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Pardot: Glossary of Terms [1]

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Types of Emails

List Email: Created for one-time sends. Once a list email has been sent, it can be copied and edited, however it cannot be reused like a template.

Email Template: Reusable email designs that you can base new emails on. After you design and build a template, you can personalize an email for each recipient. You can also modify a template.

Email Content

Dynamic Content: allows you to display custom content on layout templates, and emails based on prospect criteria.

Files: upload images and other files to use in your Pardot emails, forms, and landing pages.

Custom Redirect: a link generated in Pardot that is trackable. The main advantage is Completion Actions can be added (so that Pardot takes an automated action when a prospect clicks the link).

Pardot Features

Segmentation List: group prospects together based on criteria you select. Segmentation lists allow you to send emails only to certain groups of prospects or even keep certain prospects from receiving an email.

Dynamic List: “smart” lists that automatically add or remove prospects based on the criteria you set up. They're easy to set up and they maintain themselves, which makes them a great choice for building lists around information that changes frequently.

Engagement Studio: Marketing automation tool that is a more complete version of an email drip program. Engagement Studio allows you to send follow up emails, create a logic-based nurturing campaign, and test out scenarios to see how a prospect could navigate through the path.

Automation Rules: make changes to prospects in your database automatically once they fit the criteria you set. Much like dynamic lists, automation rules are constantly running in the background of Pardot to look for a prospect that meets your criteria. -

Completion Action: Automated tasks triggered by certain elements in Pardot, such as send an automated response, add to Salesforce or Pardot Campaign, add to segmentation list.

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