



Customer Success Story

A leading manufacturer accelerates **customer acquisition** rate by **leveraging Pardot**

About the Client

The client designs, manufactures, sells, and services specialized communications, audio, and software solutions for a variety of niche markets.

Solution

Implemented Pardot. Leveraged features like Landing Pages and Lead generation gateways for lead capture. Enabled dynamic email preferences to provide personalized prospect journey. Integrated Pardot with Salesforce for a single view of the prospect journey.

Benefits

- ✓ Simplified Pardot form fillers generated 27% more leads
- ✓ Personalized prospect journey through dynamics emails increased conversion by 12%
- ✓ Pardot-Salesforce integration improved Marketing and Sales alignment

Salesforce: Pardot

Technologies: Pardot integration, Prospect journey

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