Form

Select Tracker Domain	Select identical root domain as the embedded landing page for better tracking quality
Create and Map Fields	Prepare for any custom data you'd like to collect and sync to Salesforce
Form Label	Form - Fields - Basic
Select Field / Custom Field	Form - Fields - Basic
Field Type	Form - Fields - Basic
Field Data Format	Form - Fields - Basic
Make Field Compulsory	Form - Fields - Basic - Toggle Checkbox Required
Error Message	Form - Fields - Advanced
Custom CSS Class	Form - Fields - Advanced
Instruction description below a form field	Form - Fields - Advanced - Description
Always display even if previously completed	By defualt, Pardot hide fields that have been previously completed. Toggle this option on to override this setting
Do not prefill	By defualt, Pardot prefill fields that have been previously completed. Toggle this option on to override this setting
Maintain the initial value upon subsequent form submissions	Toggle this option on to stop Pardot override the first value a prospect submits
Form - Fields - Values	Custom drop-down / checkbox / radio values
Form - Fields - Values - A	Custom label appear to prospects without changing internal process value
Form - Fields - Values - +	Add prospects select this option to a list

Form (cont)

Form - Fields - Progressive	Show field if the prospect already has data in other fields
Form - Fields - Dependent	Show other field based on value of this field
Form - Fields - Dependent - Above Form	%%form-before-form-content%%
Form - Fields - Dependent - Below Form	%%form-after-form-content%%
Form - Fields - Dependent - Styles	Set form Style
Form - Fields - Dependent - Advanced - Kiosk/Data Entry Mode	Toggle this option on to let Pardot do not cookie the prospect
Form - Fields - Dependent - Advanced - Not You?	Toggle this option on to let prospect reset the form
Form - Fields - Dependent - Advanced - reCAPTCHA	Toggle this option on to enable reCAPTCHA
Thank you code	Thank you code executes when the form is submitted
Always display form after submission	Toggle this option on to prevent re-submission within 10 minutes time
View HTML Code	Embed this form as a <iframe> to your website

Landing Page

Title	reflect in %%title%% in its associated landing page template. It is the website tab title.
Description	reflect in %%description%% in its associated landing page template. It is the meta description.
Select Form	reflect in %%content%% in its associated landing page template

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Landing Page (cont)

Content Layout - Stock Templates	This is the No-code option with drag & drop components, but Stock Templates are not mobile responsive
Content Layout - My Layout Templates	This is the Low-code / Full code option
Landing Page Content	Add this piece of code: pardot-region="" pardot-region-type="" to its associated place in landing page template
HML Peresonalisation	Utilise the merge fields, for example {{FirstName}}.
Advanced HML Tricks	Check more advanced use of HML merge field on: https://www.salesforceben.com/the-drip/4-hml-tricks-for-advanced-pardot-personalization/
Fetch Images	Use Salesforce CMS / absolute URL links to public images

Landing Page Template

Import Template	Import from URL / 5 Pardot Default Templates
Pardot Region Type - Link Region	pardot-region="Link1" pardot-region-type="link"
Pardot Region Type - Image Region	pardot-region="Image1" pardot-region-type="image"
Pardot Region Type - HTML Region	pardot-region="HTML1" pardot-region-type="html"
Pardot Region Type - Simple Region	pardot-region="SimpleEditor1" pardot-region-type="simple"
Pardot Region Type - Basic Region	pardot-region="Basic1" pardot-region-type="basic"
Pardot Region Type - Pardot Region	pardot-region="ComprehensiveEditor1" pardot-region-type="pardot"

Email Template

To create Email Template	Marketing - Emails - Templates
To Send list email	Marketing - Emails - Draft
Choose email type	HTML and Text (This email will be an HTML email with a text alternative) OR Text (This is a text only email)
Choose Available for	Select the option based on, where the email template will be used for. a) One to one emails b) List emails c) Autoresponder emails d) Engagement Program Emails
HML Personalization	Select Merge fields from the content editor. E.g For First name {{Recipient.FirstName}}
To Send test email	Use test list or enter individual email (Emails sent to manually entered addresses will not populate merge fields or re-write links to be tracked.)
Rendering Tests	To see how your email will look in various email clients.

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