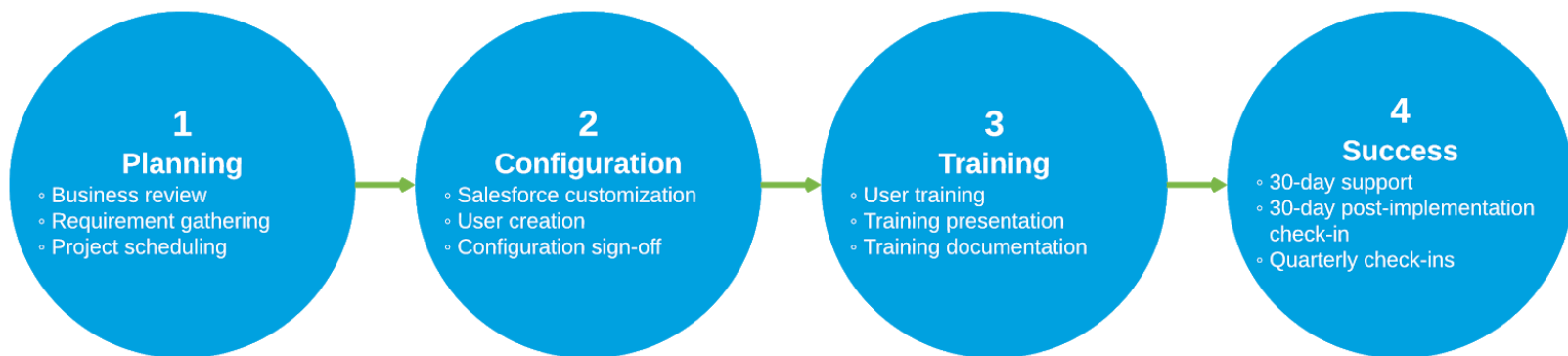




Quick Start Comparison



Planning

Our Pardot quick start packages begin with understanding your email marketing strategies and your marketing automation needs. Defining project milestones and key dates in preparation for your system go-live.

Configuration

We translate your business requirements into Pardot solutions that will help your marketing team deliver a personalized customer experience. Partner with Budson to build a 360 degree view of your customer's marketing interactions.

Training

All of our packages include training, which consists of a virtual and recorded training session, as well as a technical solution document.

Success

Adoption is essential when launching a new system, our Adoption Program ensures that you get the post-implementation support you need to be successful. All of our packages include 30-day post-implementation support, 30-day post-implementation check-in, and quarterly check-ins.

Feature	Standard \$3,950	Professional \$6,950	Ultimate \$9,950
Connector Install and Setup	✓	✓	✓
Custom Subdomain	✓	✓	✓
CRM Field Mapping	x	Up to 10	Up to 20
Forms	1	Up to 2	Up to 3
Custom Fields	x	Up to 5	Up to 10
Landing Pages	✓	✓	✓
Campaigns	Up to 2	Up to 3	Up to 5
Contact Import	Up to 5,000	Up to 10,000	Up to 20,000
Lead Import	Up to 5,000	Up to 10,000	Up to 20,000
Dynamic Lists	Up to 2	Up to 5	Up to 8
Email Templates	Up to 3	Up to 5	Up to 8
Training (Train the Trainer)	✓	✓	✓
Automation Rules	x	Up to 2	Up to 5
Drip Campaigns	1	Up to 2	Up to 5
Custom Object Integration	x	x	\$
Email Authentication	✓	✓	✓
Advanced Dynamic Content	x	✓	✓
API Integration	x	\$	\$