

A close-up photograph of a person's hand holding a blue, cloud-shaped sticker with the word "salesforce" in white lowercase letters. The background is blurred, showing skin tones and light.

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

1

Developed Custom Pardot Widgets

Created modular, editable components using HTML, CSS, and JavaScript.

2

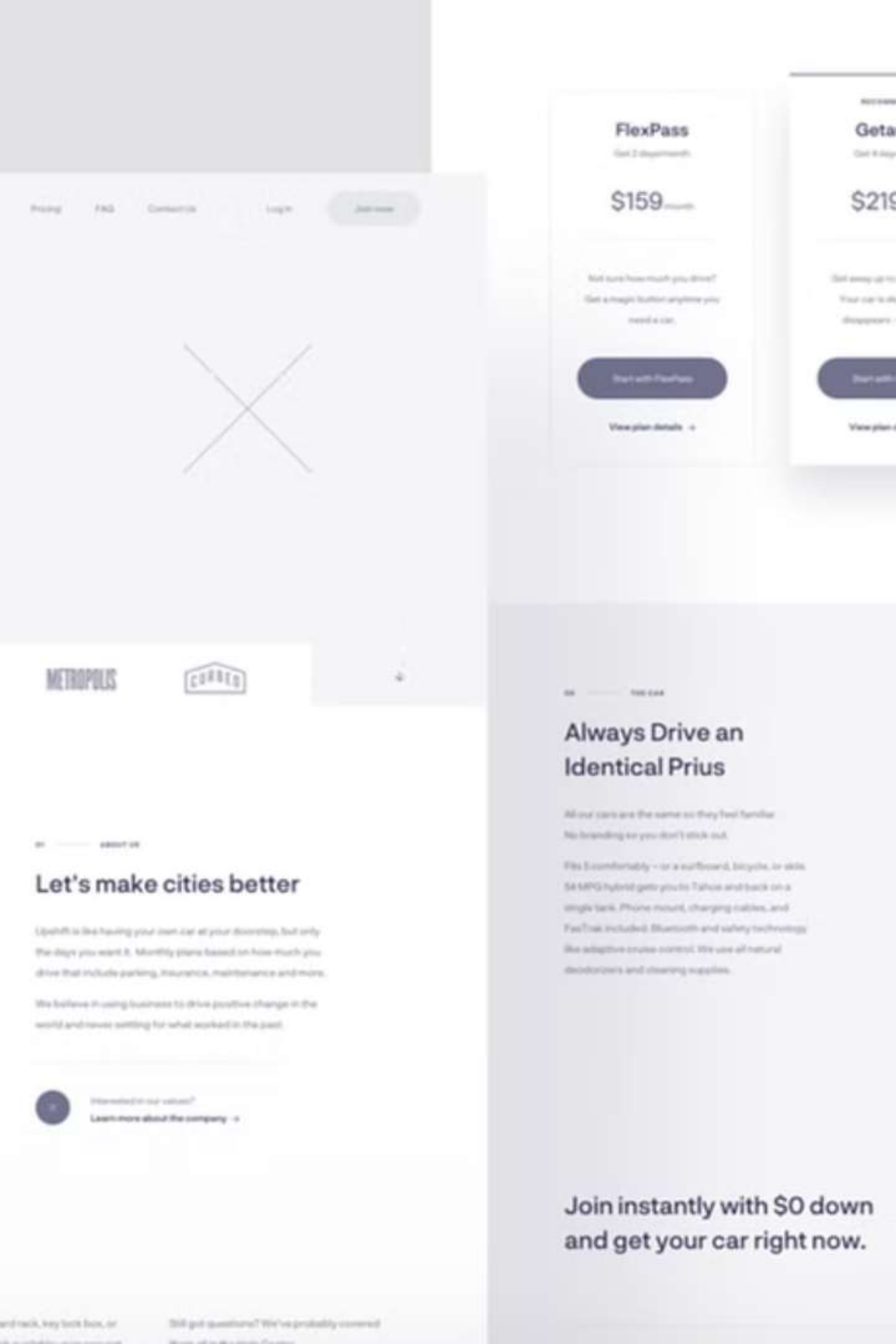
CMS-Like Functionality

Allowed marketers to edit content directly in Pardot without coding.

3

Optimized UI/UX

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



Key Features of Custom Widgets



**Editable
Content**



Improved UI/UX



**Scalable
Components**

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



Performance and Value Delivered

60%



Faster Page Updates

Marketers could now edit content without developer assistance.

