Import Data From Pardot

Recipe Overview

This is a recipe to import data from Pardot

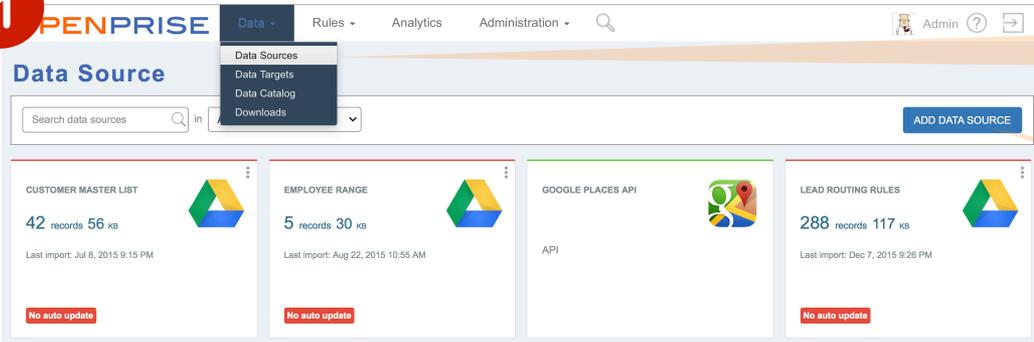- Obtain your API User Key

- Create a Pardot Data Source

- Import Pardot Data

You will need the following:

- Pardot account and credentials

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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.

Select and copy the "API User Key" field.
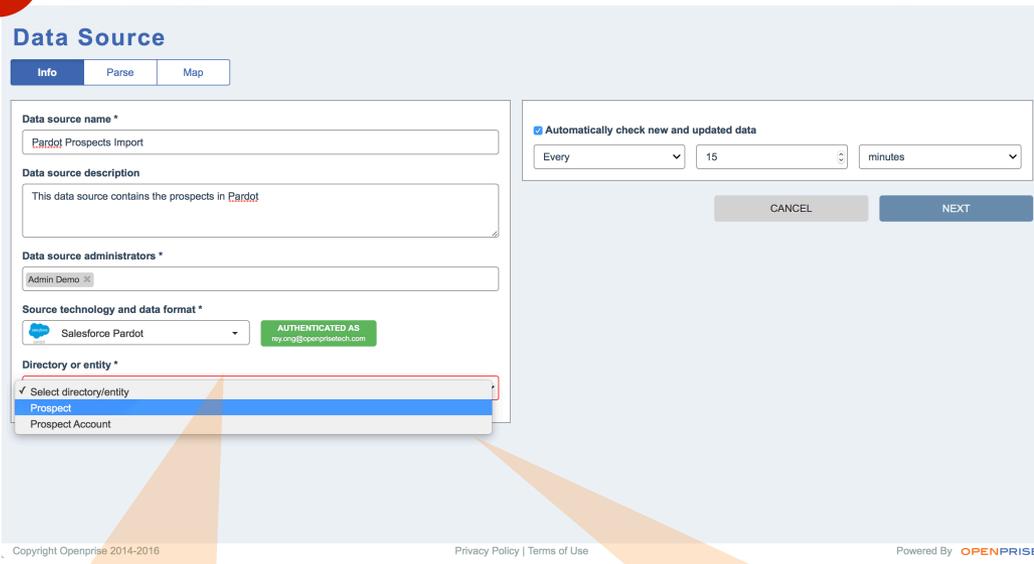
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Create a Pardot Data Source

1

In the "Data" dropdown list, click on "Data Sources" to go to the Data Source screen.

Click on "Add Data Source" to create a new data source .

2

3

Pick "Salesforce Pardot" and click on "Authenticate" to enter Pardot connection details.

Pick which entity, Prospect or Prospect Account, to import from Pardot for this data source.

Enter your Pardot credentials and for "User Key", enter the API User Key obtained earlier. Test the authentication is fine and save.

