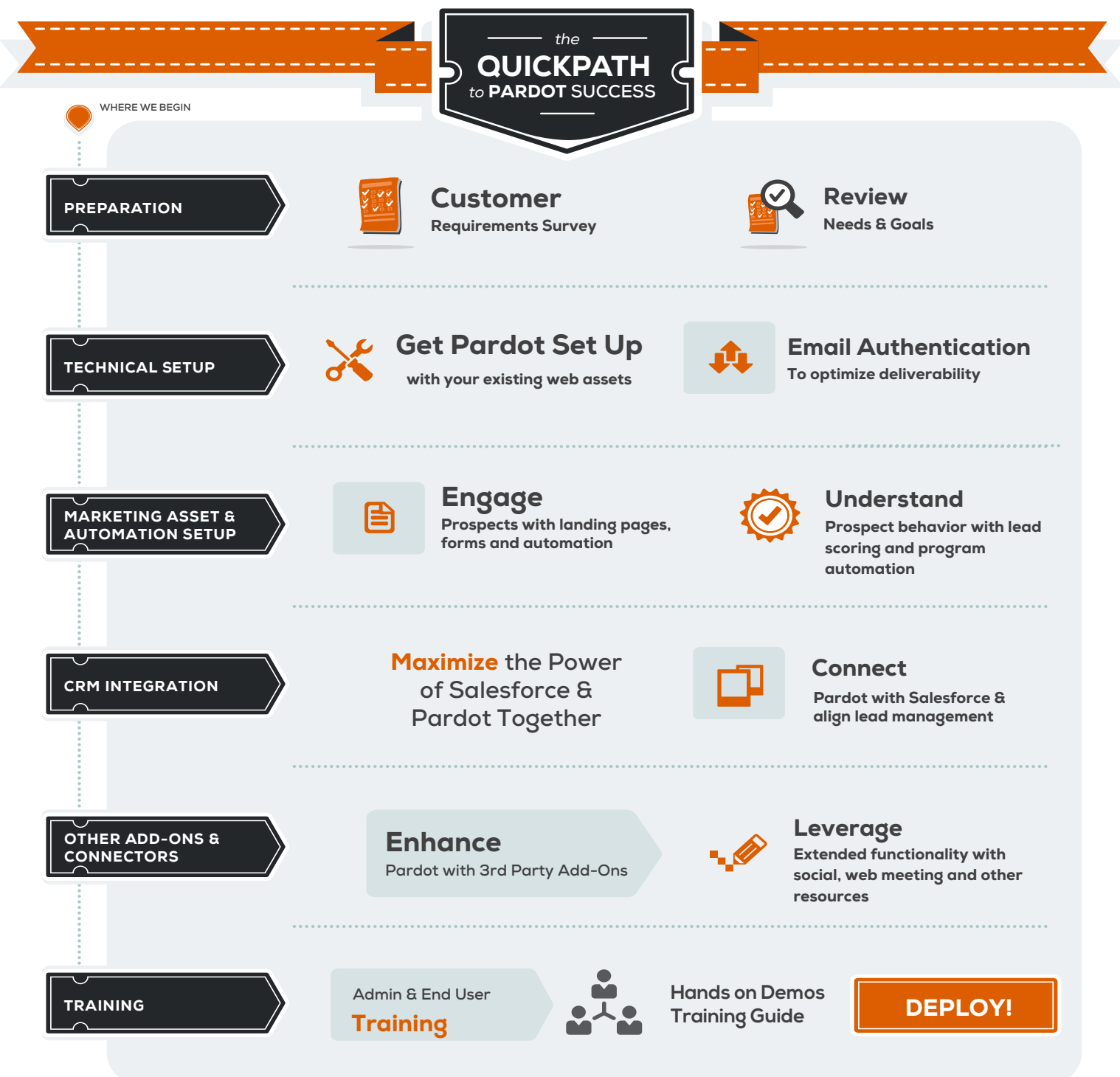


## Marketing Automation in No Time Flat

Pardot is a powerful marketing automation platform that can be implemented and customized to your business needs quickly and effectively. A well-managed implementation is essential to maximize the benefits of the Pardot application.

