

Implementation of **Pardot** for a **Drone** **Manufacturing** company



Our Customer is a Manufacturer and supplier of high specification, state of the art drones to companies around the world to provide cost effective and innovative business solutions across all sectors.

What they wanted



Lead Tracking -

They wanted to track the source of the lead where they came from, with reports so as to do detail analysis on Lead Sources.



Lead Revenue -

They wanted to track the total revenue generated from various sources like Google AdWords to be seen in Pardot.



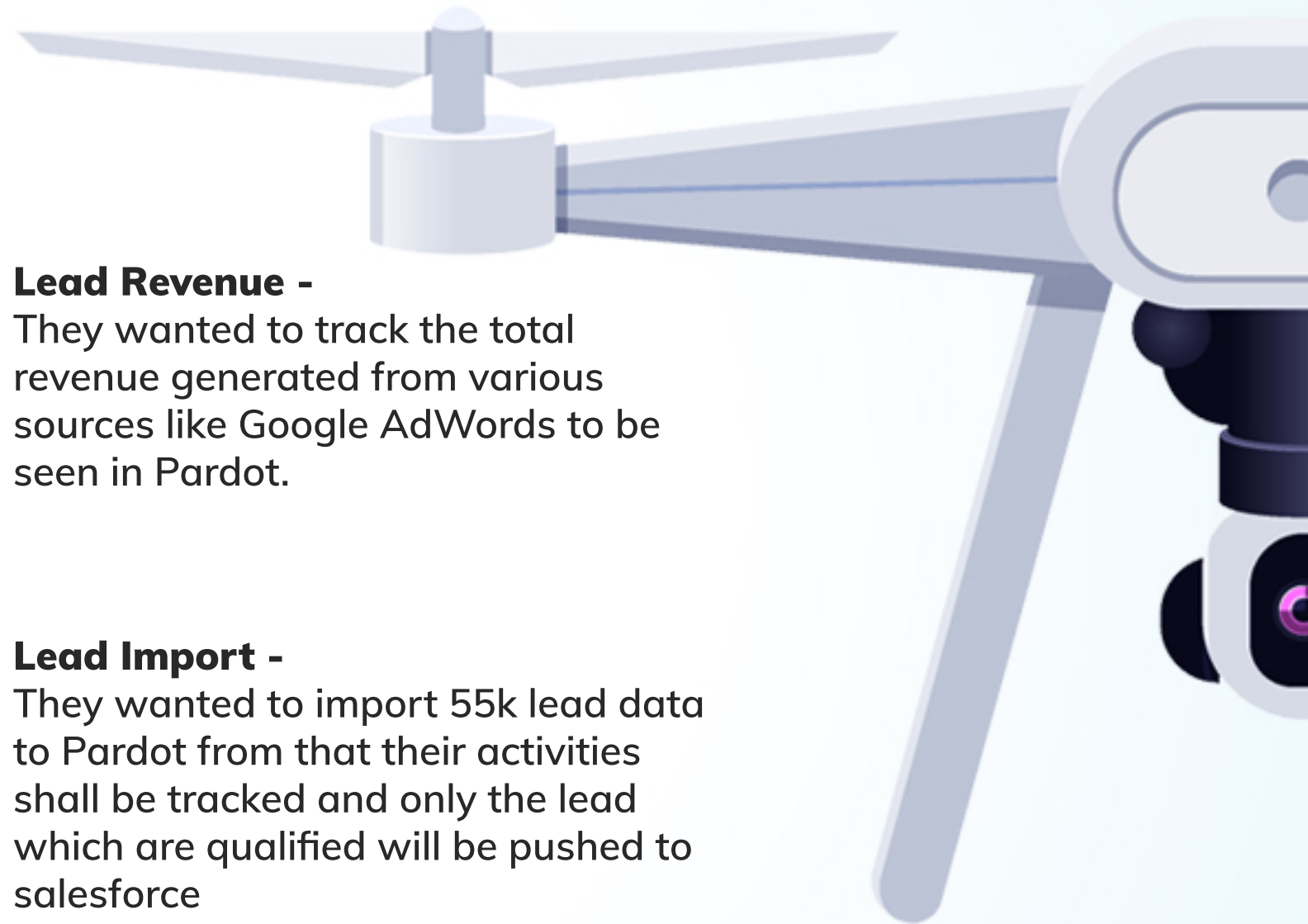
Lead Automation -

They wanted to automate the qualification of lead/prospects based on some criteria such as lead score goes above >100 , then it will be pushed to salesforce.



Lead Import -

They wanted to import 55k lead data to Pardot from that their activities shall be tracked and only the lead which are qualified will be pushed to salesforce



Lead Tracking -

We implemented this through the UTM Tags which is a Google Analytics toolkit. We did the Google Analytics connection with Pardot using Pardot connectors and modified the web-to-lead to lead link to capture Source, Campaign and other data.