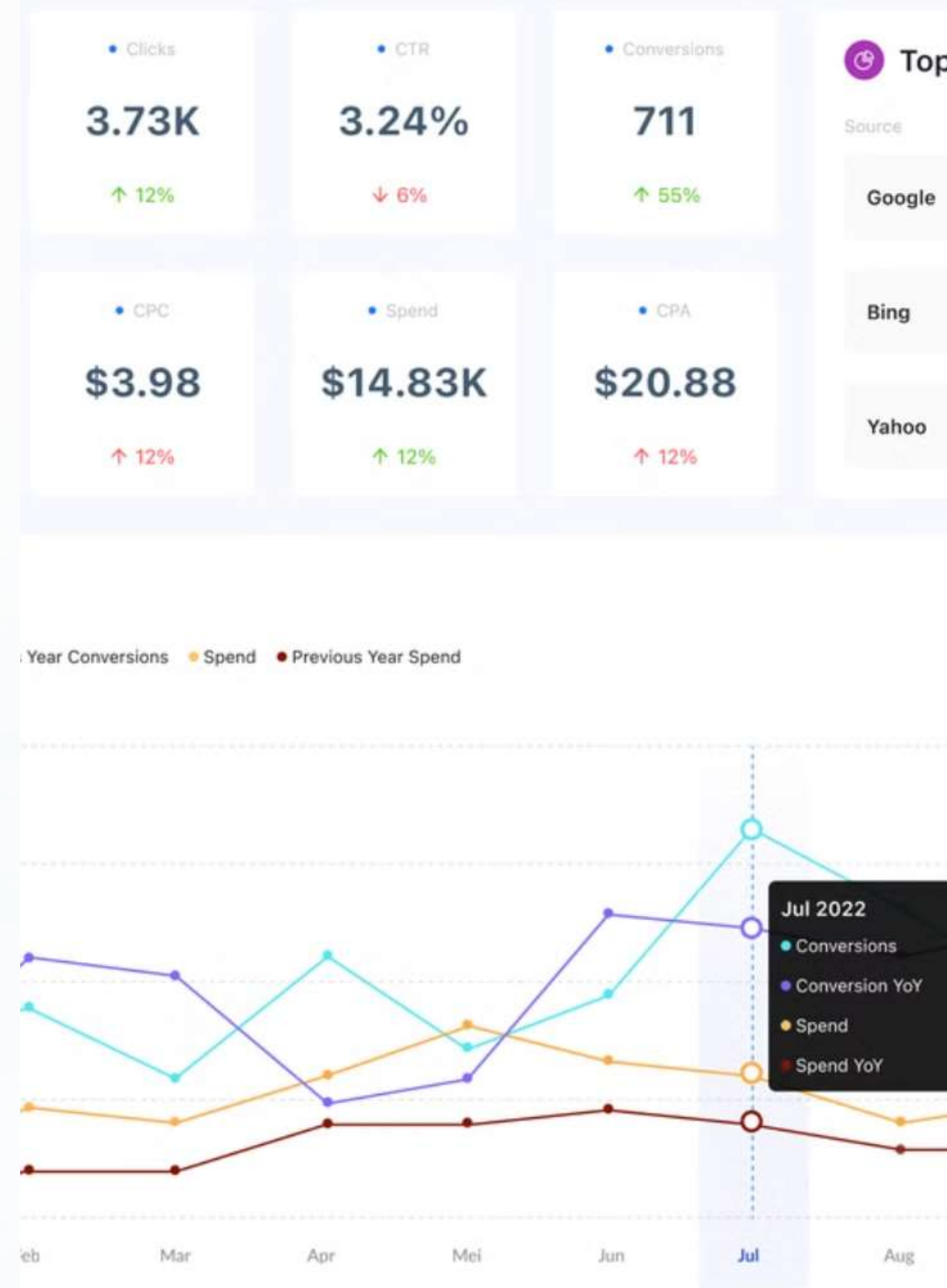
Higher Engagement

Improved UI/UX resulted in better lead generation.



Scalable Solution

Widgets were reusable, ensuring faster campaign rollouts.





Pardot Transformation

1

Simplified Content

Easy content updates for marketers.

2

Boosted Efficiency

Faster campaign rollouts with reusable widgets.

3

Improved Lead Gen

Enhanced UI/UX increases lead generation.

Thank You...