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Verify Sample Data

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

Choose Attributes to Import

OPENPRISE   Data ▾   Rules ▾   Analytics   Administration ▾   🔍   Admin ② →

Data Source

| Info | Parse | **Map** |

Timezone *

(GMT+00:00) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London ⌄

| Import ☐	Name		Type	Unit of measure
☑	address_one	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	address_two	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	annual_revenue	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	campaign__name	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	campaign_id	Sample Values	Whole number ⌄	Please enter unit
☑	city	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	comments	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	company	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit
☑	country	Sample Values	Text, single-value (comma is part of text) ⌄	Please enter unit

Choose the attributes 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.

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Import Pardot Data

PARDOT PROSPECTS IMPORT

salesforce
pardot

0 records **0** bytes

Last import:
Next import: Jan 28, 2016 7:15 PM

Auto update
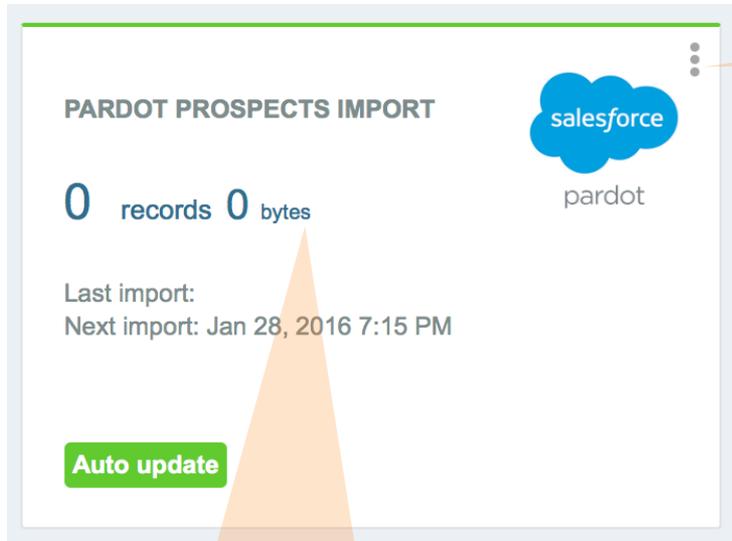
Use the mini menu here to "Import now" if you do not want to wait for the scheduled import.

Search
Import now
Download

After creating the data source, this Pardot data source can be seen in the Data Source list. This card shows the number of records brought in, its size, last import time and next import time.
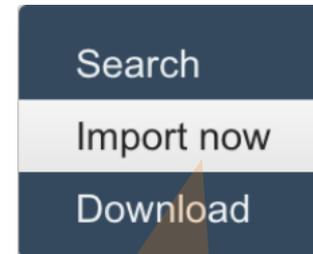
Import now is available in the mini menu.

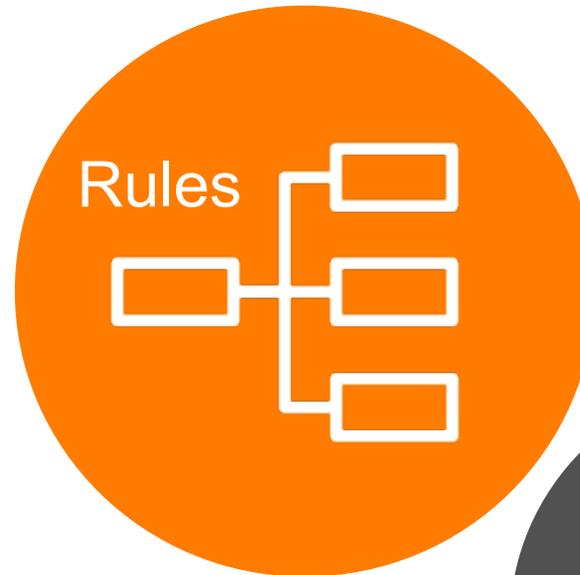OPENPRISE

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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