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# Marketo - reCAPTCHA v3 Integration

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## Introduction

### What is CAPTCHA?

CAPTCHA is an acronym that stands for Completely Automated Public Turing Test to Tell Computers and Humans Apart. It is a type of challenge-response test used in computing to determine whether or not the user is human. It is a type of test used by websites and services to determine whether the interacting user is a human or a bot. There are multiple CAPTCHA types such as image, audio, mathematical, or word challenges and multiple CAPTCHA vendors.

Having a CAPTCHA on websites/landing pages help in securing the pages from bot attacks like rapid form submissions from a single IP address or submissions made in random languages etc.

## reCAPTCHA on Marketo forms

Marketo uses Google reCAPTCHA v3 to tackle this problem. This type of implementation does not challenge visitors with images, words, or mathematical equations in order to minimize friction interacting with the form. Google reCAPTCHA v3 uses a score-based CAPTCHA which allows to flag, quarantine, delete, or ignore submissions using Smart List and Smart Campaigns based on their scores.

Marketo collects the response from CAPTCHA provider and adds that information to the form fill response data. The “Filled Out Form” activity for each record in Marketo will have 3 new attributes.

### CAPTCHA Provider

This field captures the CAPTCHA provider configured for the subscription. Marketo Engage currently only integrates with Google reCAPTCHA so the value will always be “reCAPTCHA”.

### CAPTCHA Raw Score

This field captures the raw score returned by the CAPTCHA provider. It will always be a value between 0.0 and 1.0. For reCAPTCHA v3, scores closer to 1.0 are likely human and scores closer to 0.0 are likely bots.

### CAPTCHA Normalized Score

This is a normalized version of the score returned by the CAPTCHA provider as interpreted by Marketo Engage. This also includes normalized error messages returned by the provider or that occurred during processing. The values can be:

- TRUSTED: Score of the submission  $\geq 0.5$ . The submission is likely from a human.
- SUSPICIOUS: Score of the submission  $< 0.5$ . The submission is likely from a bot.
- MISSING: The CAPTCHA provider did not return a score for the submission.
- QUOTA: The monthly quota of evaluations set by the CAPTCHA provider has been reached. Contact the CAPTCHA provider to purchase more evaluations.
- FAILED: An error occurred during processing.

Webform ID:	1028
Form Fields:	FirstName: Willy LastName: Wonka Email: wwonka@wwcc.org munchkinid: 100-126-805 formVid: 1028 _mkttoReferrer: https:// checksumFields: FirstName,LastName,Email,formid,munchkinid,_mkt_trk,formVid,_mkttoReferrer checksum: 32e12fabd37dae3cca593ca75adee79966a50df7d486878176dd71ba4a0765d7 formServiceRequestId31337: 5f4a#183ae29f2a9
Webpage ID:	14
Query Parameters:	
Referrer URL:	https://
Client IP Address:	192.147.118.254
User Agent:	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/106.0.0.0 Safari/537.36
CAPTCHA Provider:	reCaptcha
CAPTCHA Normalized Score:	TRUSTED
CAPTCHA Raw Score:	0.9
Person ID:	1000043

Source: Marketo Nation

## reCAPTCHA use cases

- Excluding low scoring submissions from trigger campaigns or scoring campaigns or campaigns that sync new records into the CRM
- Build trigger campaigns to automatically Marketing Suspend or Blocklist records with low scoring form submissions (after reviewing the records)

## How to enable reCAPTCHA in Marketo Forms?

While reCAPTCHA is integrated with Marketo in the backend, the feature needs to be enabled on each individual form by following below steps –

1. Select the form and Click on **Create draft**.

The screenshot displays the Adobe Marketo Engage interface. The top navigation bar includes 'Adobe Marketo Engage', 'My Marketo', 'Marketing Activities', 'Design Studio', 'Database', 'Analytics', and 'Admin'. The user 'ssga' is logged in. The left sidebar shows a tree view of 'Marketing Activities' with a search bar and a list of folders and templates. The 'Form' folder is expanded, and the 'CASH Standard Form Template' is selected. The main content area shows the configuration for this form. The 'Overview' tab is active, displaying a description field, an 'Approved' section with 'Preview' and 'Create draft' buttons, and a 'Summary' section with metadata. The 'Create draft' button is highlighted with a red box, and a red arrow points to it with the text '1. Click on Create draft'.

