



ODBC Driver for Marketo

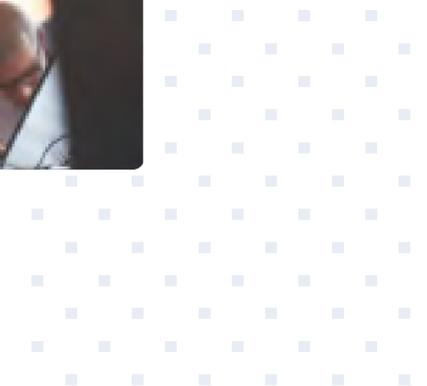
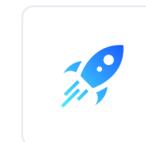
Reliable and simple to use data connector for Marketo

Support for standard ODBC API functions | Easy access to live data from anywhere | Direct Connection without DB Client Libraries

About Us

Devart is a software development company that specializes in creating database management and data connectivity tools for developers. We offer a wide range of products for Windows, macOS, and Linux, and for various databases, such as MySQL, Oracle, SQL Server, and more.

Some of our popular data connectivity products include ODBC Drivers, Delphi Data Access Components, ADO.NET providers for various databases and clouds, SQL Server Integration Services and Excel Add-ins. The company was founded in 1997 and is based in Prague, Czech Republic.



About ODBC Driver for Marketo

Devart's ODBC driver offers a seamless connection between various database management systems and applications, facilitating smooth data access and manipulation. Its appeal lies in its versatility, as it allows users to work with different databases using a unified interface, enhancing productivity and reducing compatibility issues.

ODBC Driver for Marketo offer advanced features:



