



Gravity Forms – Pardot Integration Guide

Installation

WordPress Dashboard

- Go to 'Admin' -> 'Plugins' -> 'Add New'.
- Click on 'Upload Plugin'.
- Upload plugin zip.
- Activate plugin.

FTP, SFTP, SCP etc...

- Unzip plugin zip.
- Upload the unzip plugin folder to your '/wp-content/plugins/' directory, using your favorite method (ftp, sftp, scp, etc...).
- Activate plugin.


Configuration

The screenshot shows the Gravity Forms 'Pardot Configuration' interface. On the left is a dark sidebar with navigation links: Dashboard, Posts, Media, Forms (highlighted), Pages, Comments, Appearance, and Plugins. The main content area has a top navigation bar with 'Integration', 'New', and 'Forms' tabs. Below this, the 'Pardot Configuration' section contains three text input fields labeled 'User Key (required)', 'Email (required)', and 'Password (required)'. A blue 'Save' button is positioned at the bottom left of the configuration area.

- Go to 'Admin' -> 'GF – Pardot' -> 'Configuration'.
- API Version: By default version 4. If integration issue, select version 3.
- User Key: Add your user key for your Pardot account.
- Log in to Pardot account.

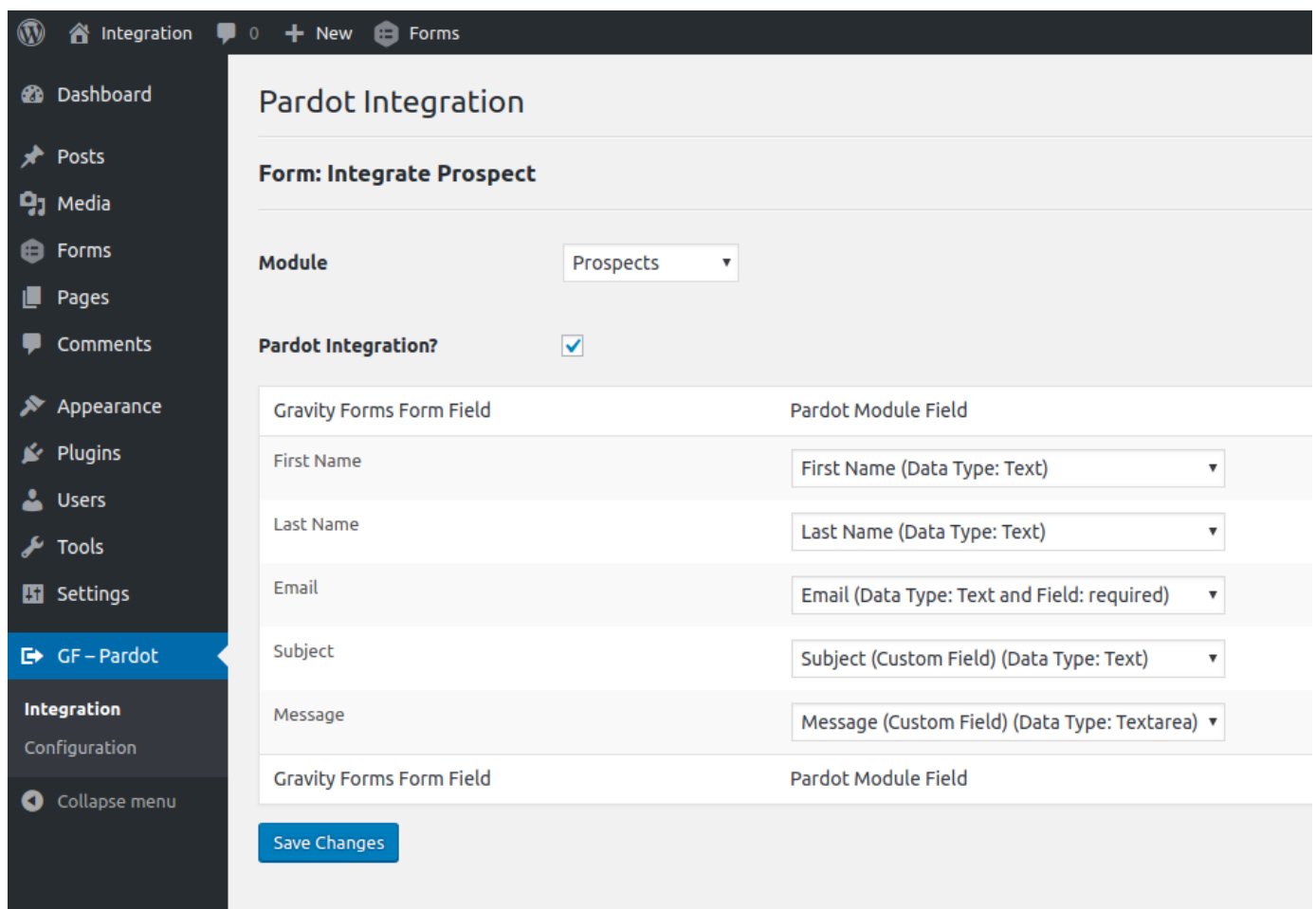
- Click on 'Settings' icon and select 'Settings'.
- Click on the 'My Profile' tab.
- You can see 'API User Key'.
- Email: Add your email address of your Pardot account.
- Password: Add your password of your Pardot account.
- Click on 'Save' button.

Integration



The screenshot shows the Gravity Forms integration dashboard. On the left is a sidebar with navigation links: Dashboard, Posts, Media, Forms, Pages, Comments, and Appearance. The main content area is titled 'Pardot Integration' and contains a table listing existing forms.

Title	Status	Action
Quick Contact Form	✗	✎
Contact Form	✗	✎
Integrate Prospect	✓	✎



The screenshot shows the configuration page for the 'Integrate Prospect' form. The sidebar on the left includes additional links: Plugins, Users, Tools, Settings, GF – Pardot (highlighted), Integration, Configuration, and Collapse menu. The main content area is titled 'Pardot Integration' and 'Form: Integrate Prospect'.

Module Prospects ▾

Pardot Integration? ☒

Gravity Forms Form Field	Pardot Module Field
First Name	First Name (Data Type: Text) ▾
Last Name	Last Name (Data Type: Text) ▾
Email	Email (Data Type: Text and Field: required) ▾
Subject	Subject (Custom Field) (Data Type: Text) ▾
Message	Message (Custom Field) (Data Type: Textarea) ▾

Save Changes

- Go to 'Admin' -> 'GF – Pardot' -> 'Integration'.
- You can see list of Gravity Forms forms.

- Click on edit form icon which you want to integrate form.
- Check 'Pardot Integration?' checkbox if you want to integrate Pardot.
- Map fields which you want to map.
- Click on 'Save' button to map fields.
- Note: Map fields which is creatable in Pardot module.