

The **InfoFiscus Marketo Connector** solution is a pre-built, comprehensive connector tool available as a native application in the Snowflake Marketplace. Designed to seamlessly integrate Marketo and extract the data with single click.

Our Marketo Connector native application eliminates the need for customers to invest time and resources in understanding Marketo connectivity, APIs, drivers and design optimal pipeline to extract data from Marketo to Snowflake. Instead, InfoFiscus Marketo Connector efficiently synchronizes data from Marketo to Snowflake in near real-time. Customer can further access data from Landing tables to further build their analytical layer.

Installation Process:

- Before Installation, make sure you have a paid Snowflake account and follow the instructions below
- <https://other-docs.snowflake.com/en/collaboration/consumer-listings-paying>
- After you finish all the prerequisites mentioned above. Go to Marketplace and search for “**INFOFISCUS MARKETO CONNECTOR**” then click on Get to install the application. Before that make sure to enable the anaconda package. Here is the link to help you with that <https://docs.snowflake.com/en/developer-guide/udf/python/udf-python-packages>
- Once the app is installed you can click on the application and navigate to the Home page

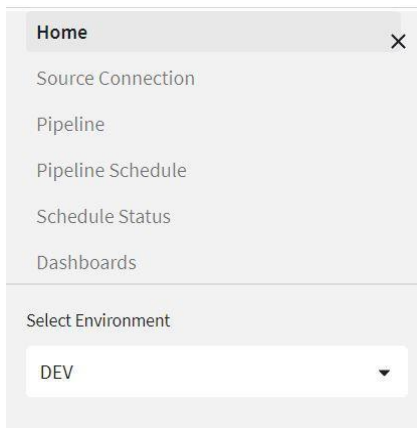
Home Page:

- When you will come to Home page for the very first time You need to select your Warehouse then click on “Save” button to provide the application access to your Warehouse.
- Then you need to click on the “Grant Privileges” (one time action) button to provide the application with account-level privileges.





- **Environment:** Choose a suitable environment (Such as QA, DEV, and PROD) because the selected environment will be carried forward to the subsequent stages in the application.



Source Connection:

- Navigate to Source Connection and select Create Source Connection from the left menu.
- In Create Source Connection fill all the connection attributes then click on Create button.

- Then select all the content and create a new SQL worksheet in your Snowflake account and execute all the commands at a time.

The screenshot shows the 'Create Source Connection' form in the InfoFiscus application. The form is titled 'INFOFISCUS | Create Source Connection'. It contains several input fields: 'Type' (pre-filled with 'Marketeto'), 'Connection Name*', 'Marketo REST API URL*', 'Client Id*', 'Client Secret*', 'Days for bulk Load' (pre-filled with '1'), and 'Role For Grant'. At the bottom of the form, there are three buttons: 'Create', 'Test', and 'Save'.

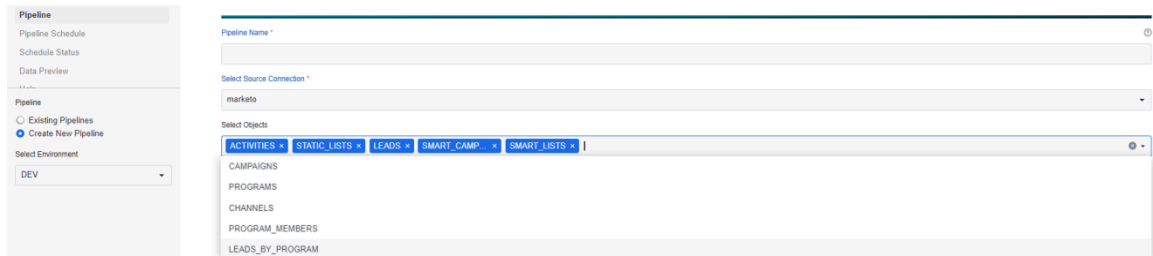
- Then go back to the application and click on the Test button to test your connection.
- Then click on the Save button to save your connection.
- You can select “Existing Source Connection” from the left menu to see all your pre-existing connections. Here you have the option to edit or delete connections.



Pipeline:

- A data pipeline is a set of processes to automate data flow from a selected source connection to the destination.

- To create a pipeline, enter the appropriate pipeline name and select the source connection for which the pipeline will be created also, you can select the desired objects you want to fetch.
- The pipeline will help us to load historical and incremental data into Snowflake.



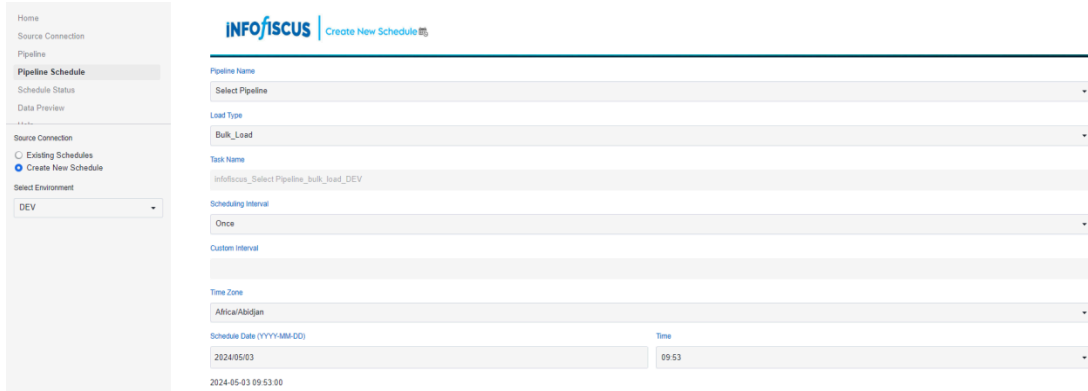
- In existing pipelines, we can see the already created pipelines, that we can edit or delete.