Marketing Activities

Search within tree

- > Event Program - COE Template
- > MSI A/B Test Program
- > Nurture Campaign - COE Template
- > On24 Webinar Campaign - COE Template
- > Testing reCAPTCHA
  - > Assets
    - > Form
      - CASH Standard Form Template
      - DCI Standard Form Template
      - ICG Standard Form Template
      - MF Standard Form Template
      - SPDR Standard Form Template
    - > Landing page
    - > Campaigns
    - > Lists

CASH Standard Form Template

Type: Form Status: Approved

Overview

Details Used by

Enter description here...

Approved

Preview

Create draft

Summary

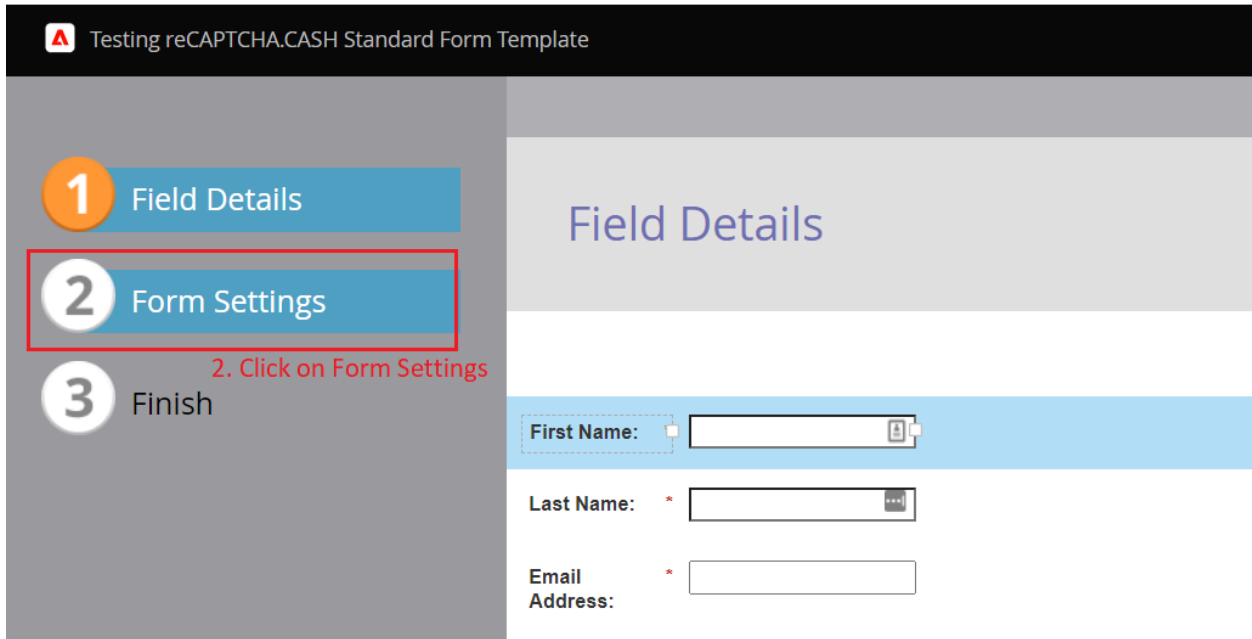
Created on: 20 February 2024 17:54 GMT

Asset ID: 8650

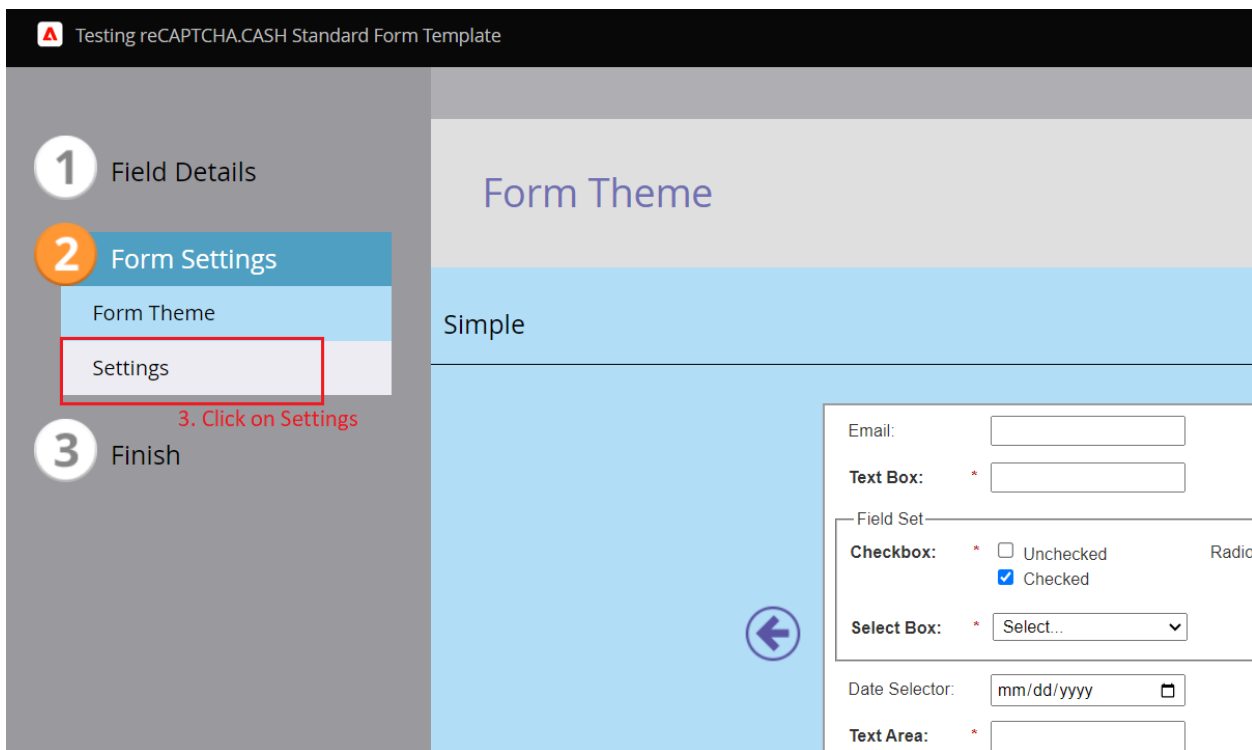
CAPTCHA enabled No

1. Click on Create draft

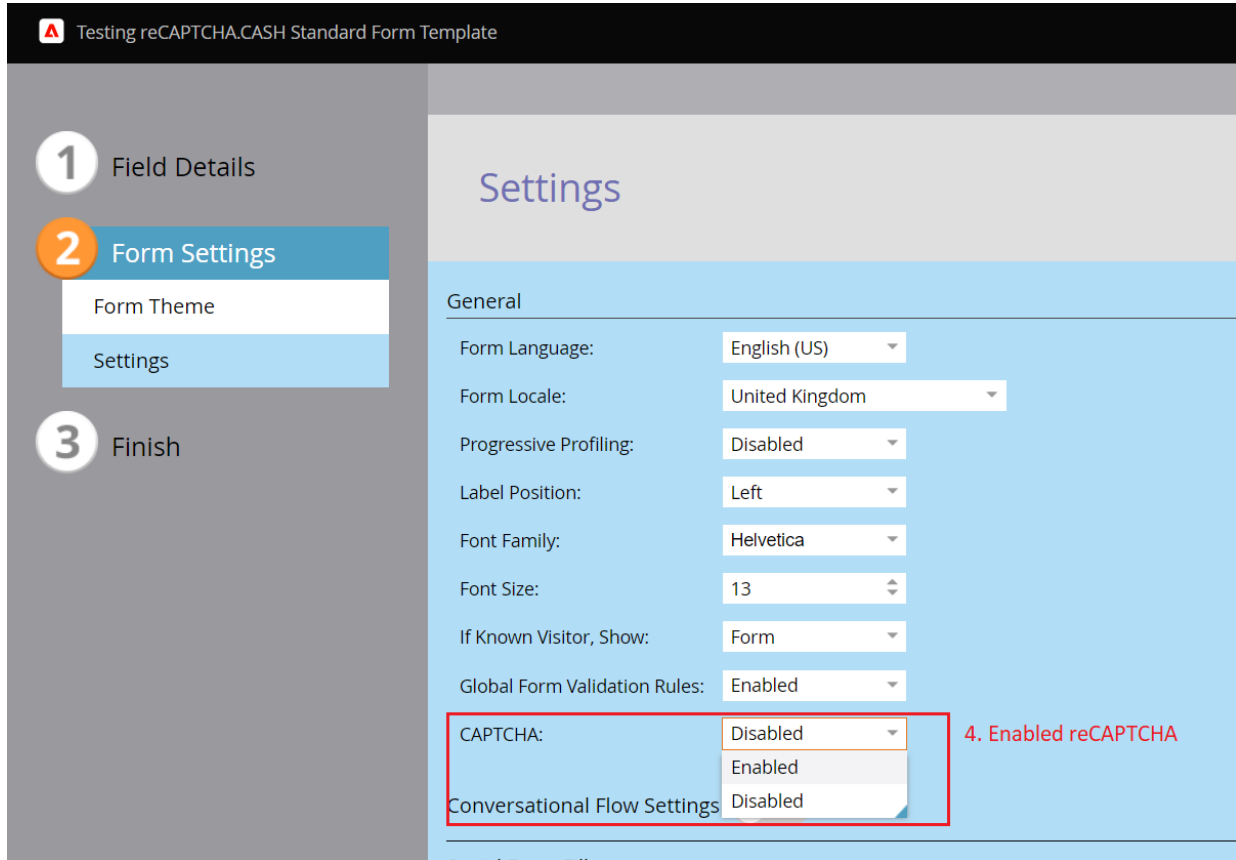
- 2. Click on **Form Settings**.



