



Marketo LaunchPoint Technology Partner API Key

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Introduction

The Marketo API Key uniquely tracks and attributes traffic from partner applications, and must be added to partner applications to pass certification. The Marketo API accepts the key as a string parameter specified in a REST or SOAP authentication call. For Marketo Webhooks, the key is specified as an HTTP custom header in the response of web service endpoints. The following instructions describe how to implement the key.

Implementation Steps

1. Obtain API Key from LaunchPoint Portal

The API key is a string that uniquely identifies a partner application. The string is comprised of 80 alphanumeric characters and an underscore “_”.

Login to the [LaunchPoint Portal](#) and locate your API Key in the Listing Settings panel for your listing. If you don't see the Listing Settings panel, then you must **Create a Listing** as described in [Instructions for Building a Listing](#).

**API Key**

58fb7204

b698f

Navigation Title*

Uberflip for Marketo

Used as the title in the listing's tile, in the browser tab, and as the "linked text" by search engines, like Google.

Tile Summary*

Create engaging content experiences.

Remaining characters: 29

Application Categories

Content Marketing

SUBMIT

2. Add API Key to Application

Sending the key requires a change to your application source code. The actual change required depends on whether your application uses the REST API or the SOAP API.

REST API Steps

- Find the spot in your source code that retrieves the Marketo access token by calling the [Identity](#) endpoint. For a refresher on retrieving an access token, please see [Creating an Access Token](#).
- Add a "partner_id" query parameter key to the Identity endpoint call and assign your API Key as the parameter value. Here is a cURL example showing "partner_id" usage:

```
curl -X GET 'https://AccountId.mktoest.com/identity/oauth/token?
grant_type=client_credentials
&client_id=ClientId
&client_secret=ClientSecret
&partner_id=APIKey'
```

SOAP API Steps

- Find the spot in your source code that contains the Authentication Signature. For a refresher on Authentication Signature, please see [Authentication Signature](#).

- b) Add a “partnerId” element inside the AuthenticationHeader element and assign it your API Key like so:

```
<SOAP-ENV:Header>
  <ns1:AuthenticationHeader>
    <mktowsUserId>UserId</mktowsUserId>
    <requestSignature>Signature</requestSignature>
    <requestTimestamp>Timestamp</requestTimestamp>
    <partnerId>APIKey</partnerId>
  </ns1:AuthenticationHeader>
</SOAP-ENV:Header>
```

- c) Find the spot in your source code that references the Marketo WSDL URL. For a refresher on WSDL URL, please see [SOAP API](#).
- d) Change WSDL URL to use API version “3_1” like so:
https://AccountId.mktoapi.com/soap/mktows/3_1?WSDL

3. Add API Key to Webhook

Marketo Webhook configuration requires an **URL** that specifies your web service endpoint as described [here](#). Sending the key requires a change to your web service endpoints.

Webhook Steps

- a) Configure each of your web service endpoints to return the following custom HTTP Header in the response:

Marketo-Partner-Id: **APIKey**

4. Build Application

5. Deploy Application

Conclusion

That’s all there is to it. If you have questions regarding Partner API Key, please send email to: launchpoint-certification@marketo.com