# salesforce

# Enhancing Pardot Landing Pages with Custom Widgets

This case study explores how custom widgets transformed a client's Pardot landing pages, improving content management and lead generation efforts.



# Solving Our Client's Biggest Challenge

## **Limited Customization**

Pardot's landing page builder lacked flexibility. The client needed reusable components for efficient content creation.

## **Non-Editable Widgets**

Marketers struggled to update sections without developer intervention. Content changes required coding expertise.

### Poor UI/UX

The existing design was not engaging. Low conversion rates affected overall marketing performance.





# Maximizing Customer Insights for Higher Conversions



Developed Custom Pardot Widgets 2 CM Fu

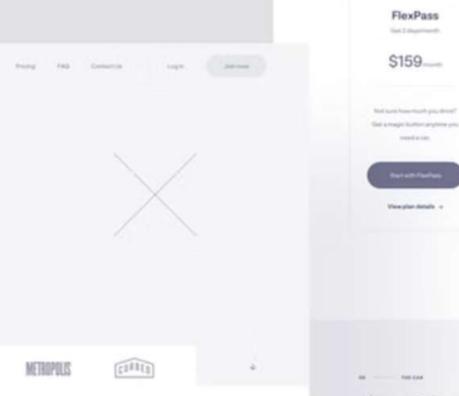
Created modular, editable components using HTML, CSS, and JavaScript. Allowed marketers to edit content directly in Pardot without coding.

# 3 Optimized UI/UX

Improved page design, responsiveness, and navigation to enhance user engagement.

# CMS-Like Functionality





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**Key Features of Custom** Widgets

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# Editable Content

Improved UI/UX

The custom widgets simplified content updates. Improved design and scalability accelerated campaign rollouts.

Join instantly with \$0 down and get your car right now.



## Scalable **Components**



# Performance and Value Delivered





# Faster Page Updates

Marketers could now edit content without developer assistance.

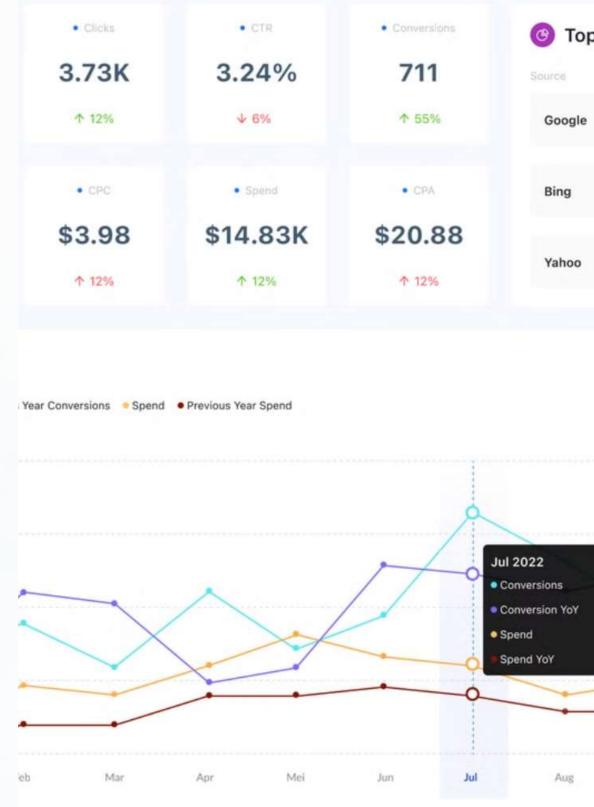
# Higher Engagement

Improved UI/UX resulted in better lead generation.



Scalable Solution

Widgets were reusable, ensuring faster campaign rollouts.





# Pardot Transformation

## Simplified Content

Easy content updates for marketers.

**Boosted Efficiency** 

Faster campaign rollouts with reusable widgets.

Improved Lead Gen

Enhanced UI/UX increases lead generation.

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