App Solve Pardot Offerings

	GOLD PACKAGE $8,000	PLATINUM PACKAGE $16,000
Project Duration	3 - 4 weeks	5 - 6 weeks
Ideal Project	• Full Salesforce.com and Pardot Integration • Getting started with Pardot to strategy nearly in place • Inexperienced to comfortable with digital marketing	• Full Salesforce.com and Pardot Integration • Advanced customizations to meet marketing strategic goals • Marketing resources assigned to learn and use the platform
Included	• Integrate Salesforce.com and Pardot • Map up to 50 Standard and Custom Fields • Integrate Pardot Visitor Tracking Code to website to reveal Prospect activities • Enable a Pardot marketing email sender for outbound messages (CNAME)* • Configure social media connectors for posting activities on Facebook, Linkedin and Twitter • 4 Campaigns • 4 Static Landing Pages • 4 Web-To-Lead Forms • 2 Email Templates • 2 Automated Engagement Programs • 4 hours of Training with a recorded webinar	**Get all Gold Package features PLUS** • 3 Personas Created for Marketing Strategy Development • Custom Lead Scoring Rules • Custom Lead Grading Rules • 3 Custom Automation Rules - designed to provide a customized and individual experience for Prospects • 2 additional Email Templates • 2 additional Automated Engagement Programs • 2 Pieces of Original Content Created to commence deployment of targeted content • 8 Hours of Training on Advanced Pardot functionality with a recorded webinar

Engage - Blocks of 5 license implementations - $750 additional add-on

Additional, on-going marketing strategy, execution, training and consulting services are available
* Implementation of tracking code to Master or Home Page.

App Solve has an average rating of 5 stars out of 5 based on AppExchange customer reviews - Salesforce's eco-system of certified applications and partners.