



## Marketo LaunchPoint Technology Partner Coding Guidelines

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The following are a set of guidelines to use when implementing an integration with Marketo. These guidelines should be followed by LaunchPoint Technology Partners to ensure successful certification. Note that these guidelines may continue to evolve based on new features and feedback what we receive.

### General

- Ensure that you use publicly documented APIs only.

### Error Handling

- Ensure that you have proper error handling mechanisms in place (e.g. wait/retry for transient errors).
- Ensure that the integration can recover from expired authentication token errors.
- Ensure that the integration can recover from concurrency, daily quota, and rate limiting errors.

### Logging

- Ensure that you have trace logging in place. All Marketo API requests, response codes, and errors should be written to a logfile.

### Caching

- Ensure that caching is employed whenever possible. For example, the Describe Lead endpoint returns data for an instance that never changes.

### Batching

- Ensure that the integration uses batched API calls whenever possible. For example, the Sync Lead endpoint permits 300 record updates per call.

### Security

- Ensure that data is transferred over secure channels, and is encrypted whenever stored on disk.
- Ensure that customers are unable to see settings or user-defined customizations created by other customers.
- Ensure that sensitive customer data is handled properly to minimize risk of exposure. e.g. client secret, client id, access token.
- Ensure that least privilege is used when setting up Marketo Custom Service. Request minimum required scope for the OAuth access token. The role permissions needed for your application can be generated using [this tool](#).

- If your integration includes a web app, ensure that a penetration test has been performed to catch issues like Cross Site Scripting and SQL Injection. This can be done by a 3rd party service, or by using tools such as OWASP ZAP, or Burp Suite.

### Feedback

To provide feedback on coding guidelines, feel free to send email to: [launchpoint-certification@marketo.com](mailto:launchpoint-certification@marketo.com)