

# Pardot + Microservices = Integrate Anything

Intermediate | Admin



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# Speaker Agenda

What's going on here?

| Time        | Agenda                                     |
|-------------|--|
| 12:35 PM ET | Microservices Fundamentals                 |
| 12:45 PM ET | Live Demo! Let's build something together. |
| 1:00 PM ET  | Questions!                                 |



# What are microservices?!

“How can I connect \_\_\_\_\_ with \_\_\_\_\_”

 tray.io  zapier  workato  FTTT



# How it works

## Key steps to understanding how integrations can work

- **Trigger** - The trigger is what kicks off a workflow or a movement of data between applications
- **Source Data** - Key information that can be used in the flow
- **Logic** - Steps to help determine what to do with the information
- **Formatting** - Transforming your data to fit into different tools
- **Action** - End goal, IE: Creating a record in salesforce / Pardot etc..



# Understanding JSON Data

KEY

:

VALUE

“Form-Data”:

“FirstName” : “Stephen” ,

“LastName” : “Stouffer” ,

“Company” : “SaaScend”

}

```
{
  "method": "post",
  "path": "/",
  "body": {
    "First Name": "Stephen",
    "Last Name": "Stouffer",
    "Email": "Stephen@saascend.com",
    "Company": "SaaScend"
  },
}
```

# Let's build a use case!

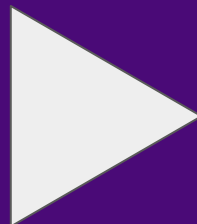
## Pardot Real-Time Alerts!

**Use Case Details:** Let's say we want to notify sales when a form is filled out on the website -- I also want to share the data with our partner by putting them into a spreadsheet without having to share login details to Pardot.

## Data Enrichment from external source / form!

**Use Case Details:** Asking for as little amount of needed information is key to having HIGH conversions -- but what if you need more information you're willing to put on the form?!





**LIVE DEMO**

# Thanks for listening! Questions?!



/stephenstouffer



marketing\_nurd

You can find me on the social media links above  
or hit me up at [stephen@saascend.com](mailto:stephen@saascend.com)





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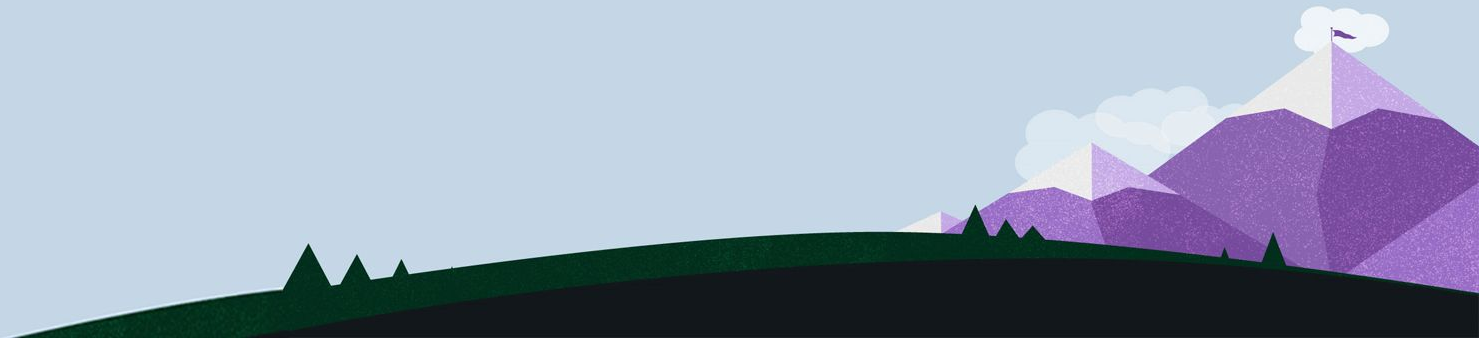
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Of applicants are admitted to Harvard. But, only 2.6% of Walmart applicants are accepted.



“

If you can't **love yourself** how in the hell are you gonna  
**love somebody else?**

- RuPaul Charles

”



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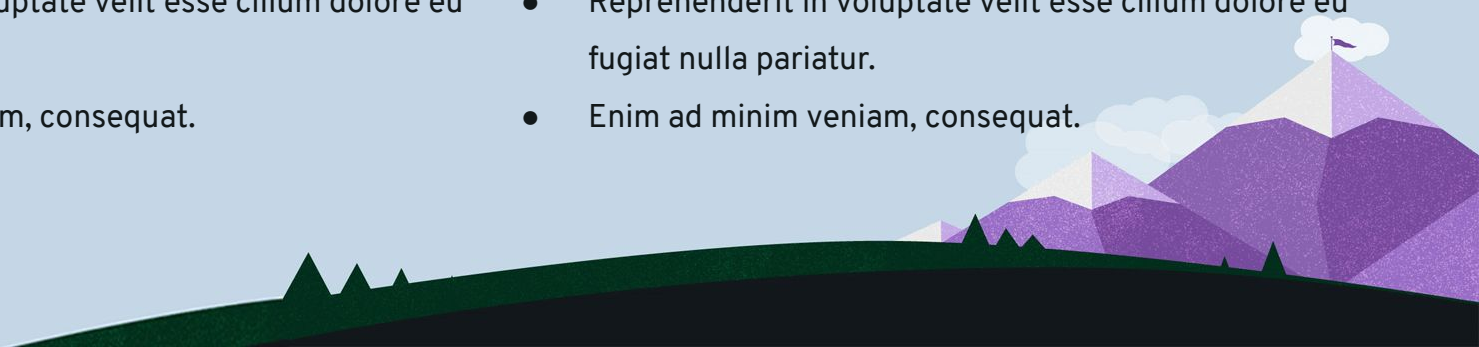
75 x 35

75 x 35

# Planning for your Pardot Business Unit Implementation

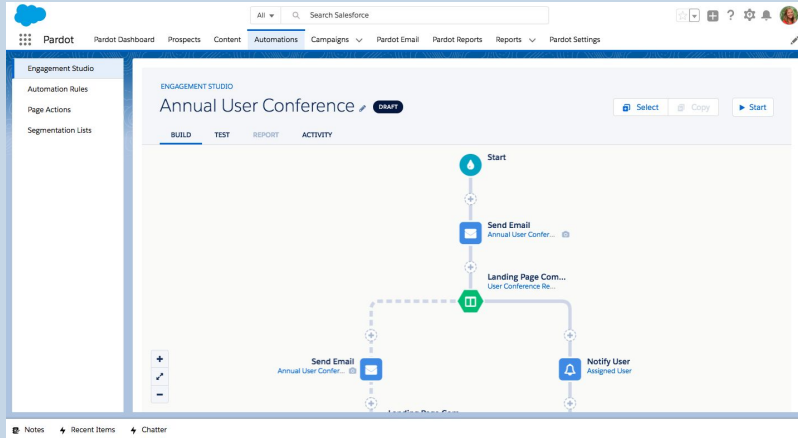
## What to expect in this session:

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  - It enim ad minim veniam, consequat.
  - Duis aute irure dolor in
  - Reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
  - Enim ad minim veniam, consequat.
- Lorem ipsum dolor sit amet
  - It enim ad minim veniam, consequat.
  - Duis aute irure dolor in
  - Reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
  - Enim ad minim veniam, consequat.



# Implementing all of this stuff

You're gonna need more coffee



Like, a lot more...

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- It enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.