

Pardot B2B Marketing Automation

B2B Marketing Automation on the World's #1 CRM



“ We started rethinking the way our business was working in the cloud and as part of that we had to speed up and we had to have our marketing systems match that. Salesforce was the cheat code for us to roll that out. ”

Nick King
VP Cloud Marketing, VMware



Pardot provides a full solution that helps marketers create meaningful connections, generate more pipeline, empower sales to close more deals, and maximizes marketing ROI.

- Generate more leads and move them quickly through the pipeline
- Engage buyers on their terms with dynamic, personalized campaigns
- Understand each step from click to close, capturing true marketing ROI

GROWTH
\$1,250

/month/up to 10,000 contacts*
(billed annually)

Pardot's Growth marketing automation package includes all the basic features of marketing automation that users will need to get started – including CRM integration, in-depth prospect tracking, lead scoring and grading, email marketing and lead nurturing, and ROI reporting.

PLUS
\$2,500

/month/up to 10,000 contacts*
(billed annually)

Pardot's Plus package offers all the features of the Growth edition, plus B2B Marketing Analytics for the marketer who's ready to delve deeper into marketing performance. Users enjoy advanced email tools, advanced dynamic content, Google AdWords integration, and more.

ADVANCED
\$4,000

/month/up to 10,000 contacts*
(billed annually)

With custom roles and permissions, Pardot Advanced users can manage and delegate tasks while maintaining security and control. Users have access to custom object integration, social profiling, a dedicated IP address, and API access up to 100K calls per day. Predictive Lead Scoring, Behavior Scoring and Campaign Insights are all included with Advanced, as is Pardot Business Units.

SALESFORCE® ENGAGE

\$50

/user per month (billed annually)

Sell more effectively than ever before when you add Salesforce® Engage to Pardot. Salesforce® Engage, our CRM plug-in for sales, extends the power of marketing automation to sales reps, by giving them direct access to all of the marketing insights and assets that they need to close the deal. Salesforce® Engage is your secret weapon for crushing quota and aligning your marketing and sales efforts.

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FEATURE COMPARISON

Feature	Growth	Plus	Advanced
Prospect Tracking	√	√	√
SSL Vanity Domains / Tracker Domains	3	10	20
Custom Lead Scoring	√	√	√
Unlimited Emails (Mass & One-to-One)	√	√	√
Engagement Programs	√	√	√
Automation Rules	50	100	150
Page Actions	150	200	250
File Hosting	100MB	500MB	10GB
SEO Keyword Monitoring	100 keywords	250 keywords	1,000 keywords
Competitor Monitoring	10 competitors	25 competitors	100 competitors
Landing Pages	50	√	√
Forms	50	√	√
Fully Customizable URLs	√	√	√
Basic Dynamic Content	√	√	√
Tracked Social Posts	√	√	√
Native CRM Integration	√	√	√
Webinar Integration	√	√	√
EventBrite Integration	√	√	√
Olark Chat Integration	√	√	√
bit.ly Pro Connector	√	√	√
Basic User Management	√	√	√
Live Best Practice Calls And Office Hours	√	√	√
On-demand Training Videos	√	√	√
Engagement History Embedded Dashboards	5 licenses	10 licenses	20 licenses

√= Included in base user license \$ = Additional fee applies

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FEATURE COMPARISON (CONTINUED)

Feature	Growth	Plus	Advanced
User Forum	√	√	√
Advanced Dynamic Content	\$	√	√
Multivariate Landing Page Testing	\$	√	√
Social Profiling & Lookups	\$	√	√
Google AdWords Integration	\$	√	√
Advanced Email Analytics	\$	√	√
Email Rendering and Preview Analysis	\$	√	√
Pardot API Access		25,000 calls/day	100,000 calls/day
Email A/B Testing		√	√
3 out-of-the-box Pardot influence models		√	√
Integrated Marketing Calendar		√	√
Multiple Scoring Categories		√	√
Dedicated IP Address		\$	√
Custom Roles		\$	√
Custom Permissions		\$	√
Custom Object Integration		\$	√
B2B Marketing Analytics	[Must purchase Plus or Advanced]	5 licenses	5 licenses
Salesforce® Engage	\$	\$	\$
Predictive Lead Scoring			√
Behavior Scoring			√
Campaign Insights			√
Business Units			2 included
Additional Business Units			\$2,000/unit/month

√= Included in base user license \$ = Additional fee applies