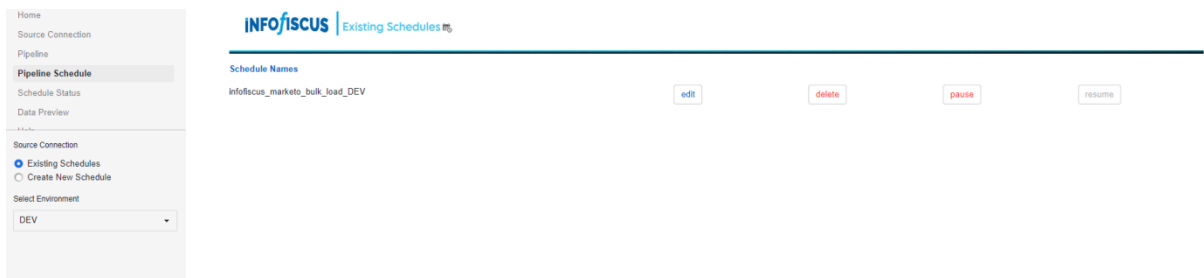
Pipeline Schedule:

In Pipeline Schedule you create Tasks which enable you to set up automated workflows and ensure that specific actions occur at scheduled times .

- **Pipeline Name:** Choose the Pipeline name for which the task should be scheduled.
- **Load Type:** Choose the appropriate load type (Bulk/Incremental).
- **Task Name:** Provide the appropriate task name.
- **Scheduling interval:** Select the appropriate interval (such as once, daily, monthly, etc.) for the task to be executed.
- **Time Zone:** Choose the suitable Time Zone from the given drop-down.
- **Schedule date and Schedule time:** Specify the date and time from when we want the task to be executed.

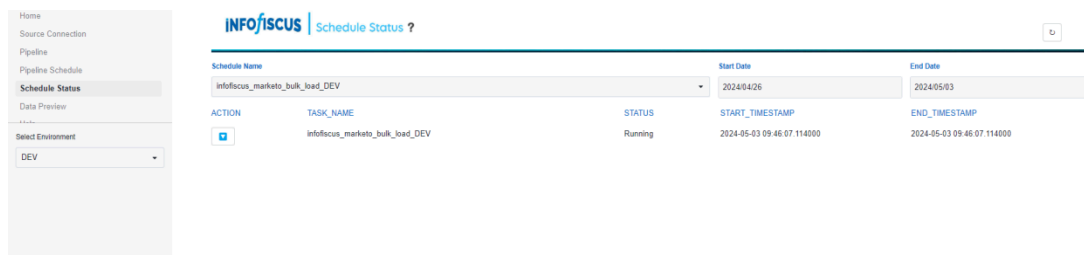


- In existing tasks, we can see the already created task names. Where you can have option to edit or delete, pause or resume task.



Schedule Status:

In Schedule Status section, you'll find comprehensive details about all your task. You can click on the drop-down and select your task. This dedicated page provides an overview of your Snowflake tasks, including their current status, scheduled timings, and pending actions. It serves as a centralized hub for monitoring and managing the execution of tasks, offering insights to help streamline your workflow and ensure efficient task completion.



Data Preview:

In this page you have two sections one is Record Count and another is Data Preview. In Record Count you can see the total no. Of records that are extracted from each Marketo object. In the Data Preview section you can see the list of data that are extracted for each Marketo object.

Connection

Schedule

Status

View

Environment

Time

INFOFISCUS | Data Preview

RECORD_COUNT DATA_PREVIEW

	TABLE_NAME	RECORD_COUNT
0	CHANNELS	50
1	STATIC_LISTS	15900
2	LEADS_BY_PROGRAM	0
3	PROGRAMS	10200
4	SMART_CAMPAIGNS	7800
5	LEADS	420
6	PROGRAM_MEMBERS	2184918
7	CAMPAIGNS	53186
8	ACTIVITIES	1685751
9	SMART_LISTS	8586

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INFOFISCUS | Data Preview

RECORD_COUNT DATA_PREVIEW

CHANNELS

STATIC_LISTS

close

Task Details

	CREATEDAT	DESCRIPTION	ID	NAME	PROGRAMNAME	UPDATEDAT	WORKSPACENAME	WORKSPACEID
0	2012-01-11T17:30:12Z	null	1001	UP-Cloud-Computing-12-2011	null	2018-02-02T22:59:35Z	Default	1
1	2012-01-11T17:37:46Z	null	1002	Seed List	null	2023-08-04T18:16:26Z	Default	1
2	2012-02-02T17:50:55Z	null	1042	UP Cloud Demo Invite - 2/2	null	2018-02-02T22:59:30Z	Default	1
3	2012-02-13T23:27:35Z	Sumo sponsored article on Big Data in ITWorld. 3 month campaign. 300 lead guarantee.	1073	Sumo Logic eGuide on Big Data - ITWorld Feb-April '12	null	2018-02-02T22:50:06Z	Default	1
4	2012-02-27T19:23:50Z	null	1108	InfoWorld Deep Dive - Log Management - Feb 2012	null	2018-02-02T22:49:57Z	Default	1
5	2012-03-20T18:58:17Z	list of software companies and app dev titles: CTO, VP/Dir/Mgr Software, Application, Development, Product.	1128	2012Mar DemandBase App Dev List	null	2018-02-02T22:54:34Z	Default	1
6	2012-03-22T05:32:18Z	null	1131	IBM Unica Email Optimization Deliverability Seed List	null	2018-02-02T22:57:12Z	Default	1