



Pardot vs. Marketo

“West Coast Consulting built a powerful Marketing Machine with custom integration between Salesforce and our Marketing Automation tool to support our unique sales and marketing process.”

Joerg Rathenberg,
VP Marketing
CloudPassage

Marketing Automation - A Marketing Essential

Just like CRM for the Sales department, Marketing Automation tools have long become standard for today's savvy marketer. With a number of players from entry level to enterprise, many cloud-based Marketing Automation tools are vying for your attention. As a result, our consultants are frequently asked about the differences between specific systems.

With this short overview we want to help our Salesforce clients make an informed decision when it comes to choosing between Marketo and Pardot. For more details, please contact our marketing experts by email or phone provided at the bottom of each page.

Your Decision Criteria

Before you look at any specific tool, sit down and prepare a realistic assessment of your criteria for Marketing Automation implementation. At a minimum, they should include the following points:

- Size of your contact database and growth expectation
- Expected marketing activity level, with desired types and frequency of campaigns
- Available staff, skill level, and Marketing Automation experience
- Annual budget
- Integration with Salesforce, your website, CMS, Social Marketing, other Cloud tools
- Timeline to launch your first campaign

After selecting your marketing platform, an additional consideration for a successful implementation is how much content you have available to fuel your first set of marketing campaigns.

Pardot – Powerful, Yet User-Friendly

Pardot was founded in 2007 and later acquired by ExactTarget. It came to be part of the Salesforce family with the acquisition of ExactTarget in 2013. Of all marketing systems, Pardot has the highest number of users running Salesforce. The product has a well-rounded set of features with a strong emphasis on usability and easy access. Its capabilities include lead lifecycle management, lead scoring and distribution, email management, drip campaigns, SEO support, Google AdWords integration, marketing calendar, and more.

Most of its functionality is accessible via intuitive wizard workflows, which reduce time-to-results and make it easier for users to learn. It also means that it can be harder to implement functionality that has not already been built into the product.

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“Pardot handles everything I needed to do, plus a lot of things I wanted to do, but couldn’t with our prior system.

I get to concentrate on marketing now, not on systems maintenance.”

John Matera
VP Marketing
Red Tail Solutions

One of the benefits of the Salesforce acquisition is that Pardot can now be fully optimized for Salesforce, and no longer has to provide common denominator features across other CRM platforms. One of the strengths of Pardot, frequently praised by users, is the outstanding quality of its service and support team.

Here is an overview of Pardot’s capabilities with regards to the criteria mentioned previously:

Contact Database Size

Pardot works with contact databases from 10,000 to 10M records.

Marketing Activity

- ✓ Lead scoring, routing, tracking, and alerting allows managing your funnel
- ✓ It’s easy to set up email automation campaigns
- ✓ Drip campaigns for lead nurturing are easy to set up
- ✓ Audience and list segmentation capabilities are outstanding
- ✓ Predefined scoring model that can be customized makes it easy to get started
- ✓ Very intuitive editor and workflow setup allows for quick ramp up
- ✓ Email rendering tool allows email preview on different browsers and mobile platforms
- ✓ Progressive profiling allows incremental collection of prospect data on web forms
- ✓ Pardot provides de-duplication capability when uploading records
- ✓ A/B testing is very easy and quick to deploy
- ✓ Image management for email and landing pages feels clumsy
- ✓ Some functions, like adding an A/B test to an email can not be undone
- ✓ List management and segmentation can sometimes be tricky
- ✓ Reporting functions are not customizable

Staffing

Pardot is easy to learn and provides a simple, intuitive UI with wizard functionality for most tasks. Originally designed for marketing teams of one, it’s big on automation and can be operated with a small team, without extensive training requirements.

Budget

Pardot comes in three packages. Standard starts at \$1,000 per month for a 10k contact database. The Pro package starts at \$2,000 per month and includes advanced features for analytics, A/B testing, marketing calendar, AdWords integration, live chat support and more. The Ultimate Package starts at \$3,000 per month and provides more customization, a dedicated IP address for your emails, as well as phone support. The database can be expanded in 10K increments, starting at \$1,200 for 10,000 additional prospects.

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Integration

- ✓ Pardot is integrated with a number of other cloud products
- ✓ Bi-directional integration with Salesforce provides a lot of useful functionality and can be expected to become even better
- ✓ A big advantage of Pardot: API calls do not count towards your Salesforce API limit
- ✓ Pardot Engage extends marketing capabilities to Sales, including email templates, email tracking, and alerts, while recording activities directly in Salesforce
- ✓ Pardot is supported by Salesforce Lightning
- ✓ It is integrated with webinar products like WebEx, GotoWebinar, ReadyTalk, On24
- ✓ Other native connectors: EventBrite, Google AdWords, Twilio, Bitly, Olark, GoodData, Uservoice, AddThis, Data.com, Wistia, WordPress, Facebook, Twitter, LinkedIn
- ✓ Social media integration with Twitter and Facebook needs improvement

Implementation Time

The time it takes to get up and running with Pardot ranges typically around 1-2 months from start to rollout of your first campaigns. Many of the functions are pre-configured.

