



## Getting Started with Pardot

### Pardot is...

Pardot is a powerful Salesforce marketing automation platform offering targeted multi-step email campaigns with lead scoring and management. With Pardot, you can tailor campaigns to adjust to your constituents' responses and keep your CRM synchronized in the process.

### Candoris Offers...

Candoris offers three packages that can help you get started using Pardot with your existing Salesforce instance. Each package is sized to fit your organization's current needs, allowing you to grow more sophisticated as you realize a return on investment.

Capabilities	Basic	Engage	Dynamic
Establish email templates	✓	✓	✓
Synchronize Salesforce lead, contact and Pardot prospect data	✓	✓	✓
Create static and dynamic segmentation lists	✓	✓	✓
Create forms and landing pages		✓	✓
Score prospects based off engagement		✓	✓
Create engagement program(s)		✓	✓
Configure dynamic content			✓
Pardot training workshops	3	5	6

Candoris can integrate Pardot with your existing event management and webinar software

### Fixed Price Model

Our unique fixed pricing model utilizes use cases to showcase proposal inclusions and avoid surprises as projects move through implementation to delivery.

## The Candoris Advantage

### Customer Focus

Your mission & objectives come first! Our implementation includes business analysis, architecture, systems integration, data migration, training, and support

### Extensive Experience

Premium Partner with a certified team that has delivered over 700 successful projects

### Values-Driven

Candoris is committed to delivering solutions of lasting value and doing the right thing for our customers and communities

### CSAT Score

# 4.85

### AppExchange Rating



PLEDGE

# 1%

pledge1percent.org

PROUD MEMBER