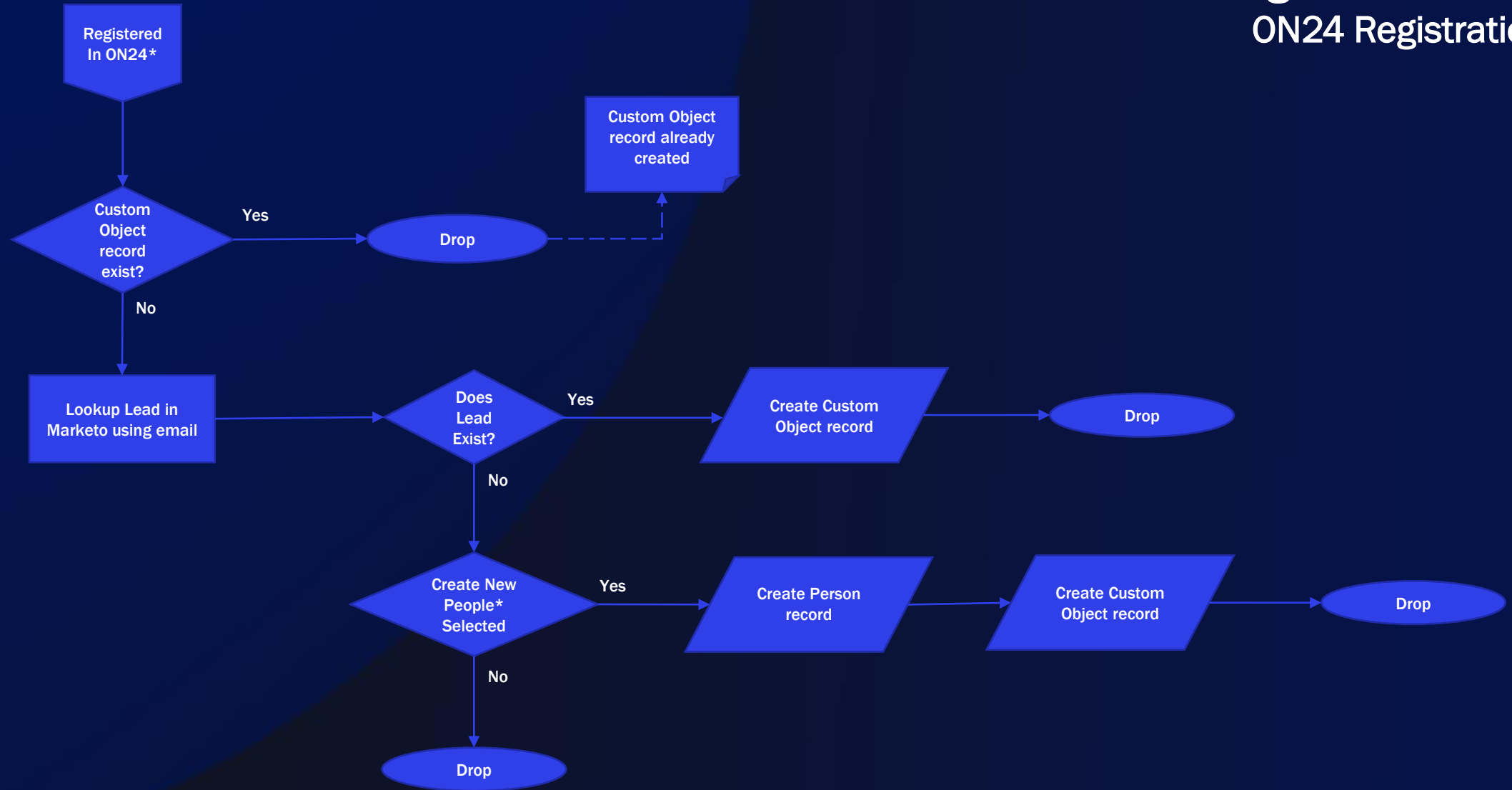ON24

ON24 Marketo Connector Flow Chart

April 2024

ON24 Registration Flow

If using ON24 form for registration, you can create new people, create custom object records for all registrants & update custom object records with attendee activity.

ON24 Registrant record
ON24 Registration

Registered In ON24*

Custom Object record exist?

Yes → Drop ⇢ Custom Object record already created

No → Lookup Lead in Marketo using email

Does Lead Exist?

Yes → Create Custom Object record → Drop

No → Create New People* Selected

Yes → Create Person record → Create Custom Object record → Drop

No → Drop

*Create New People & ON24 Sync registrants *should* always be selected.

