

Pardot Implementation & Marketing Optimization



Business Problems

Create **first-ever campaign on Pardot** to promote **artifacts** and evaluate **campaigns** through the platform

Adhere to tight timelines given the imminent launch of the campaign

CitiusTech Solution(s) & Value Delivered

- ▶ **Designed an interface on Pardot** that captured users information and enabled them to download an artifact via auto-responder email
- ▶ **Focused on enhancing experience** for users interacting with marketing artifacts **by tailoring** the responder email directly to the **interest of the users**
- ▶ **Configured the autoresponder email** such that it goes from a personal email ID rather than a generic email address for a **more personalized experience**



Faster

speed-to-market which ultimately played a crucial role in making the campaign successful

Implementation

of first-ever Pardot campaign within a short period of time and without any errors