# Hubspot to Pardot Migration Journey!

Challenges

- A leading IT services company ran all of their sales activities through Hubspot, but they face some difficulties while running the campaigns. Leads are not properly synched with Salesforce instance. Lead engagement is not captured with each and every activity.

- They also wanted to leverage automation to track the performance of their email campaigns and improve staff productivity.

- Delivering specific and targeted messaging to their diverse group of leads with varying interests was a huge challenge.

Solutions

- Implemented progressive profiling to increase the user conversion rate based on they information.

- Implemented Dynamic Content to reduce the auto responder email templates.

- Successfully integrated Optinmonster with Pardot to capture the responses in company website.

- Implemented 18 landing page templates, 250+ Forms, 15 Email Templates in Pardot with global resource files for better UI and UX.

- Successfully Integrated Collect Chat and Webinar Jam through Zapier.

Pardot

Azure AD

zapier
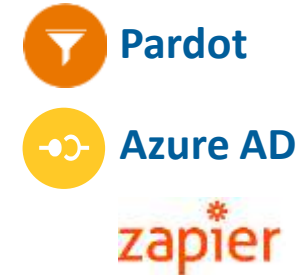
100%
All Auto responder Emails operated with Dynamic Content.

SSO
All the Users connected with Azure AD with Salesforce SSO.