

# Marketo Sunset Checklist

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You are migrating from Adobe Marketo Engage to another Marketing Automation Platform. The following checklist highlights items to complete in preparation for the Marketo Engage instance being decommissioned.

## Plan & Prepare

The following is not a comprehensive list and assumes any marketing campaigns, operational processes, integrations, etc., have already been built out in your new instance

- Determine final cutover date
- Have IT scan the website for Marketo assets. This includes forms, Marketo API calls, Marketo munchkin code and Marketo hosted assets (pdfs, jpg, etc.)
- If content is hosted in Marketo, gather the assets needed to be migrated and plan on where this content will be hosted (ex. via website or new MAP)
- Determine plan for Marketo data that will be exported: Marketo-only records, Marketo-only field values, critical engagement activity, reports

## Deactivate & Migrate

Complete these items no later than the cutover date.

- Deactivate active batch and trigger campaigns; use [Campaign Inspector](#) to identify them
- Turn off engagement programs; use [global search](#) to find them
- Ensure permanent redirects are in place for Marketo landing pages, especially for those that are high volume, important or relatively recent - at a minimum it's recommended to create redirect for the unsubscribe page for compliance purposes in case a person tries to unsubscribe from a past email
- Export/migrate Marketo data migration according to plan
- [Disable the SFDC sync](#) to isolate any record creation/updates
- Remove Marketo integration configuration from 3rd-party platforms (such as webinar providers)
- Ensure [Sales Insight components](#) are removed from SFDC page layouts as they do not function without Marketo data

## Monitor for Unexpected Activity

Use smart lists to identify and troubleshoot Marketo activity that isn't expected after deactivation. Use a constraint of "on or after [cutover date]" These can help locate integrations or processes that may have been missed.

Some examples of smart lists are:

- Newly created records
- Form fill activities
- Data value changes
- Email sends

## After Monitoring

Complete these cleanup tasks after you are confident any remaining issues have been addressed.

- Expire integration users
- Export/migrate any final data
- Remove Marketo munchkin code from website
- Remove DNS records relating to Marketo