



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. Your one key is used in all product environments (development, pre-production, production, etc.) 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. Build Application
4. 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