

# Marketo Program Template Cheat Sheet For BrightTALK Advanced Connector

## Webinar Program Membership:

### Smartlist:

The screenshot shows the Marketo Smartlist configuration interface for a program with 0 members. The tabs at the top are '0 - Member', 'Smart List', 'Flow', 'Schedule', and 'Results'. The 'Smart List' tab is active, showing a list of filters:

- Lead is Created** (orange header): Source Type: is Web service API. Includes an 'Add Constraint' button.
- Data Value Changes** (orange header): Attribute: BTLK Last Activity Date. Includes an 'Add Constraint' button.
- 1 - BTLK Webcast ID** (green header): BTLK Webcast ID: is 12345678.

### Flow:

The screenshot shows the Marketo Flow configuration interface for a program with 1 member. The flow is titled '1 - Change Program Status'. It features three choice-based actions:

- Choice 1:** If: BTLK Activity Type is Registration. Program: BrightTALK Webinar Template - NEW. New Status: Webinar - BrightTALK > Registered.
- Choice 2:** If: BTLK Activity Type is Live. Program: BrightTALK Webinar Template - NEW. New Status: Webinar - BrightTALK > Viewed Live.
- Default Choice:** Program: BrightTALK Webinar Template - NEW. New Status: Webinar - BrightTALK > Viewed On-Demand.

Note: Only the first matching choice applies.

### Needed Fields:

| Field Name              | Description   | Field Type |
|-------------------------|---|------------|
| BTLK Activity Type      | Registration / Live / Recorded  | String     |
| BTLK Webcast ID         | Unique ID for each webinar. Can be found in Webinar URL                     | integer    |
| BTLK Last Activity Date | Datetime field for the last time of engagement with content on your channel | String     |

## Example Lead Source Tracking For BrightTALK:

### Smartlist:

The screenshot shows the 'Smart List' configuration interface. The 'Smart List' tab is selected. Below the navigation bar, there are options for 'New', 'Campaign Actions', and 'View Campaign Members'. The main area shows two filters:

- Lead is Created**: Source Type: is, Web service API
- 1 - BTLK User ID**: BTLK User ID: is not empty

### Flow:

The screenshot shows the 'Flow' configuration interface. The 'Flow' tab is selected. Below the navigation bar, there are options for 'New', 'Campaign Actions', and 'View Campaign Members'. The main area shows a step titled '1 - Change Data Value' with three choices:

- Choice 1**: If: BTLK Lead Type is Summit, Attribute: Lead Source, New Value: BrightTALK Summit
- Choice 2**: If: BTLK Lead Type is Keyword, Attribute: Lead Source, New Value: BrightTALK Keyword
- Default Choice**: Attribute: Lead Source, New Value: BrightTALK Webinar

Note: Only the first matching choice applies

### Needed Fields:

| Field Name     | Description   | Field Type |
|----------------|---|------------|
| BTLK User ID   | Unique user ID on BrightTALK                          | Integer    |
| BTLK Lead Type | Whether it is a “content,” “summit” or “keyword” lead | String     |

## Interesting Moment - Engages With Webinar:

### Smartlist:

The screenshot shows the 'Smart List' configuration page for the campaign 'Engages with Webinar'. The interface includes tabs for 'Engages with Webinar', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the tabs are options for 'New', 'Campaign Actions', and 'View Campaign Members'. There are also controls for 'Use ALL filters', 'Collapse All', and 'Expand All'. The main area contains three filter rules:

- Lead is Created**: A simple trigger rule.
- Data Value Changes**: A rule where the attribute is 'BTLK Last Activity Date'.
- 1 - BTLK Webcast ID**: A rule where the attribute is 'BTLK Webcast ID' and the condition is 'is not empty'.

### Flow:

The screenshot shows the 'Flow' configuration page for the campaign 'Engages with Webinar'. The interface includes tabs for 'Engages with Webinar', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the tabs are options for 'New', 'Campaign Actions', and 'View Campaign Members'. There are also controls for 'Collapse All' and 'Expand All'. The main area is titled '1 - Interesting Moment' and contains three choice rules:

- Choice 1**:
  - If: BTLK Activity Type is Registration
  - Type: Milestone
  - Description: Registered for Webinar "{{Lead.BTLK Webcast Title}}". URL: {{Lead.BTLK Viewing URL}}
- Choice 2**:
  - If: BTLK Activity Type is Live
  - Type: Milestone
  - Description: Viewed Live Webinar "{{Lead.BTLK Webcast Title}}" for {{Lead.BTLK Live Minutes Viewed}} minutes. URL: {{Lead.BTLK Viewing URL}}
- Default Choice**:
  - Type: Milestone
  - Description: Viewed Webinar "{{Lead.BTLK Webcast Title}}" for {{Lead.BTLK Recorded Minutes Viewed}} minutes. URL: {{Lead.BTLK Viewing URL}}

Note: Only the first matching choice applies

Needed Fields:

| <b>Field Name</b>            | <b>Description</b>  | <b>Field Type</b> |
|------------------------------|---|-------------------|
| BTLK Activity Type           | Registration / Live / Recorded  | String            |
| BTLK Webcast Title           | Title of your Webinar   | String            |
| BTLK Last Activity Date      | Datetime field for the last time of engagement with content on your channel         | String            |
| BTLK Viewing URL             | URL where the webcast engagement occurred. Brighttalk.com or site embedded.         | String            |
| BTLK Live Minutes Viewed     | Live viewing duration in minutes for this person's engagement with the webinar      | integer           |
| BTLK Recorded Minutes Viewed | On-demand viewing duration in minutes for this person's engagement with the webinar | integer           |

The full list of all available fields can be found [here](#). For any questions about adding and updating fields in your integration please contact support@brighttalk.com.