



This document will provide visuals of how to set up the EventBrite / Marketo event registration data flow process via Zapier.


MAKE A ZAP!




YOUR COMPANY


FREE PLAN







 Search my Zaps...

Home











Event Check-In


ON














INSTANT

Event Registration

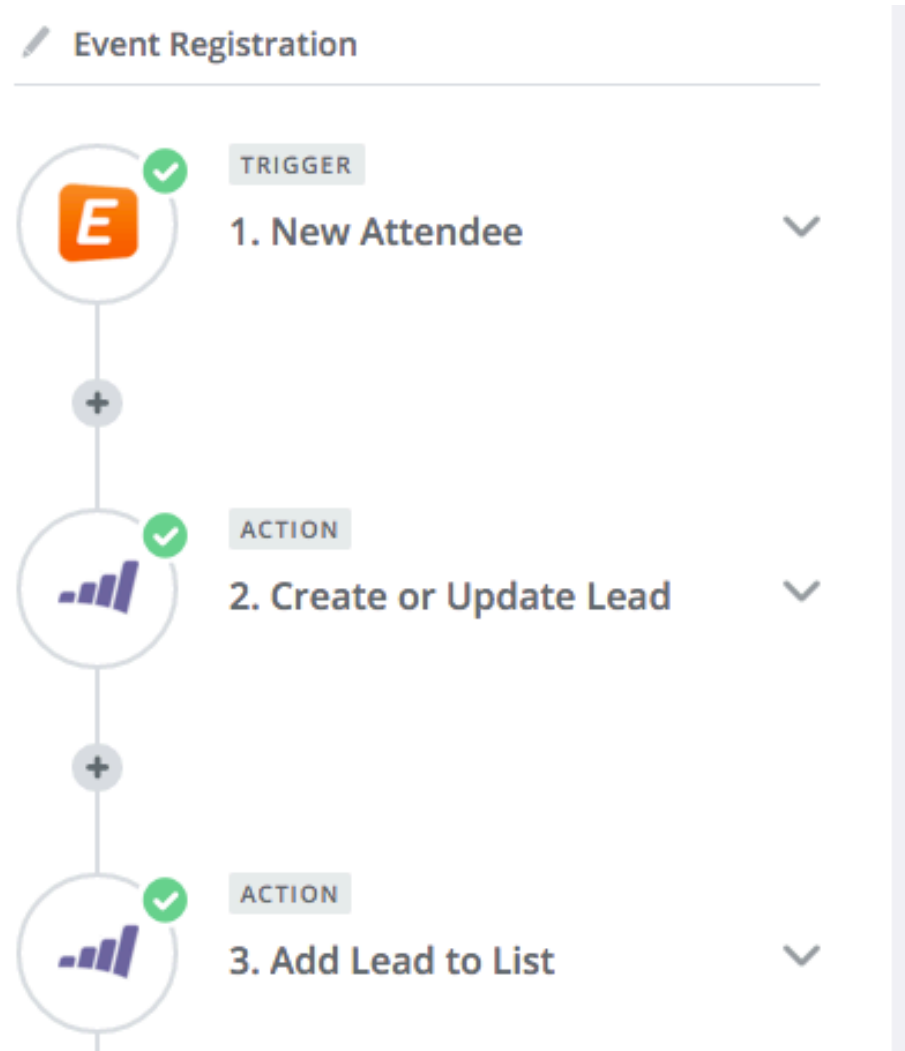
ON





Drafts 

These are the steps we'll create to facilitate the registration process between EventBrite and Marketo



Setup EventBrite Trigger (Step 1)

Event Registration

E

✓

1. New Attendee

Eventbrite

New Attendee

Eventbrite Account #1 - Guide...

Edit Options

Test this Step

+

2. Create or Update Lead

+

3. Add Lead to List

Get Help

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

Choose a Trigger App

Search hundreds of apps...

YOUR APPS

E

Eventbrite

PREMIUM

Marketo

show all

POPULAR APPS

Gmail

Google Sheets

MailChimp

PREMIUM

Salesforce

Setup EventBrite Trigger (Step 1)

Event Registration

E

✓

1. New Attendee

^

Eventbrite

New Attendee

Eventbrite Account #1 - Guide...

