



Salesforce Pardot Health Check

Identify the areas of improvement!

Our Salesforce Pardot Health Check offering is a **comprehensive audit** designed to assess the current state of your Pardot email operations. This service includes a thorough examination of your existing setup, processes, and configurations within the Pardot platform. The goal is to **identify areas of improvement and provide recommendations** for scalable solutions to enhance the overall effectiveness of your marketing efforts.



1) Uncover Technical Issues

Target technical challenges affecting email operations, ensuring optimal Pardot performance.



2) Get More Value Out of Your Pardot Investment

Assess your Pardot use, identifying opportunities for enhanced value by optimizing workflows and aligning features with business goals.



3) Clean-up for Better Marketing

Identify and fix inefficiencies, redundant processes, or outdated configurations impacting marketing campaign efficiency.

What's Included in the Audit?

- ✔ Review of Pardot Account Security
- ✔ Data Streams, Gaps & Cleanliness
- ✔ Email Deliverability & IP Reputation
- ✔ Integrations
- ✔ Assessment of Automations & Journeys
- ✔ Feature Underutilization



DURATION

1 to 3 weeks

Expected Outcome of the Audit



Specific Insights

Into the effective use and potential areas for improvements for Pardot



Feedback

On current account setup, existing campaigns, Journeys, Automations & potential risks



Best Practice Recommendations

On key areas, including System Security, Data Cleanliness, Email Deliverability, IP Reputation, Data Management, Integrations & Feature Underutilization



Still have Questions? We Offer a **No-Commitment Consultation** with our Experts!

Online



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