

Pardot B2B Marketing Automation

Smarter Marketing Automation on the World's #1 CRM



"There's an opportunity within the organization to really blur the lines between marketing and sales. Pardot is absolutely helping us do that."

Robert Holmes,
Vice President of Marketing and Sales, Mac Tools
Stanley Black & Decker



Pardot, B2B marketing automation by Salesforce, offers a full suite of automation and analytics tools that help businesses find and nurture leads, close more deals and maximize marketing ROI.

Pardot's simple, powerful, and connected automation tools are the drivers behind successful

organizations of all sizes and industries, enabling marketers to generate more pipeline, create meaningful connections, and measure success – ensuring sales receives leads at exactly the right moment, with the information they need to close the deal.

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)

The Advanced package, including everything the Plus package offers, will meet the needs of any complex organization. With custom roles and permissions, 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.

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.

FEATURE COMPARISON

Feature	Growth	Plus	Advanced
Prospect Tracking	√	√	√
SSL Vanity Domains per Account	3	10	20
Custom Lead Scoring	√	√	√
Unlimited Emails (Mass & One-to-One)	√	√	√
Engagement Programs	√	√	√
Automation Rules	50	100	150
Page Actions	25	50	100
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	√	√	√
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	\$	\$	\$

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