Direct connection to data source without client software



Verified compatibility with multiple BI and ETL tools



Auto-install in a few clicks



Advanced support for stored procedures



HTTPS Proxy communication

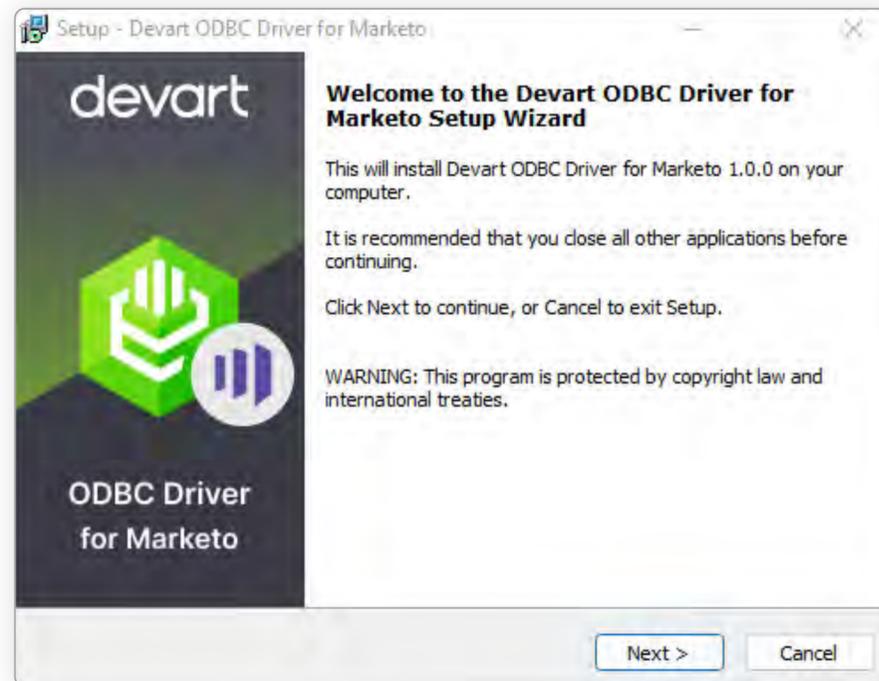


Full compliance with ODBC API and data types

Getting Started: Installation

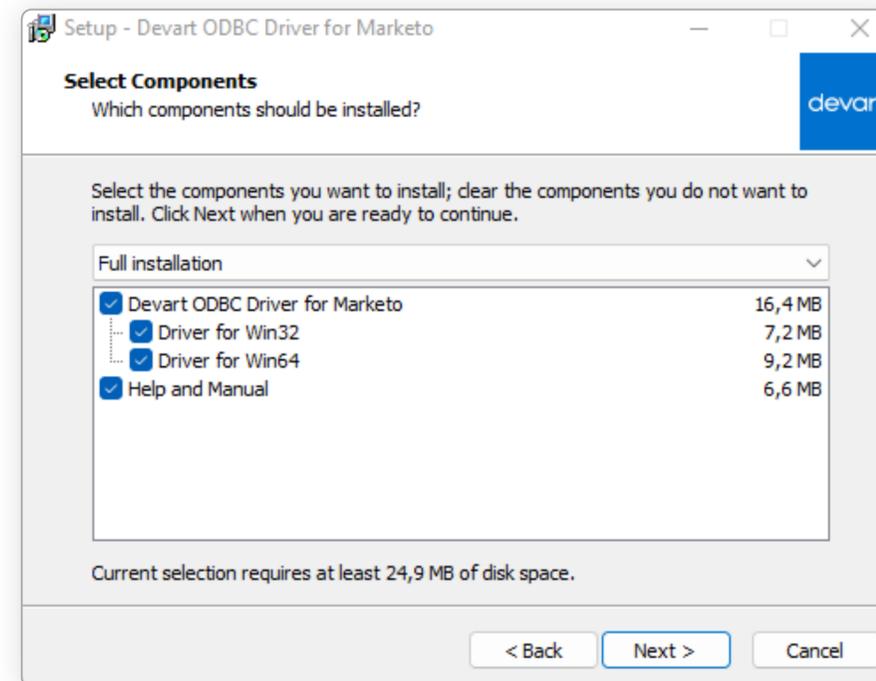
Install the connector on Windows

1. [Download](#) and run the installer.
2. Follow the instructions in the wizard.



3. In case if you already have the specified installation folder on the PC or another Driver version is installed, you will get a warning. Click **Yes** to overwrite the old files with the current installation, but it is recommended to completely uninstall the previous driver version first, and then install the new one.

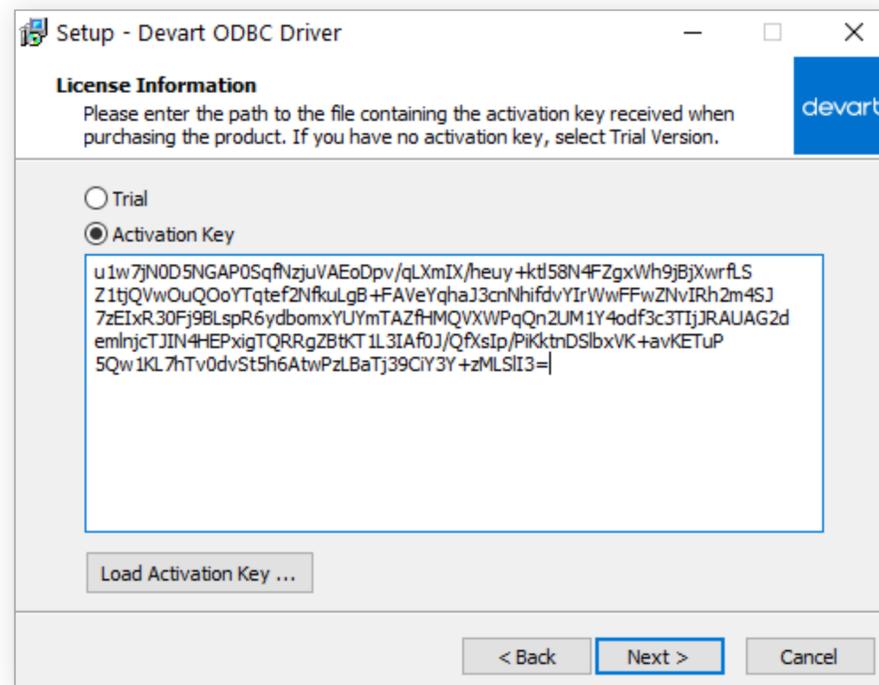
4. On the Select Components page you can select whether to install the **64-bit** version of the driver or not. Clear the check box if you need no 64-bit installation. There is also a check box on this page, that allows you to select whether to install Help and Manual.