Edit Options

Test this Step

+

✓

2. Create or Update Lead

▼

+

✓

3. Add Lead to List

▼

Get Help

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

E

Select Eventbrite Trigger

Search Eventbrite Triggers...

New Attendee

Triggers when a new attendee is found on an event.

New Event

Triggers when a new event is created.

show less common options

Continue

Setup EventBrite Trigger (Step 1)

Event Registration

1. New Attendee

Eventbrite

New Attendee

Eventbrite Account #1 - Guide...

Edit Options

Test this Step

+

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Get Help

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

Eventbrite

Select Eventbrite Account

Eventbrite Account #1 -

YOUR COMPANY

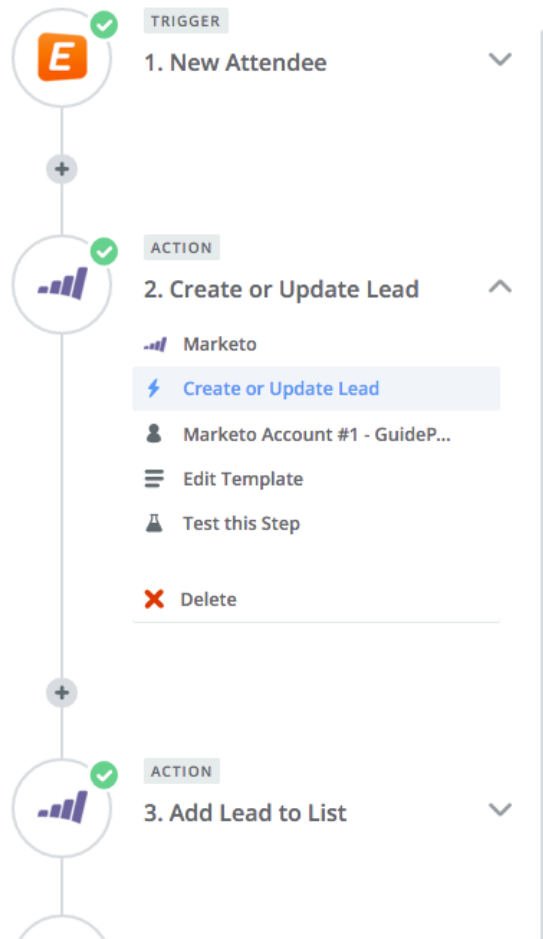
Test

(added 1 week, 5 days ago)


Connect a New Account

Continue

Setup Marketo Action (Step 2)



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


PREMIUM

Select Marketo Action

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 2)

TRIGGER

1. New Attendee

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



PREMIUM

Select Marketo Account

Marketo Account #1 - YOUR COMPANY

(added 6 days, 18 hours ago)

Test

+

Connect a New Account

Continue


Setup Marketo Action (Step 2)



Set up Marketo or Update Lead


Marketo Field	EventBrite Field
Company Name	Profile Company
First Name	Profile First Name
Last Name	Profile Last Name
Email Address	Profile Email
Job Title	Profile Job Title
State	Profile Addresses Work Region
Postal Code	Profile Addresses Work Postal Code
Eventbrite ID	Event ID

Setup Marketo Action (Step 3)



1. New Attendee


+



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

+


Choose an Action App

YOUR APPS

PREMIUM




Marketo




Eventbrite

[show all](#)


POPULAR APPS



Gmail




Google Sheets




MailChimp

PREMIUM




Salesforce

Setup Marketo Action (Step 3)



1. New Attendee


+



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)



1. New Attendee

▼

+




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 Account




 Marketo Account #1 -

YOUR COMPANY

Test

 Connect a New Account

Continue

 Get Help

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

Setup Marketo Action (Step 3)

+

✓

+

✓

+

1. New Attendee

▼

ACTION

2. Create or Update Lead

▼

ACTION

3. Add Lead to List

▲

Marketeto

Add Lead to List

Marketeto 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 - REGISTERED

▼

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