



Improving Sales and ROI with Pardot

Seamless Migration from HubSpot to Pardot

OBJECTIVE

To provide solution to migration of marketing assets, leads, sequences and campaigns from HubSpot to Salesforce. To efficiently map the leads and marketing content from HubSpot to Salesforce and recreate the marketing assets, landing pages, workflows and automations in place. To enable connection between Pardot and Salesforce and sync the leads and campaigns between two applications.

CHALLENGES

- Mapping custom fields in HubSpot and creating them in Pardot
- Syncing with no errors
- Recreating workflows
- Transitioning segmented leads from HubSpot with no loss of data
- Automating workflows currently in place

APPROACH

- Provided a holistic solution to the marketing strategy by automating workflows with current rules kept intact
- Migrated leads to Pardot while cleaning data
- Created engagement dashboards for custom report creation
- Recreated landing pages and emails from HubSpot in Pardot
- Created custom fields, per business requirements, in Salesforce and Pardot
- Integrated G-Suite with Salesforce for automatic lead syncing

BUSINESS BENEFITS

- More time to focus on strategizing business operations
- Prospects are now tracked efficiently
- Converting prospects to MWL and SQL via a defined marketing funnel helped increase sales
- Business users now understand the prospects' web behavior and gained marketing assets
- Time and money saved

INDUSTRY

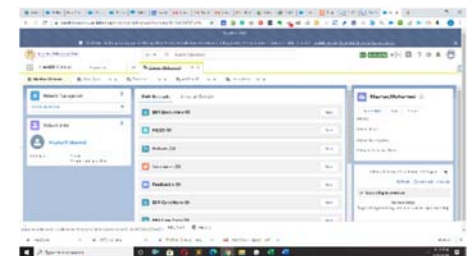
High Tech

CUSTOMER PROFILE

US based software service provider with 15+ years of experience in consultation.

TECHNOLOGY AND TOOLS

- Lightning platform
- Pardot
- Salesforce Connector



ABOUT CLOUDQ

CloudQ helps companies succeed by consulting, implementing solutions, and providing certified professionals. We're one of the INC 5000 fastest-growing private companies, and we're based in Alpharetta, GA. We specialize in cloud-based technology implementation and are a Silver Consulting partner with Salesforce and have a transparent, highly-efficient, customer-centric business model.

CONTACT

6110 McFarland Station Dr,
Suite #201, Alpharetta,
GA, USA – 30004.



www.cloudq.net

info@cloudq.net

US: +14044101441

IN: +914714067172