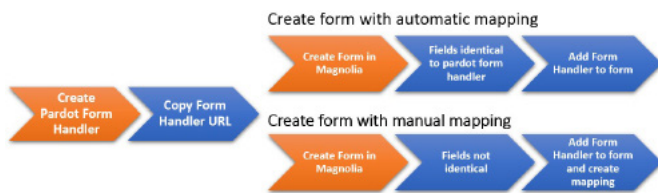




# Salesforce Pardot Integration

With this module we integrate Salesforce Pardot. We use Pardot Form Handler for this purpose, so you can easily use the Magnolia Form module and supplement your existing forms with an integration with Salesforce Pardot. In addition, the module also uses session mapping to ensure that the leads are correctly tracked as they progress.

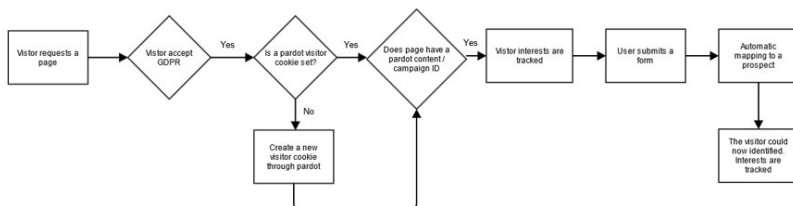
## Form submission



## Differentiation between the two mapping methods

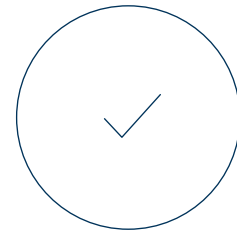
With our module you are able to send data through the magnolia form module. You can either change the form in magnolia to the needs or change the form handler in pardot. It's in your hands.

## User Tracking Workflow



After a form form was submitted and GDPR consens was given you are able to track the users interests in salesforce pardot. And use this data to personalize campaigns.

## Benefits



### Strategic Consulting in:

- Magnolia
- Design
- Apps (iOS & Android or Progressive Web App)
- Cloud Hosting
- Headless Systems with DXP based on Basis Magnolia & Angular
- Magnolia Sales Automation based on SAP or Salesforce

### Additional benefits



Open Source



Continuous Updates



Support



Customization





### Benefits of this module

- The module is GDPR conform.
- The Secured Salesforce Pardot integration ensures that no lead is left behind.
- It is flexible to integrate on your workflows.
- It allows user tracking in pardot.
- No data will be processed in magnolia.

### About Arvato Systems

Global IT specialist Arvato Systems supports major companies through digital transformation. About 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements.

Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

You have questions, need information or a contact?  
Get in touch with us.

Arvato Systems Schweiz | Roland Pommer | CEO  
Phone: +41 44 307 1401 | Email: roland.pommer@arvato-systems.ch  
arvato-systems.ch