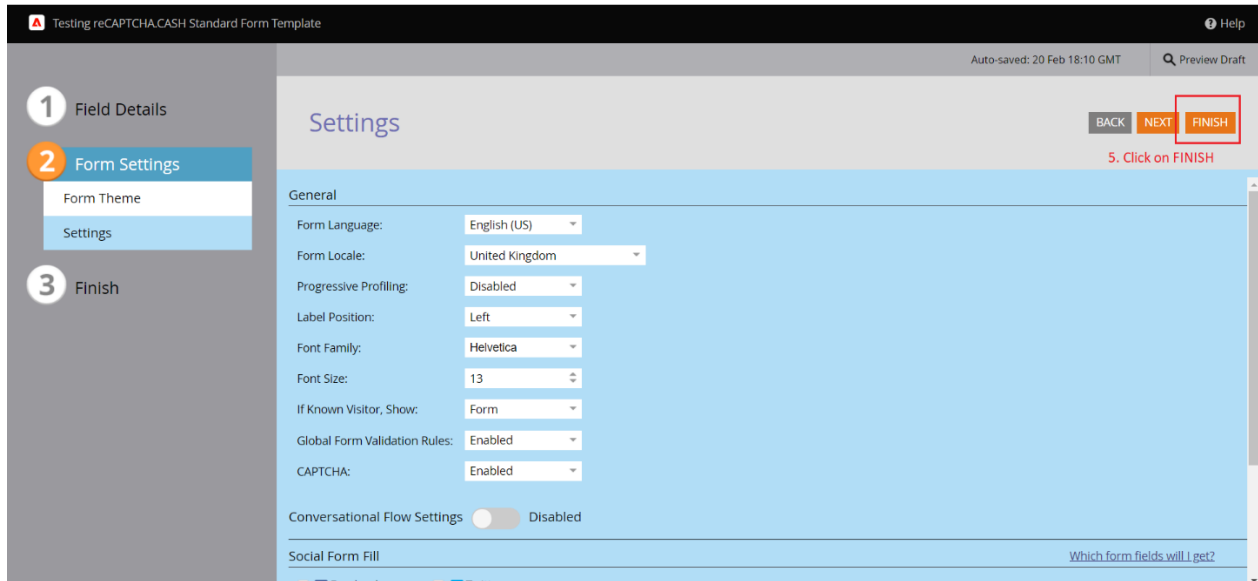
- 3. Click on **Settings**.



4. Click on CAPTCHA and select **Enabled** from dropdown.



5. Click on **FINISH**.



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**NOTE:** *If the reCAPTCHA is used in Marketo landing page. After making any changes in the form landing page will go in draft mode. In order to see the changes you have to approve the landing page after approving the changes in Marketo Form.*

## Frequently Asked Questions (FAQs)

1. Is reCAPTCHA applied to all forms when enabled?

CAPTCHA must be enabled on a per form basis. This enables you to control the volume being submitted to your CAPTCHA provider as to not overwhelm purchased volumes. Once enabled on a form, the setting will be carried over whenever you cloned the enabled form.

2. How many form submissions can the reCAPTCHA implementation handle per month?

reCAPTCHA v3 keys can handle up to 1,000,000 submissions per month. This limit is set by Google. If requires more than 1,000,000 calls a month, there is an option to convert your key to reCAPTCHA Enterprise which offers additional volumes of submissions which comes at an additional cost.

3. I have a few Marketo forms embedded on website. Will reCAPTCHA work on them?

Yes. reCAPTCHA works on embedded forms on the website.

4. CAPTCHA Raw Score for a few of my form fills are close to 0.5. Does this mean it is a bot form fill?

No. It is a score provided by the algorithms and does not mean it is a bot fill. However, we need to have check points in place whether this is one time score or for every form fill. We can setup processes in Marketo to mark these records as Marketing Suspended/Blocklisted in case the score is < 0.5 for more than 3 instances.