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Marketo Registration Flow – Option 1

With this option, you can create custom object records for all registrants and update custom object records with attendee activity.
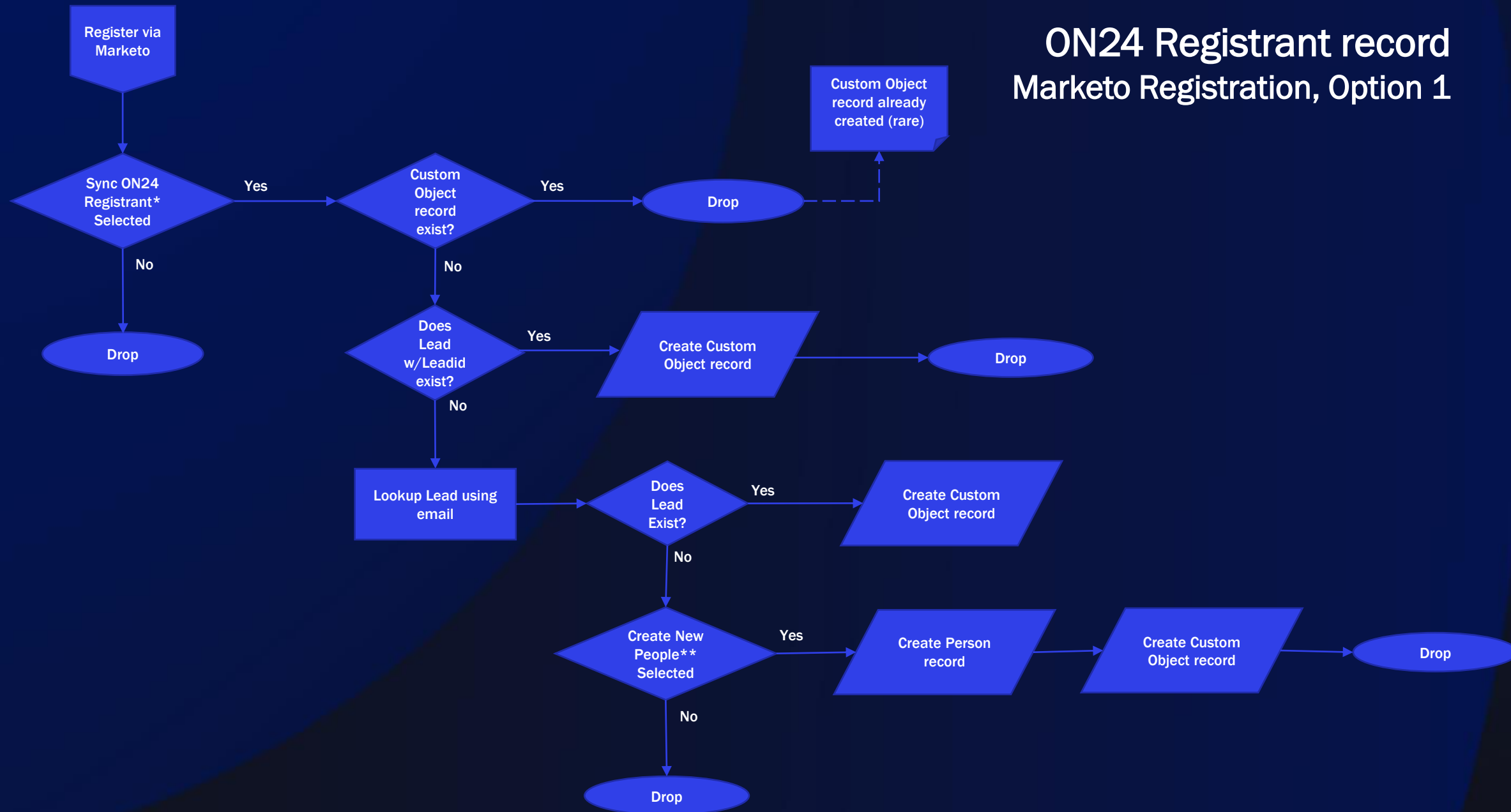
ON24 Registrant record
Marketo Registration, Option 1

Register via Marketo →

Sync ON24 Registrant* Selected
- Yes → **Custom Object record exist?**
- No → **Drop**

Custom Object record exist?
- Yes → **Drop** ⇢ **Custom Object record already created (rare)**
- No → **Does Lead w/Leadid exist?**

Does Lead w/Leadid exist?
- Yes → **Create Custom Object record** → **Drop**
- No → **Lookup Lead using email**

Lookup Lead using email → **Does Lead Exist?**

Does Lead Exist?
- Yes → **Create Custom Object record**
- No → **Create New People** Selected**

Create New People** Selected
- Yes → **Create Person record** → **Create Custom Object record** → **Drop**
- No → **Drop**

*This is an optional selection in the ON24 Connector Options section of the Marketo UI.
Note: 'Login Only' enabled in the ON24 platform.

Marketo Registration Flow – Option 2

With this option, you can create custom object records with attendee activity.

ON24

Register via Marketo or 3rd Party → **Registrant pushed to ON24***

*Option 2 Registrant sync is turned off, No Registrant record is syncing to Marketo.
Note: 'Login Only' enabled in the ON24 platform.

ON24 Attendee record
Marketo Registration, Option 2

Attended

Custom Object record exist? — Yes → Update Custom Object record → Drop

No

Lead w/LeadID exists? — Yes → Create Custom Object record → Drop

No

Lead w/email exists? — Yes → Create Custom Object record → Drop

No

'Create New People' selected? — Yes → Create Person record → Create Custom Object record → Drop

No

Drop