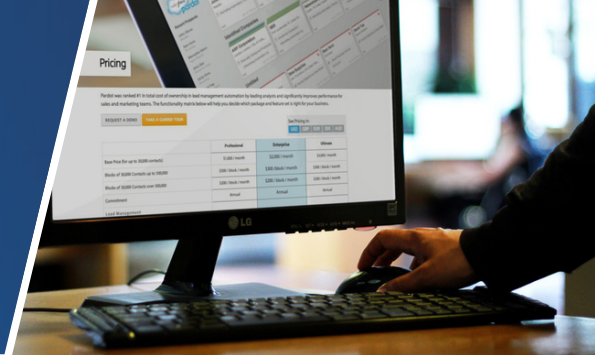


A QUICK GUIDE TO PARDOT PRICING



B2B Marketing Automation by Salesforce

Pardot, B2B marketing automation by Salesforce, is an on-demand software solution that can take your marketing department from cost center to revenue driver. Featuring CRM integration, email marketing, lead nurturing, and closed-loop reporting, Pardot helps marketing and sales teams align their efforts and optimize ROI for real results—fast.

Pardot's sophisticated yet simple marketing automation platform is the power behind successful B2B organizations of all sizes, and offers pricing packages to meet a variety of needs. The functionality matrix below will help you decide which package and feature set is right for your business.

“Pardot brings sales opportunities in, so you **spend less money on marketing** and more time in the market.”

Stewart Little, CEO IRT Surveys

STANDARD

Standard marketing automation

\$1,000

/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.

PRO

Advanced marketing automation

\$2,000

/month/up to 10,000 contacts*
(billed annually)

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 success analysis. Users enjoy advanced email tools, advanced dynamic content, Google AdWords integration, and more.

ULTIMATE

Customizable marketing automation

\$3,000

/month/up to 10,000 contacts*
(billed annually)

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

\$50 PER USER
PER MONTH

Sell more effectively than ever before when you add Salesforce® Engage to Pardot. For \$50 per user/month, Salesforce® Engage will empower your sales team with the data and tools they need to close the deal. With real-time, mobile, and Salesforce CRM-integrated marketing tools, Salesforce® Engage + Pardot is your secret weapon for crushing quota and aligning your sales and marketing efforts.

Salesforce® Engage features include: Engage Campaigns, Engage Alerts, Engage Reports, and Engage for Gmail. [LEARN MORE](#)

FEATURE COMPARISON

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

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