What is included?

- ❑ **1on1 Requirement Gathering session**
- ❑ **Install Connectors**
- ❑ **Map Salesforce fields to Pardot fields and create up to 10 Pardot custom fields**
- ❑ **Set up :**
  - • Connected Campaigns and link any existing Salesforce campaigns with Pardot
  - • 1 basic Lead Assignment process
  - • Pardot Lightning App and Engagement History
  - • Lightning Landing Page & Lightning Email Builders and install Getting Started Email Bundle
  - • Salesforce Custom Report Types for Salesforce Campaigns with Pardot related data (Marketing Links, Landing Pages, Marketing Forms and List Emails)
- ❑ **Enable Engagement History Dashboards (Salesforce user license requires API access)**
- ❑ **Enable Standard Campaign Influence models in Salesforce**
- ❑ **Update standard dropdown fields in Pardot to sync with dropdown behaviors in Salesforce**
- ❑ **Enable First-Party Tracking in Pardot**
- ❑ **One time database sync/import of prospects into Pardot**
- ❑ **One time import list of email opt outs into Pardot**
- ❑ **Enable standard Campaign Influence and additional Campaign Influence Models in Salesforce: This includes default model settings for: First Touch, Last Touch and Even Distribution Models**
- ❑ **Deploy standard datasets, lens and dashboards: This includes 5 default Dashboards for: Pipeline, Marketing Manager, Engagement, Account-Based Marketing and Multi-Touch Attribution**
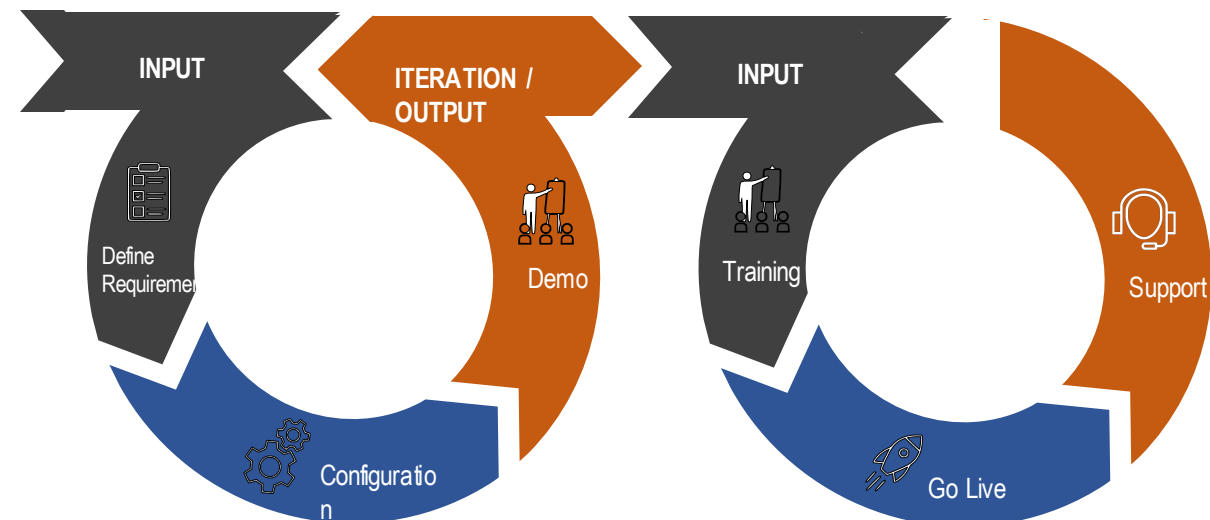- ❑ **3hrs of custom training**

We will assist with the following:
- • Assist in adding website visitor tracking code
- • Assist in adding vanity tracker domain (CNAME)
- • Assist in adding SPF and DomainKeys to DNS
- • Assist in adding Pardot IP address to company spam filter whitelist

PARDOT JUMPSTART : Essentials

Quick and easy implementation, you will receive a tailored setup based on industry best practices, guidance from our experts, training session and support during Go-Live.

📅 3 Weeks
PRICE: $2,500

INPUT — Define Requirement
ITERATION / OUTPUT — Demo
Configuration
INPUT — Training
Support
Go Live

Not In Scope: *Process Automation - Approvals, Workflows, Process Builders, Flows; 3rd Party Integrations; Advanced Features such as Products, Price books, Quotes configurations; Work or Training in Sandbox Environment; Custom Code - Apex Triggers, Apex Code*