# Data Collection

## a Pardot feature guide

Streamline the data collection process with
marketing automation.

salesforce pardot

*Tools like marketing automation can execute on huge amounts of data stored in a database, allowing companies to personalize the buyer journey from start to finish.*
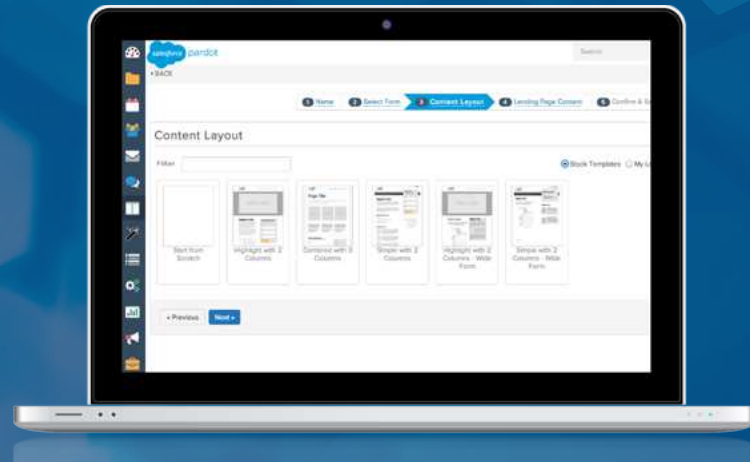
# MARKETING AUTOMATION USE CASES

## LEAD GENERATION

**GOAL:**
Keep your pipeline stocked with high-quality leads.

**GO-TO MARKETING AUTOMATION FEATURES:**
Prospect Tracking, Forms and Landing Pages

Use forms, landing pages, and real-time prospect activity tracking to collect detailed information from your buyers. Build landing pages that match the look and feel of your site, run A/B tests to maximize your conversion rates, and track all buyer activity as visitors navigate your website.

*Landing Page Builder*

## DEDUPLICATION

**GOAL:**
Establish a process for de-duping leads in your database.

**GO-TO MARKETING AUTOMATION FEATURE:**
Automatic Deduplication

With Pardot, prospect information entered into forms and obtained via detailed prospect tracking is

automatically imported, de-duplicated, and displayed in both Pardot and Salesforce, putting a wealth of information at your sales reps' fingertips.

## TARGETED FOLLOW-UPS

**GOAL:**
Collect data from buyers for sales to use for targeted follow-ups.

**GO-TO MARKETING AUTOMATION FEATURES:**
Prospect Tracking, Forms and Landing Pages, Email Marketing

Fuel sales follow-ups with the information collected by Pardot. Use detailed behavioral data like page views and content downloads to understand your prospects interests and motivations — then use that information to send personalized sales communications.

*Progressive profiling is an easy way to improve your conversion rates while still maximizing the amount of information you can collect about each buyer.*
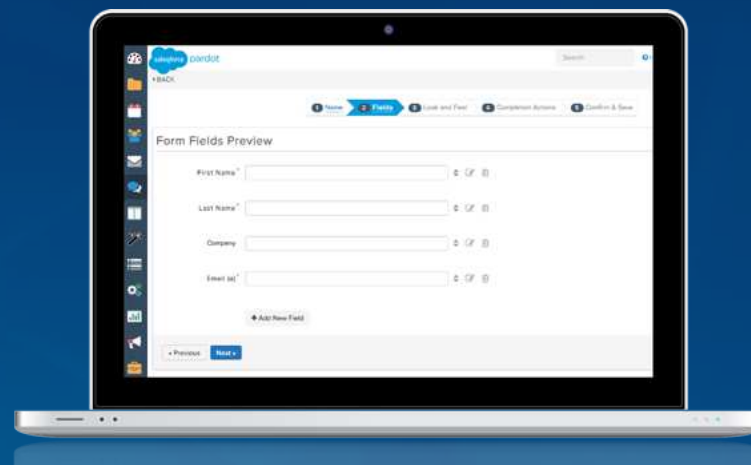
Form Builder