Additional Fields

Tags

Website

Job Title

Department

CountryUnited Kingdom

Address One

Address Two

City

State

Territory

Zip

Phone

Fax

SourceFacebook Ad

Products of Interest

Sales Territory

Google Analytics

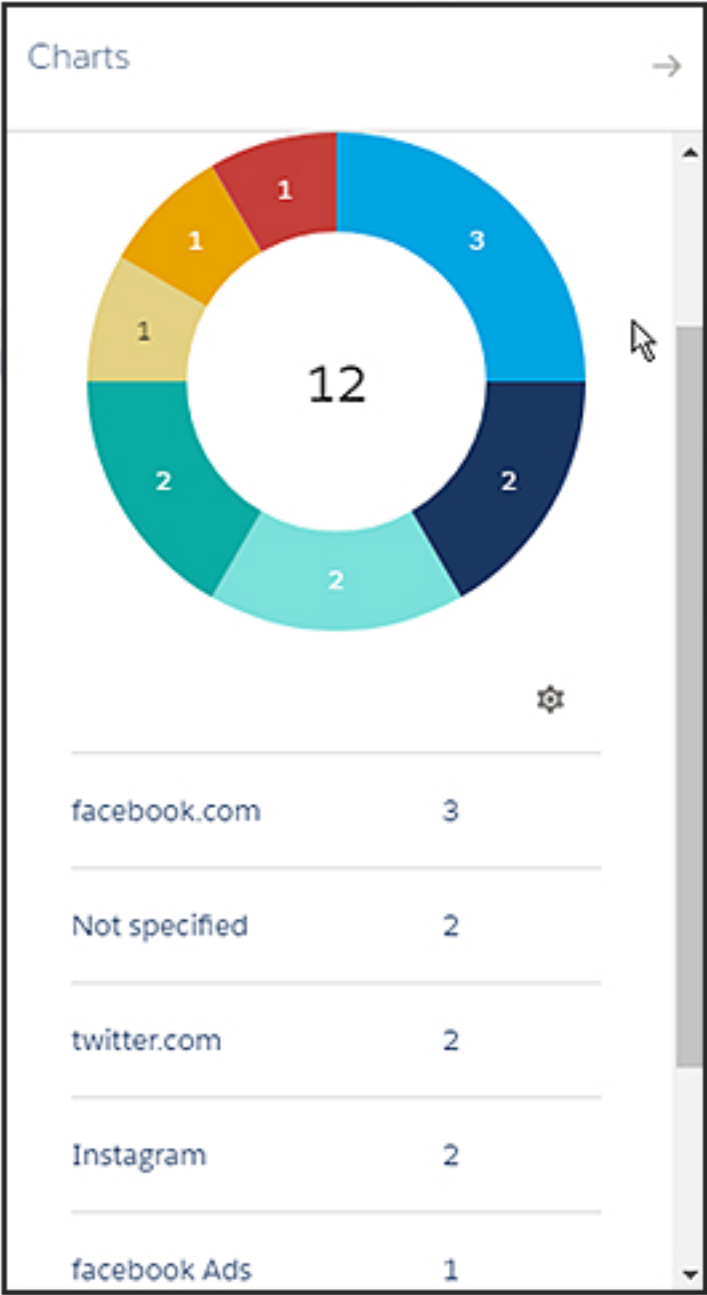
Campaign

Medium

SourceFacebook Ad

Content

Term



They also wanted reporting on the lead source below is the output report

Lead Revenue -

We implemented this through the Google AdWords Connector available in Pardot. For this we need Google AdWords Account and the Verification is to be done using Unique Verification Key which is to be added in Pardot.

Lead Automation -

For this we created some automation rules using Pardot's Automation Rule feature wherein we created various rule such as Monitoring the Leads score if it reaches the threshold the lead is marked as qualified, assigning the leads based on their Grades.

Lead Import -

For this they had given us a file with Lead data. We first cleansed the data to ensure no wrong data goes into the records and Imported to the Pardot. In Pardot the email Id is the unique field



- ✓ They deal with business customers who are buying very high value products from them. The selling cycle is long and it is important to capture and analyze every relevant activity of the customer during sales cycle. Pardot is the right fit for this purpose, if implemented right.
- ✓ Aress took every effort to understand this need to the deepest level and did the right implementation, which enabled them to track each and every leads movements and analyze them for leverage. This helped them to increase lead conversion by 20 -30%.
- ✓ Also, they had much more granular view of the revenue generation capability of each lead individually and prioritize them accordingly. The lead process was automated to a great extent, in alignment with specific business process.
- ✓ These last two improvements helped to optimize their selling overhead cost.

