



THE CUSTOMER SUCCESS PLATFORM

# ~~Pardot vs. Marketing Cloud~~ Pardot & Marketing Cloud

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# Which Marketing Product Is Right for Your Opportunity?

## Pardot and Marketing Cloud



The B2B marketing automation solution for Salesforce customers

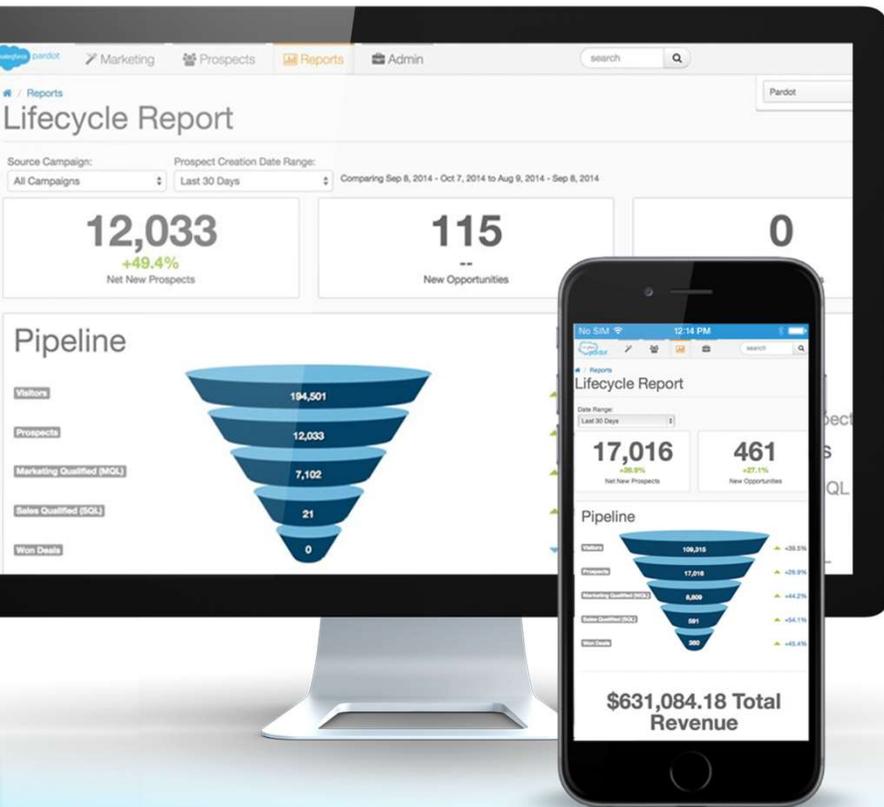


The digital marketing platform for 1:1 customer journeys across email, mobile, social, advertising, and the web

<b>CRM System</b>	Likely a Sales Cloud user	CRM System not required												
<b>Core Functionality</b>	B2B marketing automation, lead scoring, and lead nurturing	Journey management, email marketing, mobile marketing, social media marketing, display advertising, and web personalization												
<b>Example Use Cases</b>	<table border="0"> <tr> <td>Landing Pages &amp; Forms</td> <td>Prospect Activity Tracking</td> </tr> <tr> <td>Email Drip Campaigns</td> <td>Auto Lead Assignment</td> </tr> <tr> <td>Search Campaigns</td> <td>Webinar Promotion</td> </tr> </table>	Landing Pages & Forms	Prospect Activity Tracking	Email Drip Campaigns	Auto Lead Assignment	Search Campaigns	Webinar Promotion	<table border="0"> <tr> <td>Promotional Messages</td> <td>Mobile Messaging (SMS &amp; Push)</td> </tr> <tr> <td>Transactional Messages</td> <td>Cross-Channel Journeys</td> </tr> <tr> <td>Event Marketing</td> <td>Social Listening &amp; Publishing</td> </tr> </table>	Promotional Messages	Mobile Messaging (SMS & Push)	Transactional Messages	Cross-Channel Journeys	Event Marketing	Social Listening & Publishing
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<b>Top Competitors</b>	Marketo, Hubspot, Act-On & Eloqua (Oracle)	Responsys (Oracle), Cheetah & Adobe												
<b>Segment</b>	GB segment and below, and divisions of enterprise companies	SMB and above												



# Connect, Market and Sell with Pardot



-  **Generate high-quality leads**  
Easy-to-use lead generation tool keeps your pipeline fully stocked with a steady flow of leads
-  **Create personalized, targeted emails**  
Optimize deliverability rates, target each email to a specific audience and test the success rate
-  **Accelerate sales pipeline**  
Improve speed through the pipeline with lead nurturing, qualification, and auto assignment
-  **Calculate marketing ROI**  
Discover the true ROI of your marketing efforts with closed-loop reporting

