



Salesforce Consultant Melbourne



Account Engagement

Account-based marketing campaigns, lead nurturing, and customer segmentation are some of the tools and features offered like [Marketing automation Salesforce](#) by Pardot to track and measure account engagement.

[Salesforce consultant Melbourne](#): Intelligence

The intelligence features of Pardot or [Pardot Consulting](#) enable your business to make more informed decisions on marketing strategies. You can leverage predictive analytics in [Tectonic Salesforce](#), which uses machine learning algorithms to identify trends and patterns in customer data, and behavioral analytics, which tracks and measures customer actions and behaviors.