Import Data From Pardot

OPENPRISE

Cook Book Series



Recipe Overview

This is a recipe to import data from Pardot

- Obtain your API User Key
- Create a Pardot Data Source
- Import Pardot Data

You will need the following:

• Pardot account and credentials



Obtain API User Key in Pardot

Login to Pardot with your credentials.



Click on your username and choose "Settings" to access the "My User Information" page. My User Information

Email	@openprisetech.com					
Role	Administrator					
First Name	Reput					
Last Name	5 m					
Job Title						
Phone						
URL						
Time Zone	(GMT-05:00) America - New York					
API User Key	b7fe6 a78f					
CRM Username	No crm username set					
Activated	User has activated their account.					
Tags						
Created At	Nov 5, 2015 9:21 AM					
Updated At	Nov 5, 2015 12:25 PM					
Created By	Pardot Support					
Updated By	Pardot Support					

Select and copy the "API User Key' field.

Create a Pardot Data Source

PENPRISE Data - Rules - Anal	rtics Administration - 🔍	📕 Admin ⑦ →	In the "Data" dropdown list, click on			
ata Source Data Targets		"Data Sources" to go to the Data				
Data Catalog Downloads		Source screen				
Search data sources		ADD DATA SOURCE				
CUSTOMER MASTER LIST	GOOGLE PLACES API	LEAD ROUTING RULES				
42 records 56 кв 5 records 30 кв		288 records 117 кв				
Last import: Jul 8, 2015 9:15 PM Last import: Aug 22, 2015 10:55 A	API	Last import: Dec 7, 2015 9:26 PM	Click on "Add Data Source" to create new data source .			
No auto update No auto update		No auto update				
			3			
	rtics Administration - 🔍	🦰 Admin ? 🔁	Authentication Information for Colorfores			
ata Source			Authentication Information for Salesforce			
			Pardot			
			Authentication information is valid			
ata source name *	Automatically check new and update	ed data	Email			
Pardot Prospects Import	Every V 15	minutes	rey.ong@openprisetech.com			
ata source description			Password			
Luis data source contains the prospects in CBIMM		CANCEL NEXT				
lata source administrators *						
Admin Demo 🗶			User Key			
ource technology and data format *			••••••			
Salesforce Pardot						
irectory or entity *			Save Test Authentication Close			
Select directory/entity Prospect						
Prospect Account						
			Enter your Pardot credentials and f			
			"User Key", enter the API User Key			
pyright Openpri <mark>se 2014-2016</mark>	Privacy Policy Terms of Use	Powered By OPENPRISE,	obtained earlier. Test the authentic			
Diele "Celeoforce Derdet"	d Diale subjects	antitu. Droomaat ar	is fine and save			
Pick Salestorce Pardot and	PICK WHICH	entity, Prospect or	IS IIITE ATTU SAVE.			
click on "Authenticate" to en	ter Prospect A	ccount, to import from				

Pardot for this data source.

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Pardot connection details.

Verify Sample Data

Verify that sample data from your Pardot environment is showing without issues.

0	PENF	PRISE	Data -	Rules -	Analytics	Administration -			ŀ	Admin 🕐 🗄	>
D	Data Source										
File or entity * Data starting row number * Column header is in row number All 2 1											
	А	В	С	D	E	F	G	Н	I	J	
1	id	campaign_id	salutation	first_name	last_name	email	password	company	website	job_title	de
2	655	51		10/10	UM .	raningeorynem.		Openprise	http://openprisetech.com		
3	1516853	49		-	-	and receiptions.		Openprise			
4	2252251	49	Mr.	-	-			Openprise	http://openprisetech.com	Senior Digital Marketing Manager	м
5	2262493	51			814	errationales.		Openprise			
6	2362727	51		Own	Alexand			-			
Сор	yright Openprise 20)14-2016	1	I	Pr	ivacy Policy Terms of Use	I	I	Power	ed By OPENPF	RISE

Choose Attributes to Import

OPENP	RISE Data - Rule	es - Analytics	Administration -		Admin 🕐 🗦				
Data Sour									
Timezone * (GMT+00:00) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London									
Import 🗆	Name	т	їуре	Un	it of measure				
	address_one	Sample Values	Text, single-value (comma is part of text)	▼ P	lease enter unit				
	address_two	Sample Values	Text, single-value (comma is part of text)	▼ P	lease enter unit				
	annual_revenue	Sample Values	Text, single-value (comma is part of text)	▼ P	Please enter unit				
	campaignname	Sample Values	Text, single-value (comma is part of text)	▼ P	Please enter unit				
	campaign_id	Sample Values	Whole number	▼ P	Please enter unit				
	city	Sample Values	Text, single-value (comma is part of text)	▼ P	Please enter unit				
	comments	Sample Values	Text, single-value (comma is part of text)	▼	lease enter unit				
	company	Sample Values	Text, single-value (comma is part of text)	✓ P	lease enter unit				
Copyright Openprise 2014	country -2016	Sample Values	Text, single-value (comma is part of text) Privacy Policy Terms of Use	✓ P	Please enter unit Powered By OPENPRISE				
	Choose the attribu	ites to import.	It is best to import only						

the attributes that you need for processing. When done, click on "Finish" at the bottom of the page.

Import Pardot Data



Recipe Review

Recommendations

Import only the attributes that you need from Pardot to minimize data volume

Want to do more? Try the following on your own:

- Import the Pardot Prospect Accounts from your Pardot environment
- Clean and normalize the Pardot data. For example: normalize state and country names, clean up company names
- Create a Pardot Prospect or Prospect Account data target to push data back into your Pardot environment

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