# Build 1:1 Customer Journeys with Marketing Cloud



## Unify Data

Build a single view of your customers, integrate data from any source, and make it actionable



## Orchestrate Journeys

Trigger timely, unique, and meaningful messages, based on real-time customer behavior



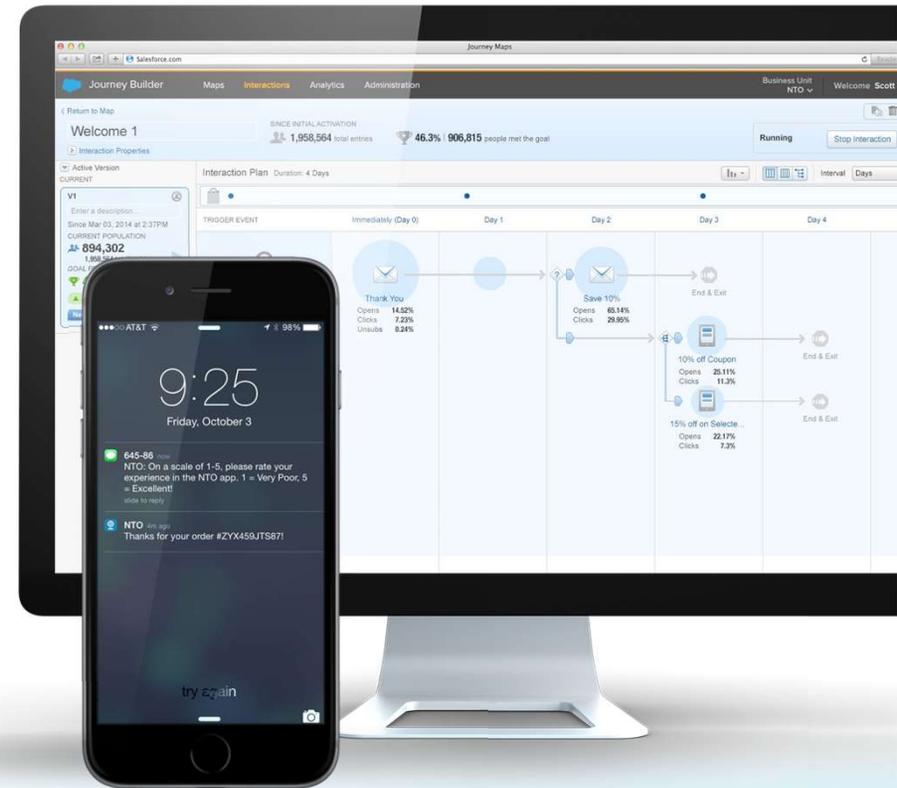
## Engage Cross-Channel

Deliver personalized content on every channel and every device



## Analyze Everything

Measure the impact of your business and optimize every interaction



**“With Pardot and Sales Cloud, we can leverage real-time data to maximize each customer touch point.”**

Doug Johns, VP Global Marketing

**PRECOR**<sup>®</sup>

salesforce pardot

salesforce sales cloud

## Precor Tripled the Active Prospect Database

Named fastest growing global fitness equipment company three years in a row

Auto-appended valuable information to 8,000+ existing records with prospect tracking