When to use Pardot

If you are a company using Salesforce, and don't have extensive Marketing Automation expertise on your team, you should strongly consider Pardot. Its capability to be deployed quickly and operate effectively with a short ramp up period, makes it a favorite of many marketing departments. In spite of its ease-of-use, Pardot has the capability to grow with your needs and offers great Salesforce integration.

Marketo – A Marketing Automation Pioneer

Marketo has established itself as a standard for marketing automation. Founded in 2007 and today a public company [Nasdaq: MKTO], Marketo's feature set is comprehensive and will satisfy most corporate marketing automation requirements. It includes detailed lead tracking across multiple marketing channels, such as web properties, email, events, and other touch points. Leads can be scored and treated differently based on different criteria. Drip campaigns allow you to implement a high degree of automation to mature your leads throughout your marketing funnel. The system comes with SEO integration, marketing calendar scheduling, progressive profiling, A/B testing, and many other features that support metric driven marketing. These features need to be configured as part of the implementation.

PARDOT FUNCTIONALITY:

- Lead tracking, scoring, and grading
- Email campaign management
- A/B testing
- Progressive profiling
- Website tracking
- Dynamic content
- Drip campaigns
- Lead segmentation
- Landing page and form management
- Salesforce Engage
- Lightning integration



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“Marketo changes how QlikView's marketing and sales teams work together. The best-in-class technology provides the company with exceptional visibility and predictability which in turn translates into improved revenue performance.”

Henry Seddon
VP Global Field Marketing
QlikView

Comprehensive reporting and ROI tracking allow you to stay on top of your programs. The flexibility of Marketo to accomplish your marketing objectives is great. If you can think of a marketing process, campaign, or a multi-tier program you want to implement, there is typically not one, but several ways to accomplish your goal.

The downside of its flexibility and the rich feature set is complexity. Many customers struggle with ramping up their programs, especially if they lack skills or resources. You will need a dedicated team of people with Marketo expertise under their belt, or have to factor in extensive training time before you roll out your first campaigns.

Here is an overview of Marketo's capabilities with regards to the criteria mentioned previously:

Contact Database Size

Marketo works with contact databases from 10,000 to 10M records.

Implementations with databases of over 1M, and web sites with over 10K daily page visits require careful planning and optimization to operate effectively.

Marketing Activity

- ✓ Lead scoring, routing, tracking, and alerting allows managing your funnel and measuring ROI over time
- ✓ Email automation capabilities are highly customizable
- ✓ Audience and list segmentation capabilities are highly flexible
- ✓ Lead nurturing capabilities with engaged, customized emails are excellent
- ✓ CRM data manipulation and cleansing tasks can be performed fast and easily in Marketo
- ✓ Marketo provides de-duplication capability when uploading records
- ✓ Global organizations can customize individual UI's to be in different languages
- ✓ Email and landing page editors can be tricky and take time and experience to master
- ✓ The reporting and real-time analytics are basic, lacking flexibility and customization
- ✓ It can be challenging to organize, move, and rename objects and activities
- ✓ Marketo is missing some simple components like a SPAM checker for emails

Staffing

The user interface is not always intuitive and requires training and experience.

Your team will require technical, as well as creative, and digital marketing skills.

Ideally you should have a resource with data management and coding experience.

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Budget

Marketo comes in four main packages. Marketo Spark starts at \$900 per month for a 10k contact database and increases to \$2,500 for 100K. The more popular Standard package, which includes phone support, starts at \$2,000 for 10k, \$4,000 for 100k and \$7,000 for 250K. The upper level Select package starts at \$3,000 for 10K and goes to \$12,000 for 1M. An Enterprise package is custom tailored to the needs of B2B corporations upon request.

Integration

- ✓ Marketo has a tight bi-directional integration with Salesforce, allowing you to create logic and workflows that leverage the strengths of both systems
- ✓ A number of webcast providers, like GotoWebinar, WebEx, Adobe Connect, On24, Brighttalk and ReadyTalk integrate directly with Marketo
- ✓ Sales Insight provides valuable information on lead behavior and scoring to Sales
- ✓ With LaunchPoint, Marketo has created an application and services marketplace
- ✓ Marketo is integrated with many other cloud applications, including Box, HootSuite, RingLead, Totango, Vidyad, Wistia, and WordPress
- ✓ Once fields are replicated with Salesforce, you can never delete them from Marketo, even if they no longer exist in Salesforce
- ✓ Marketo integration counts towards your Salesforce API call limit
- ✓ It remains to be seen if Marketo will continue to further build out the integration with Salesforce, following the ExactTarget/Pardot acquisition

Implementation Time

The timeframe for a full Marketo implementation can be around 4 to 6 months, including training, until you deploy your first campaigns and deliver leads to your sales teams. To implement marketing programs in Marketo requires time and experience. A real plus is the extensive community of Marketo users, which provides many answers to commonly asked questions.

When to use Marketo

If you are a global organization with an experienced marketing team and have the resources to implement and operate a complex marketing automation system, Marketo is a great choice. It is a powerful system that enables you to design a customized demand creation model with a consistent customer experience across all marketing channels.

MARKETO FUNCTIONALITY:

- Email Marketing
- Online Marketing
- Social Marketing
- Segmentation
- Defined lead-flow processes
- Lead scoring, tracking and routing
- Automated programs
- A/B testing
- Progressive profiling
- ROI tracking
- Launch Point Apps Marketplace
- Sales Insight