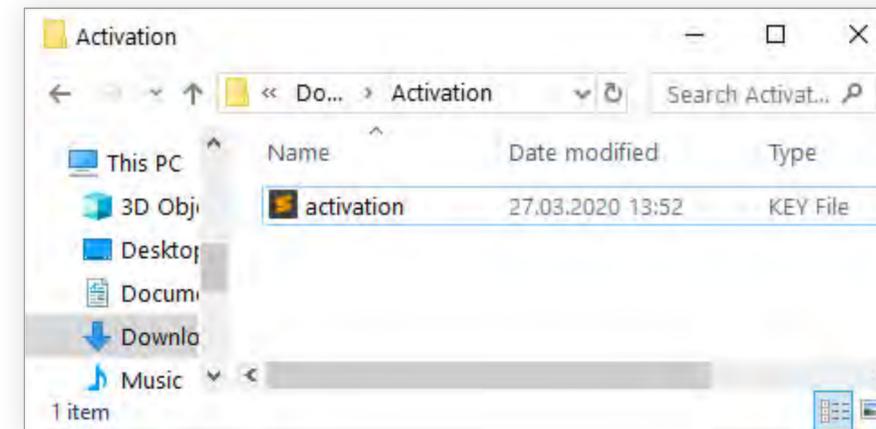
Getting Started: Installation

Install the connector on Windows

5. In the License Information dialog box, you should select the license type and activate the product. If you have no activation key, you can select Trial and use the driver for evaluation purposes.
6. If you have an activation key, select the Activation Key option. Copy the activation key from the registration email or your Customer Portal account and paste it into the Activation Key edit box.



7. If you have the activation key file, click the Load Activation Key button and browse to it.



8. Click Next.
9. Click Install, then Finish.
10. After the installation is completed, you need to [configure the driver](#)

Getting Started: Installation

Silent Installation with OEM license on Windows

1. Run the Command Prompt as an administrator.
2. Use the following command-lines to perform the driver silent/very silent installation:

```
DevartODBCMarketo.exe /SILENT /ActivationKey=y1c7nmgdu234laszxcv0NGurjfhxm90LHuyhhsae
```

```
DevartODBCMarketo.exe /VERYSILENT /ActivationKey=ekhdh765mh09ukr237gfHRtrilwq98nbv14RTukfgre
```

Note: The installation is performed by entering a license key.

```
DevartODBCMarketo.exe /SILENT /ActivationFile=d:\lic.key
```

```
DevartODBCMarketo.exe /VERYSILENT /ActivationFile=d:\lic.key
```

Note: The installation is performed by specifying the path to a license key file with any name.

3. When /SILENT is used, the installation progress is displayed, but no user interaction is required during installation.
4. When /VERYSILENT is used, the installation wizard dialog is hidden and the installation process is performed without user interference.

