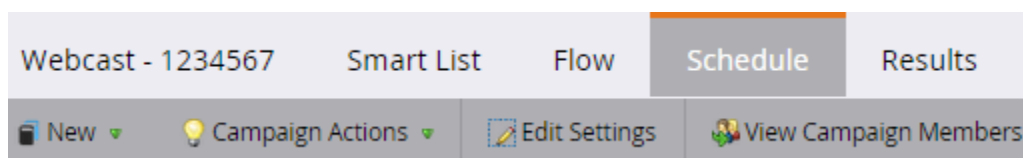
Along the right side of your screen under "Integration", select the "Call Webhook" field and drag it into the box in the center of your screen.



Select the Webhook you previously created using the dropdown. This will trigger the Webhook you created anytime someone completes the Form selected on the previous step.



Next, click “Schedule” to activate the Campaign.



Click “Activate” to make the Campaign active. Once activated, the campaign will appear in the selected folder with a light bulb indicator.

Campaign Status: Inactive

Smart List Mode: Triggered

Smart Campaign Settings EDIT

If lead has been in this Smart Campaign before

Each lead can run through the flow once

If lead has reached the communication limits

Ignore limit

ACTIVATE

4. Confirming the GoToWebcast Event is Collecting Registration Data

Viewers should appear in reports immediately after submitting the Marketo Form. Check the GoToWebcast reports to confirm the Webhook and Campaign have been setup correctly.

5. Return Messages

Message	Description
"Event not found."	Invalid event ID
"Unauthorized."	The client pass ID does not have access to the Event ID
"Registration for this event is prohibited."	The event is configured for anonymous registration
"Email not found."	A valid email address is required for registration. This message indicates an email was not passed
"Email format not valid."	Invalid email format
"User already registered."	An audience member is already registered for the event ID based on email address
"No reg data sent."	General error. Please contact technical support.