Pardot B2B Marketing Automation
Marketing Automation for Marketing and Sales

"There's an opportunity within the organization to really blur the lines between marketing and sales. Pardot is absolutely helping us do that."

Robert Holmes,
Vice President of Marketing and Sales, Mac Tools
Stanley Black & Decker

Pardot, B2B marketing automation by Salesforce, offers a full suite of data-driven automation tools that help marketing and sales teams work together to deliver a personalized, cohesive customer experience – in a scalable way. Pardot's simple, powerful, and connected automation tools are the drivers behind successful B2B organizations of all sizes, enabling marketers to generate more pipeline, create meaningful connections, and measure success – ensuring sales receives leads at exactly the right moment, with the information they need to close the deal.

PARDOT STANDARD	PARDOT PRO	PARDOT ULTIMATE
Standard marketing automation	Advanced marketing automation	Customizable marketing automation
$1,000	**$2,000**	**$3,000**
/month/up to 10,000 contacts* (billed annually)	/month/up to 10,000 contacts* (billed annually)	/month/up to 10,000 contacts* (billed annually)
Pardot's Standard marketing automation package includes all the basic features of marketing automation that users will need to get started – including CRM integration, in-depth prospect tracking, lead scoring and grading, email marketing and lead nurturing, and ROI reporting.	Pardot's Professional package offers all the features of the Standard edition, plus advanced reporting and analytics tools for the marketer who's ready to delve deeper into campaign performance. Users enjoy advanced email tools, advanced dynamic content, Google AdWords integration, and more.	The Ultimate package will meet the needs of any complex organization. With custom roles and permissions, users can manage and delegate tasks while maintaining security and control. Users have access to custom object integration, social profiling, a dedicated IP address, and API access up to 100K calls per day.

SALESFORCE® ENGAGE	B2B MARKETING ANALYTICS
$50	**$300**
/per user/per month	/month/per five users
Sell more effectively than ever before when you add Salesforce® Engage to Pardot. Salesforce® Engage, our CRM plug-in for sales, extends the power of marketing automation to sales reps, by giving them direct access to all of the marketing insights and assets that they need to close the deal. Salesforce® Engage is your secret weapon for crushing quota and aligning your marketing and sales efforts. **LEARN MORE**	Maximize your marketing and sales efforts when you add B2B Marketing Analytics to Pardot. B2B Marketing Analytics is advanced analytics for the data-driven marketer. Report on key metrics instantly, explore your data to get insights easily, share those insights with teams or across the business and take data-driven actions directly from within the app. **LEARN MORE**

FEATURE COMPARISON			
Feature	Standard	Pro	Ultimate
Prospect Tracking	√	√	√
Lead Deduplication	√	√	√
Custom Lead Scoring	√	√	√
Custom Fields	√	√	√
Unlimited Emails (Mass & One-to-One)	√	√	√
Engagement Programs	√	√	√
Automation Rules	50	100	150
File Hosting	100MB	500MB	10GB
SEO Keyword Monitoring	100 keywords	250 keywords	1,000 keywords
Competitor Monitoring	10 competitors	25 competitors	100 competitors
Landing Pages	50	√	√
Forms	50	√	√
Fully Customizable URLs	√	√	√
Basic Dynamic Content	√	√	√
Tracked Social Posts	√	√	√
Native CRM Integration	√	√	√
Webinar Integration	√	√	√
EventBrite Integration	√	√	√
Olark Chat Integration	√	√	√
bit.ly Pro Connector	√	√	√
Basic User Management	√	√	√
Client Advocate	√	√	√
Live, Weekly Training	√	√	√
On-demand Training Videos	√	√	√
User Forum	√	√	√
Advanced Dynamic Content	$	√	√
Multivariate Landing Page Testing	$	√	√
Social Profiling & Lookups	$	√	√
Google AdWords Integration	$	√	√
Advanced Email Analytics	$	√	√
Email Rendering and Preview Analysis	$	√	√
Pardot API Access		25,000 calls/day	100,000 calls/day
Email A/B Testing		√	√
Integrated Marketing Calendar		√	√
Multiple Scoring Categories		√	√
Dedicated IP Address		$	√
Custom User Roles		$	√
Custom Permissions		$	√
Custom Object Integration		$	√
Phone Support		$	√
B2B Marketing Analytics		$	$
Salesforce® Engage	$	$	$

√= Included in base user license $ = Additional fee applies