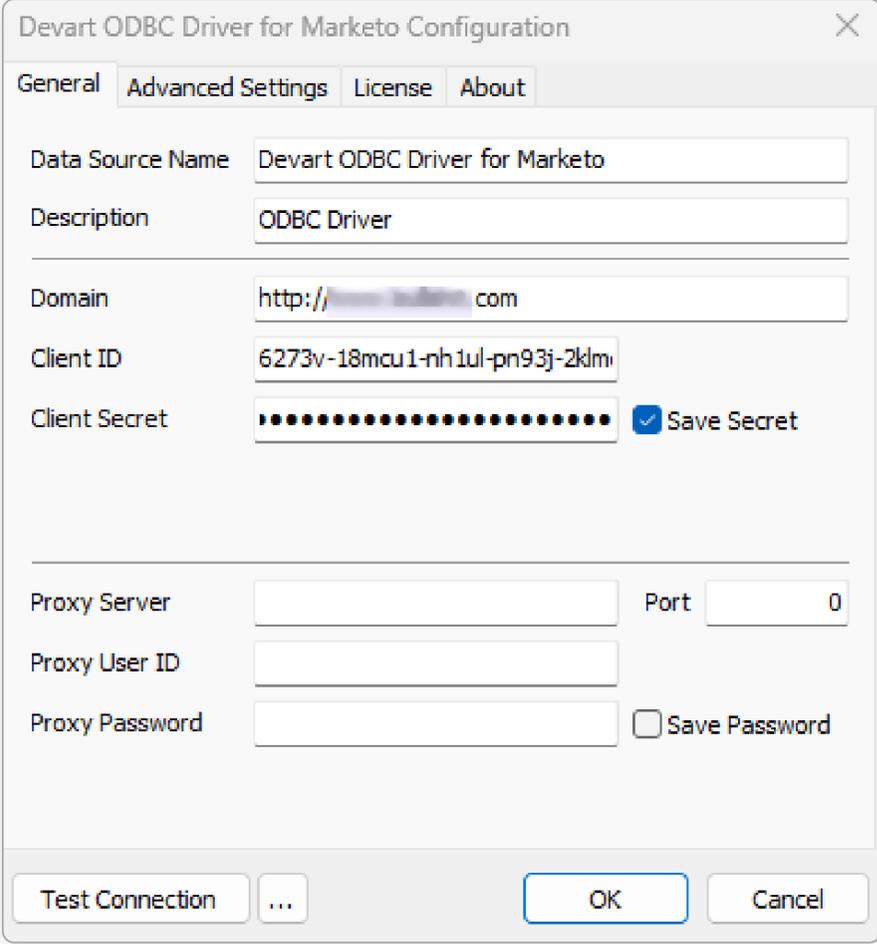
Connecting to Marketo via ODBC Driver

Windows DSN Configuration

After installing the driver, create a DSN for Marketo in the ODBC Data Source Administrator.

1. Open the ODBC Data Source Administrator.
 - Type `ODBC Data Sources` in the Windows search box and choose the application that matches the bitness of the third-party application (32-bit or 64-bit). You can also open **ODBC Data Sources** from **Control Panel > Administrative Tools**. Note that before Windows 8, the icon was named **Data Sources (ODBC)**.
 - Alternatively, you can run `C:\Windows\SysWOW64\odbcad32.exe` to create a 32-bit DSN or `C:\Windows\System32\odbcad32.exe` to create a 64-bit DSN.
2. Select the **User DSN** or **System DSN** tab. Most applications work with both types, yet some applications require a specific type of DSN.
3. Click **Add**. The Create New Data Source dialog will appear.
4. Select **Devart ODBC Driver for Marketo** and click **Finish**. The driver setup dialog will open.

5. Enter the connection information in the appropriate fields.



The screenshot shows the "Devart ODBC Driver for Marketo Configuration" dialog box with the "General" tab selected. The fields are filled with the following information:

- Data Source Name: Devart ODBC Driver for Marketo
- Description: ODBC Driver
- Domain: http://[redacted].com
- Client ID: 6273v-18mcu1-nh1ul-pn93j-2klm
- Client Secret: [redacted] Save Secret
- Proxy Server: [empty] Port: 0
- Proxy User ID: [empty]
- Proxy Password: [empty] Save Password

At the bottom, there are buttons for "Test Connection", "OK", and "Cancel".

Enabling ODBC Tracing

Creating an ODBC Trace Log on Windows

When you start or stop tracing in the 64-bit ODBC Administrator, the tracing is also enabled or disabled in the 32-bit ODBC Administrator, and vice versa.

If the ODBC client application you need to trace runs under Local System account or any other user login than your own, select `Machine-Wide tracing for all user identities`. For example, this option may be necessary for SSMS.

To generate a trace file using ODBC Source Administrator on Windows, follow the steps below.

1. Type `ODBC Data Sources` in the Windows 10 search box (in earlier versions of Windows, open `Control Panel > Administrative Tools`) and choose the application of the needed bitness.
2. Select the `Tracing` tab.
3. If necessary, change the default `Log File Path` . Make sure that the path is writable by the application, then click `Apply` .
4. Click `Start Tracing Now` .
5. Restart all application processes.
6. Click `Test Connection` in the DSN settings to make sure the driver is able to connect.
7. Reproduce the issue.
8. Click `Stop Tracing Now` on the `Tracing` tab.
9. Send us the obtained log file (for example, devart.log).

Creating an ODBC Trace Log on macOS

To enable the trace option on macOS, use the Tracing tab within ODBC Administrator.

1. Open the ODBC Administrator.
2. Select the `Tracing` tab.
3. If necessary, change the default `Log file path` .
4. Select `All the time` in the `When to trace` option.

Creating an ODBC Trace Log on Linux

To trace the ODBC calls on Linux, set the `Trace` and `TraceFile` keyword/value pairs in the `[ODBC]` section of the `/etc/odbcinst.ini` file, for example:

```
[ODBC]
Trace=Yes
TraceFile=/home/test/devart.log
```

Make sure to disable logging after obtaining a log file since it affects the read/write speed.

Using in Third-party Tools

 DBeaver	 Oracle Dblink	 DBxtra	 Microsoft Access	 Microsoft Excel	 SQL Server Management Studio	 OpenOffice
 PHP	 Power BI	 Python	 QlikView	 LibreOffice	 SSIS	 Tableau



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