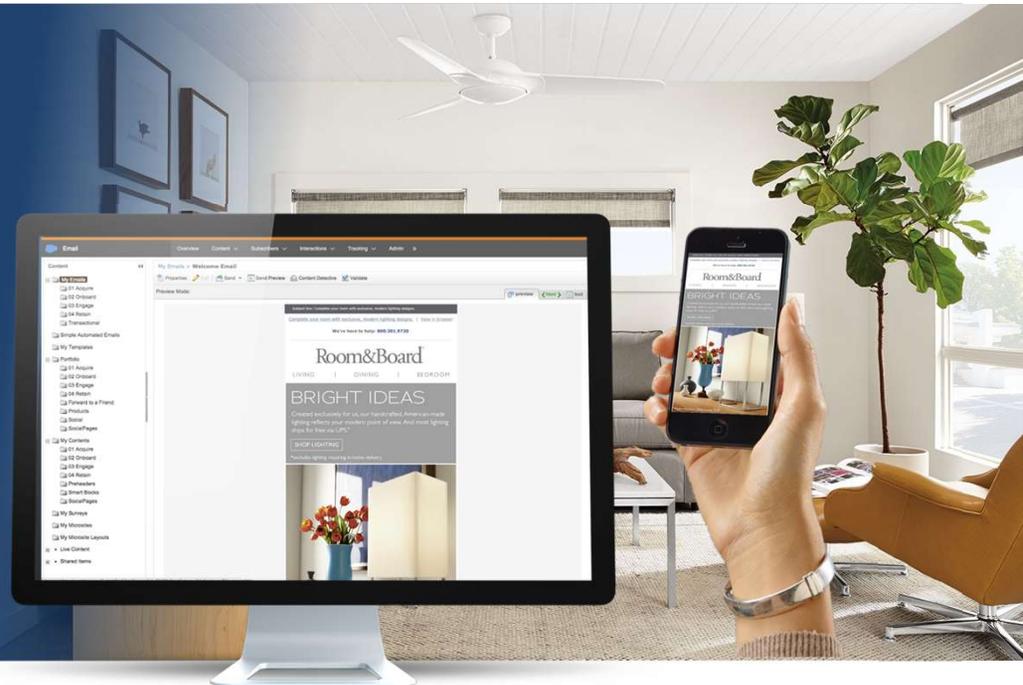
Improved lead conversion speeds in Sales Cloud by 67% and increased annual qualified leads by 45%

**“Our goal is to present the customer with content that is relevant, not invasive.”**

Kimberly Ruthenbeck, Director of Web Customer Experience

**Room&Board**  
HOME FURNISHINGS

**salesforce** marketing cloud



## Room & Board Helps Customers Complete the Room with Marketing Cloud

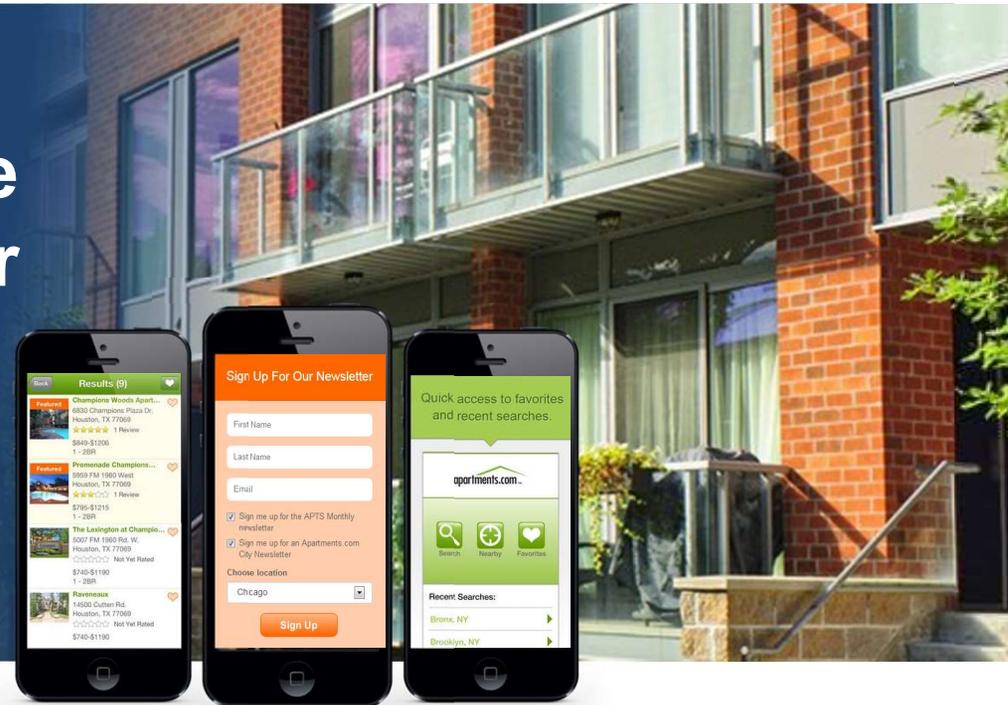
Automated emails with helpful content based on the customer's browsing activity

Incorporated in-store purchase data with online reviews to predict product recommendations

Segment customers by zip code for local store openings and special events

“Salesforce allowed us to have better alignment between our Marketing and Sales teams.”

Lisa Schuble, Email & SMS Marketing Manager



## Apartments.com Uses Salesforce to Connect with ALL of Their Customers

Apartments.com offers comprehensive database of millions of apartments around the country

Marketing is able to target high-scoring leads with tailored content, increasing engagement and close rate

Automate millions of personalized communications across email & mobile thru a 45-day customer journey



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# NEED A DEMO?

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