Working within a predefined scope of work, EnablePath's QuickPath services allow your organization to maximize their Pardot potential with a fixed fee consulting engagement. All of the work can be done remotely, thus eliminating costly travel expenses. If your marketing requirements are straightforward, then the QuickPath route will have you marketing via the Cloud in no time!



## Pardot QuickPath Details

For as little as \$6,000, you can begin your journey to **MARKETING AUTOMATION** success!

The EnablePath team leverages the experience of 2,000+ Salesforce projects and numerous Pardot and marketing automation projects. EnablePath is uniquely positioned to help our clients implement cloud technologies to increase business productivity in sales, service and marketing. We are proud that our clients experience rapid time to value and ROI on their cloud technology initiatives.

### Pardot QUICK PATHS

SERVICES:	QUICK PATH <sup>101</sup>	QUICK PATH <sup>201</sup>
Fixed Fee	\$6,000	\$8,000
Delivery Resources	1	1
Preparation Phase	Customer Requirements Survey Plan Updates	Customer Requirements Survey Plan Updates
Technical Setup	CNAME Creation Email Delivery Optimization Website Tracking Code Customer Font Assets	CNAME Creation Email Delivery Optimization Website Tracking Code Customer Font Assets
Marketing Asset & Automation Setup	Review, Evaluate & Optimize Lead Scoring & Assignment Logic Custom Page Scoring Migrate Leads & Prospects (Flat File Import) Pardot Site Search Integration (if applicable) Dedicated Email IP Set Up 2 Email Templates Set Up 2 Forms & Align Form Picklist Values to CRM Set up 2 Landing Pages Set up 1 Automation Rule Set Up 1 Drip Program	Review, Evaluate & Optimize Lead Scoring & Assignment Logic Custom Page Scoring Migrate Leads & Prospects (Flat File Import) Pardot Site Search Integration (if applicable) Dedicated Email IP Set Up 4 Email Templates Set Up 4 Forms & Align Form Picklist Values to CRM Set up 4 Landing Pages Set up 1 Automation Rule Set Up 1 Drip Program
CRM Integration	Field Mapping Single Sign-On Setup Lead & Contact Page Layouts & Related List Pardot / Salesforce Lead Assignment	Field Mapping Single Sign-On Setup Custom "Sales Activities" Visualforce Page / Related List Lead & Contact Page Layouts & Related List Pardot / Salesforce Lead Assignment
Add-Ons & Connectors	Synchronize Google AdWords & Pardot Site Search Email Add-On / "Send with PD" Button 2 Additional Add-Ons (e.g., bit.ly, Go To Webinar, Facebook)	Synchronize Google AdWords & Pardot Site Search Email Add-On / "Send with PD" Button 3 Additional Add-Ons (e.g., bit.ly, Go To Webinar, Facebook)
Training	Training Guide - Admins & End Users Admin Web Meeting Demo End User Web Meeting Demo	Training Guide - Admins & End Users Admin Web Meeting Demo End User Web Meeting Demo
Completion Time	2 to 4 Weeks	2 to 4 Weeks

### PACKAGE ADD-ONS:

- Additional Configuration, Analytics and AE Utility Apps (paid): **\$1,480/Day**
- Additional Training: **\$1,680/Day**
- Training Documentation: **\$1,680/Day**
- Custom Development: **\$1,920/Day**
- Data Migration: **\$1,680/Day**
- Data Integration: **\$1,680/Day**



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#### About EnablePath:

EnablePath is your partner in the cloud. As a division of Birlasoft and the 150 year old, multi-billion dollar CK Birla Group, we are a leader in cloud based consulting and a trusted Salesforce Platinum Consulting Partner. Over the years, the EnablePath team has enabled hundreds of clients to rise above the competition, crafting industry specific solutions in over 2,000 unique CRM projects.

Our combined portfolio of services now includes Enterprise Application Services, Custom Application Services and Specialized services like Testing, Analytics and Mobility. Birlasoft has a global presence across the US, UK, Europe, and APAC.

