



Marketeto Tokens

Marketeto Person Tokens

- {{lead.Acquisition Date}}
- {{lead.Acquisition Program Name}}
- {{lead.Acquisition Program}}
- {{lead.Address}}
- {{lead.Anonymous IP}}
- {{lead.Black Listed}}
- {{lead.City}}
- {{lead.Country}}
- {{lead.Created At}}
- {{lead.Date of Birth}}
- {{lead.Department}}
- {{lead.Do Not Call}}
- {{lead.Do Not Call Reason}}
- {{lead.Email Address}}
- {{lead.Email Invalid}}
- {{lead.Email Invalid Cause}}
- {{lead.Fax Number}}
- {{lead.First Name}}
- {{lead.Full Name}}
- {{lead.Id}}
- {{lead.Inferred City}}
- {{lead.Inferred Company}}
- {{lead.Inferred Country}}
- {{lead.Inferred Metropolitan Area}}
- {{lead.Inferred Phone Area Code}}
- {{lead.Inferred Postal Code}}
- {{lead.Inferred State Region}}
- {{lead.Is Customer}}
- {{lead.Is Employee}}
- {{lead.Is Partner}}
- {{lead.Job Title}}
- {{lead.Last Name}}
- {{lead.Lead Source}}
- {{lead.Marketing Suspended}}
- {{lead.Middle Name}}
- {{lead.Mobile Phone Number}}
- {{lead.Original Referrer}}
- {{lead.Original Search Engine}}
- {{lead.Original Search Phrase}}
- {{lead.Original Source Info}}
- {{lead.Original Source Type}}
- {{lead.Person Notes}}



Marketeto Tokens

- {{lead.Phone Number}}
- {{lead.Registration Source Info}}
- {{lead.Registration Source Type}}
- {{lead.Salutation}}
- {{lead.SFDC Created Date}}
- {{lead.SFDC Is Deleted}}
- {{lead.SFDC Type}}
- {{lead.Unsubscribed}}
- {{lead.Unsubscribed Reason}}
- {{lead.Updated At}}
- Custom person fields also work if you use their display name, for example, {{lead.Custom Field Name}}

Marketeto Company Tokens

- {{Company.Account Owner Email Address}}
- {{Company.Address}}
- {{Company.Anual Revenue}}
- {{Company.City}}
- {{Company.Company Name}}
- {{Company.Company Notes}}
- {{Company.Country}}
- {{Company.Industry}}
- {{Company.Main Phone}}
- {{Company.Num Employees}}
- {{Company.Parent Company Name}}
- {{Company.Postal Code}}
- {{Company.SFDC Account Num}}
- {{Company.SFDC Created Date}}
- {{Company.SFDC Type}}
- {{Company.SIC Code}}
- {{Company.Site}}
- {{Company.State}}
- {{Company.Website}}
- Custom company fields also work if you use their display name
ex. {{Company.Custom Field Name}}

Marketeto Campaign Tokens

- {{campaign.name}}
- {{campaign.id}}
- {{campaign.description}}



Marketo Tokens

Marketo System Tokens

- {{system.date}}
- {{system.time}}
- {{system.dateTime}}
- {{system.forwardToFriendLink}}
- {{system.unsubscribeLink}}
- {{system.viewAsWebpageLink}}

Marketo Trigger Tokens

- {{trigger.Trigger Name}}
- {{trigger.Name}}
- {{trigger.Link}}
- {{trigger.Subject}}
- {{trigger.Category}}
- {{trigger.Details}}
- {{trigger.Web Page}}
- {{trigger.Client IP Address}}
- {{trigger.Sent By}}
- {{trigger.Received By}}
- {{trigger.Referrer}}
- {{trigger.Search Engine}}
- {{trigger.Search Query}}

Trigger tokens can open up / unlock other tokens. Here are a few for **Visits Web Page**:

- {{trigger.Referrer}}
- {{trigger.Search Engine}}
- {{trigger.Search Query}}

Marketo Program Tokens

- {{program.Name}}
- {{program.Description}}
- {{program.id}}