## SUPPLEMENTAL DATA

**GOAL:**
Fill in the gaps in your prospect profiles.

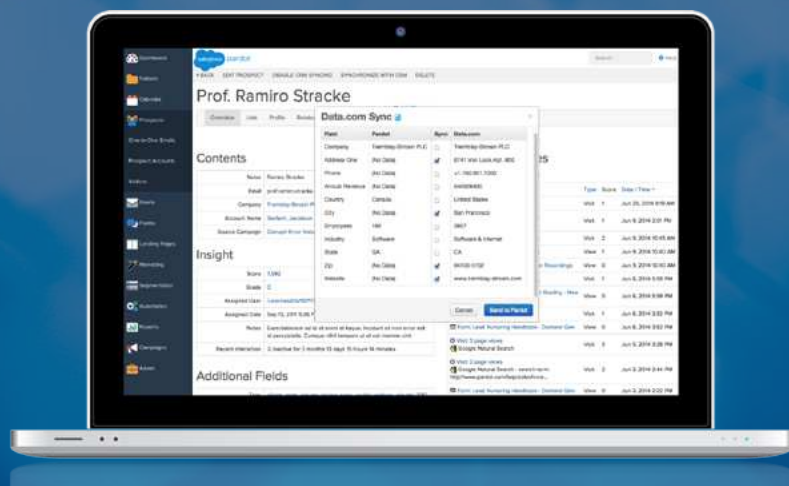**GO-TO MARKETING AUTOMATION FEATURES:**
Data.com Connector, Progressive Profiling

Gain additional insight into social profile information, interests, activities, job titles, and more with progressive profiling and the Data.com connector. Increase response times and tailor

sales communications to the needs of each individual prospect.

**ADDED AUTOMATION BONUS:**
Pardot's Data.com connector allows you to quickly jump to the Data.com results for a prospect or their company. Simply click on the Data.com icon on the prospect's profile to access additional information on company size, phone numbers, annual revenue, and more.



*Data.com Connector within Pardot Prospect Record*

## STATISTICS

66% of marketers reported that enhanced targeting and personalization were top benefits of marketing automation. *(State of Marketing Automation 2014)*

Personalized emails improve click-through rates by 14%, and conversion rates by 10%. *(Aberdeen Group)*

74% of marketers say targeted personalization increases customer engagement. *(eConsultancy)*

## THE SALESFORCE ADVANTAGE

Avoid the hassle of manual prospect profile updates and duplicate leads with marketing automation. Collect a wealth of buyer data using forms and landing pages, view detailed behavioral information for all of your buyers, and automatically display this data within Pardot and Salesforce.

# PARDOT IS SALESFORCE FOR B2B MARKETERS.

Pardot offers a software-as-a-service marketing automation application that allows marketing and sales departments to create, deploy, and manage online marketing campaigns that increase revenue and maximize efficiency. Pardot features a certified CRM integration with salesforce.com, empowering marketers with lead nurturing, lead scoring, and ROI reporting to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability.

Your customers are smarter, more capable, and better- informed than ever before. This new breed of consumer demands a better breed of marketing, and the Pardot platform has the capabilities to get you there.

Learn more at **pardot.com** >

**REQUEST A DEMO**

## UP NEXT...
## SALES INTELLIGENCE

*Sales Intelligence. n. Information that can help sales-people stay up to date with clients and prospects, driving business and improving sales productivity.*

See how prospect tracking and real-time activity alerts are arming sales with the tools they need to sell more, faster.

**GET FREE E-BOOK**

## UP NEXT...
## ROI REPORTING

*Return on Marketing Investment (ROMI). n. The amount of revenue attributable to marketing efforts.*

Learn how to solve marketing's toughest riddle: campaign ROI. Make sure each team is getting credit for their efforts.

**GET FREE E-BOOK**