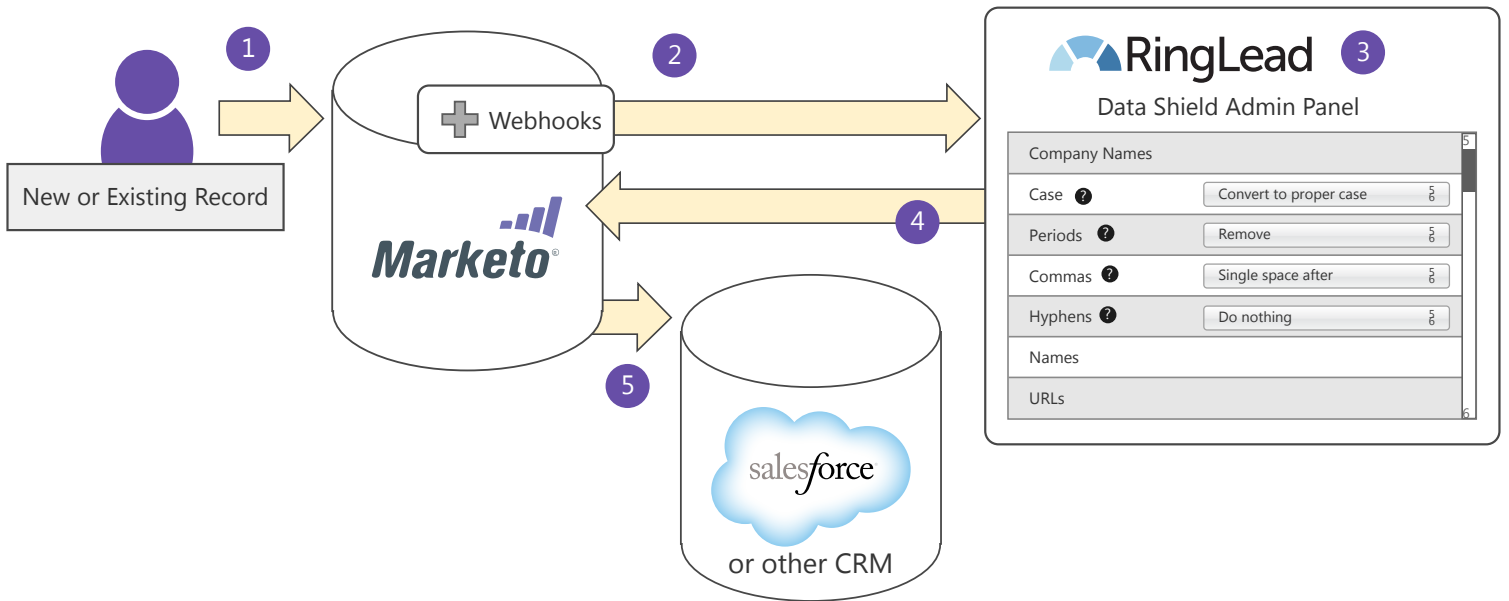


## Marketo Integration Diagram



**1** A new prospect is created in Marketo.

**2** The Marketo prospect flows through the RingLead Webhook.

**3** RingLead transforms the data values as specified in your Data Shield settings.

Per your settings, First and Last names are changed to proper case, job titles are adjusted, state and country codes are applied, and more!

**4** The updated field values are sent back to Marketo.

**5** A Marketo flow step can be added to sync changes back to Salesforce or another CRM