

## Requesting a New User

To create a New Marketo User account, manager of the requestee or the requester should submit a UPS request on the SSGA UPS - [User Provisioning System](#) portal.

UPS Roles for Marketo Access:

We have setup different user roles in Marketo to meet the user's requirements. Here are the user roles available in Marketo:

Roles in Marketo	Description
Marketing User	Marketing User role is created for Marketing users, who wants to create or clone programs and smart campaigns in Marketo. Marketing user will also get access to Marketo Analytics & Database section where they can create reports & view segmentations. Note: This user role is restricted to schedule an email program or approve an email send from Marketo
Marketing Approver	This role is designed for Super Users in Marketo. In addition to Marketing User's role a Marketing Approver can schedule email programs and approve email sends from Marketo
Marketing Reporting	This role is designed for Analytics team to create reports & pull data from Marketo. They will have access to Analytics and Database section to create reports.
Marketo API	API user can extract data from Marketo using API and the role is limited to read only access in Marketo

Above roles can be assigned to the following workspaces in Marketo, and each Marketo user access will be assigned to the workspace requested by their managers.

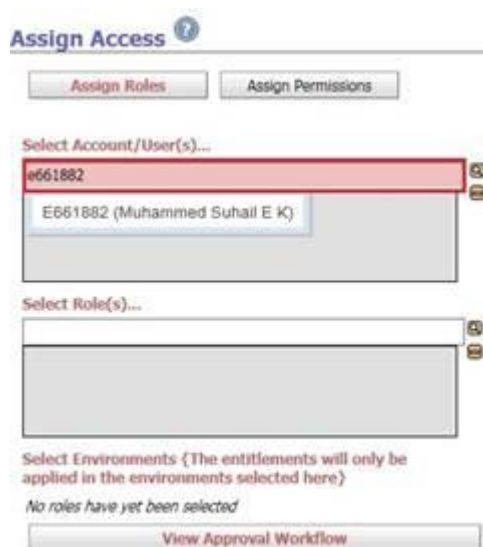
- Australia
- Canada
- EMEA
- MEA
- Global
- Japan
- North America
- North East Asia
- South East Asia

Here is the process that Managers/Requesters must follow to request Marketo access through UPS Portal.

1. Once you logged into UPS Portal, select '**Assign Access**'.



2. Choose user from your team who needs Marketo Access.



- Select required role for the user. You can add multiple roles under the roles section.

**Assign Access** ?

Assign Roles Assign Permissions

Select Account/User(s)...

E661882 (Muhammed Suhail E K)

Select Role(s)...

marketinguser

- App\_Marketo\_MarketingUser\_South\_East\_Asia
- App\_Marketo\_MarketingUser\_EMEA
- App\_Marketo\_MarketingUser\_Japan
- App\_Marketo\_MarketingUser\_North\_America
- App\_Marketo\_MarketingUser\_North\_East\_Asia
- App\_Marketo\_MarketingUser\_Australia
- App\_Marketo\_MarketingUser\_Canada
- App\_Marketo\_MarketingUser\_Global

- Check in '**PROD**' after adding User & Roles details and then hit '**Submit**' button.

**Assign Access** ?

Assign Roles Assign Permissions

Select Account/User(s)...

E661882 (Muhammed Suhail E K)

Select Role(s)...

App\_Marketo\_MarketingUser\_North\_America

Select Environments (The entitlements will only be applied in the environments selected here)

UAT  **PROD**

View Approval Workflow

Submit Cancel