

MAKE A ZAP!



YOUR COMPANY

FREE PLAN



Search my Zaps...

## Home



Event Check-In

ON



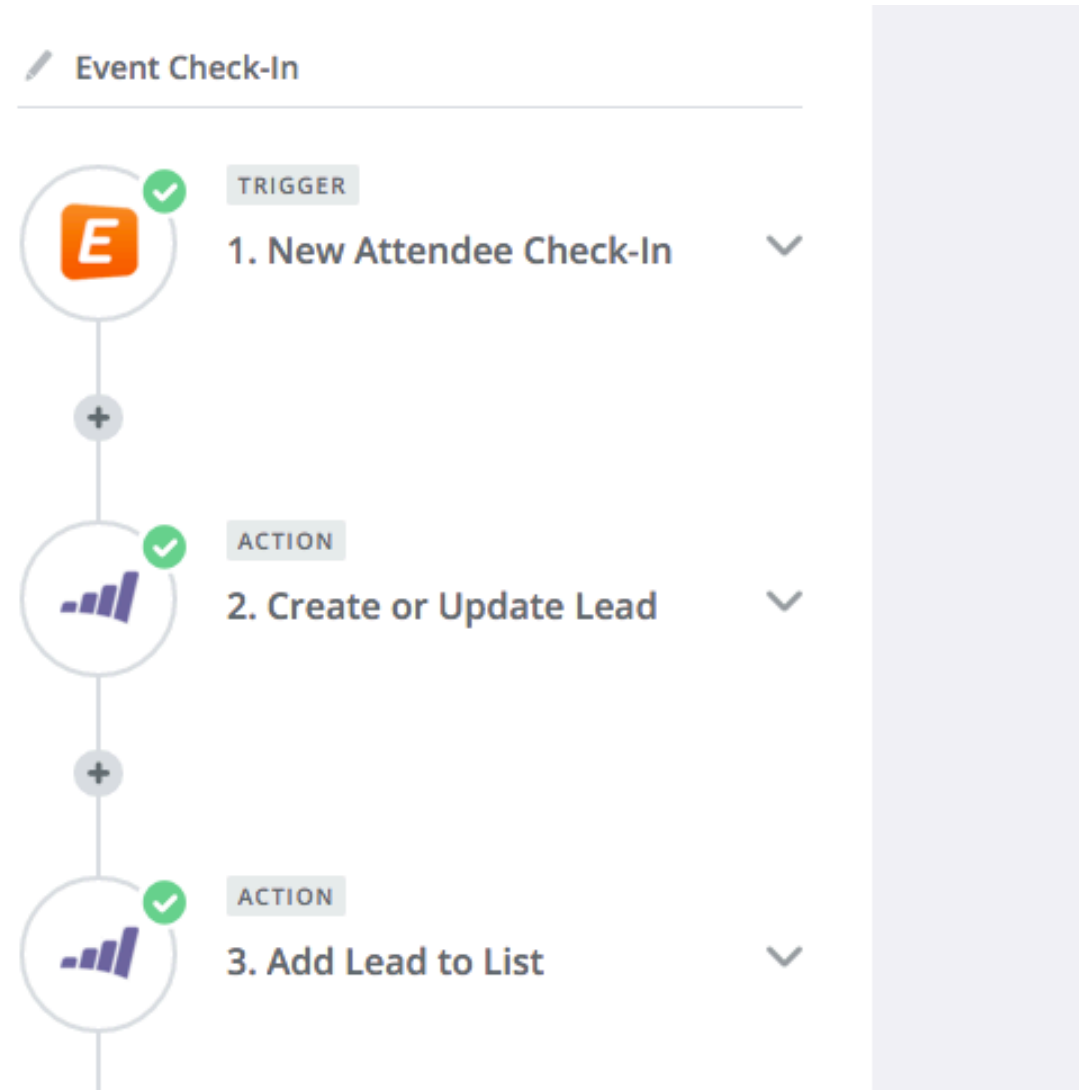
INSTANT Event Registration

ON



Drafts ▾


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





# Setup EventBrite Trigger (Step 1)

Event Check-In



1. New Attendee Check-In

Eventbrite


New Attendee Check-In

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



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.

☒

**New Attendee Check-In**  
Triggers when an attendee checks into an event.

[show less common options](#)

Continue

## Setup EventBrite Trigger (Step 1)

Event Check-In

1. New Attendee Check-In

Eventbrite

New Attendee Check-In

Eventbrite Account #1 - Guide...

Edit Options

Test this Step

2. Create or Update Lead

3. Add Lead to List

Select Eventbrite Account

Eventbrite Account #1 - YOUR COMPANY

(added 1 week, 5 days ago)

Test

Connect a New Account

Continue

Get Help

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



# Setup Marketo Action (Step 2)

Event Check-In

1. New Attendee Check-In

+

2. Create or Update Lead

+

3. Add Lead to List

+

Get Help

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

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


▼

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)

Event Check-In

E

✓

TRIGGER

1. New Attendee Check-In

▼

+

Bar Chart

✓

ACTION

2. Create or Update Lead

▲

Marketeto

Create or Update Lead

Marketeto Account #1 - GuideP...

Edit Template

Test this Step

Delete

+

Bar Chart

✓

ACTION

3. Add Lead to List

▼

Get Help

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

Bar Chart

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 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

PREMIUM

Select Marketo Account

Marketo Account #1 - YOUR COMPANY

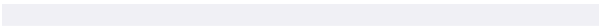
Test

(added 6 days, 18 hours ago)

Connect a New Account

Continue

Setup Marketo Action (Step 2)




PREMIUM

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)

```
graph TD; S1((1. New Attendee Check-In)) -- "+" --> S2((2. Create or Update Lead)); S2 -- "+" --> S3((3. Add Lead to List)); S3 -- "+" --> S4((+)); S3 --> D[Marketo<br/>Add Lead to List<br/>Marketo Account #1 - GuideP...<br/>Edit Template<br/>Test this Step<br/>Delete];
```


1. New Attendee Check-In

2. Create or Update Lead

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

## 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)

```
graph TD; S1((1. New Attendee Check-In)) --> S2((2. Create or Update Lead)); S2 --> S3((3. Add Lead to List)); S3 --> S4((+)); S3 --> D[Marketo<br/>Add Lead to List<br/>Marketo Account #1 - GuideP...<br/>Edit Template<br/>Test this Step<br/>Delete];
```

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

## Select Marketo Account

✎

Marketo Account #1 -

Test

(added 6 days, 18 hours ago)

+

Connect a New Account

Continue

## Setup Marketo Action (Step 3)

+

✓

+

✓

+

1. New Attendee Check-In

▼

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.

YMMDD – 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