ALLIED BizTech SOLUTIONS

FIELD GUIDE · 2026

Rebuild Pardot yourself.
The plan we follow.

For B2B marketing teams on Salesforce with 25K prospects and up, who want to own their nurture programs, scoring, forms and sends, and stop paying a tier fee and a prospect-count tax on top of Salesforce.

- → Is it worth it, at your size
- → What to rebuild and what to drop
- → The architecture, in three layers
- → Migration and go-live checklists
- → The data model
- → A week-by-week build plan
- → Deliverability and Salesforce sync
- → Where teams get stuck

Pardot charges per tier. *Then per prospect.*

Pardot, now Marketing Cloud Account Engagement, sells fixed tiers with a prospect cap and bills per 1,000 prospects past it. A rebuild inside your Salesforce org replaces the tier with a flat hosting bill and sends on AWS SES at about $0.10 per 1,000.

PARDOT TIER	PARDOT A YEAR	REBUILT: YEAR ONE / AFTER	SAVED IN YEAR ONE
Growth · 10K prospects	~$15,000	~$22,300 / $2,400	Stay on Pardot
Plus · 25K prospects	~$30,000	~$22,300 / $2,400	~$7,700
Advanced · 50K prospects	~$48,000	~$24,700 / $4,800	~$23,300
Advanced · 100K prospects	~$72,000	~$42,900 / $8,000	~$29,100
Premium · 75K + business units	~$180,000+	~$80,800 / $21,000	~$99,200

Pardot list prices, May 2026. "Rebuilt" runs on AWS SES and a sidecar app in your AWS, plus our fixed build price: $19,900 up to 50K prospects, $34,900 (the top of the $26,600–$34,900 scale tier) from 100K, $59,800 (the top of the $39,800–$59,800 multi-BU tier) for Premium with business units. Your Salesforce licence is unaffected. If your own team builds it, put your engineering cost in that place.

THE RULE OF THUMB

At 10K prospects, stay on Pardot: the build takes 19 months to pay back. **At 25K on Plus, the rebuild saves ~$62K over three years, ~$27K a year from year two.** From 50K, year one alone saves ~$23K, and replacing Premium saves ~$99K in year one.

Who you need

- **A senior Salesforce developer** (Apex, Lightning components, the Bulk API) and **a backend engineer** at home with Postgres, a job queue and AWS SES. Our team ships this in 5–7 weeks; engineers working between other priorities should plan for longer.
- **Your marketing ops lead**, two hours a week: the programs that matter, the scoring rules, the pilot program, the go-live call. Your Salesforce admin for permission sets and field mapping.
- **An owner after launch**: hosting, monitoring, sender reputation, testing each Salesforce release, and on-call.

Rebuild the 12 features your team uses. *Drop the rest.*

Pardot bundles dozens of features per tier. A B2B marketing team uses about 12 every day. Those are the project; the long tail exists mostly to justify Premium.

REBUILD ONE FOR ONE

- **Email sends and nurture programs**: trigger-based, drip, branching
- **Engagement Studio's visual flows**: if/then branches, timing, escalation
- **Lead scoring and grading**: behavioural points and demographic letters
- **Landing pages and forms**: progressive profiling, hidden fields, dependent picklists, UTM capture
- **Salesforce sync**, native: the same org, assigned to the opportunity owner
- **Campaign attribution**: first-touch, last-touch, multi-touch, ROI dashboards
- **Email rendering preview** across clients, mobile-first
- **Activity tracking**: page views, downloads, form submits, email opens
- **A deliverability dashboard** on dedicated IPs

REBUILD, SIMPLER

- **Einstein scoring**: your scoring rules plus Anthropic or OpenAI direct; or MadKudu
- **B2B Marketing Analytics**: Metabase on your warehouse
- **Interaction Studio**: a separate engagement, or skip it

DROP ON PURPOSE

- **The ABM engine**: Demandbase, 6sense or RollWorks direct
- **IP allowlisting**: standard SES and Postmark with SPF, DKIM and DMARC
- **The Engagement Studio template marketplace**: rebuild the templates you use
- **Pardot certifications**: your Salesforce training carries over

ADD WHAT PER-TIER PRICING PENALISES

- No prospect-count tax; past the cap, Pardot bills ~$3–6K extra a quarter
- SQL access to campaign data, from your warehouse
- No Marketing Cloud Connect or Engagement History sync to maintain

Three layers. *Salesforce stays untouched.*

Your Salesforce org is already the source of truth; Pardot is a UI for nurture, scoring and sends on top of it. Rebuild that UI inside the org, move the heavy lifting to a sidecar in your AWS, and send through SES.

LAYER 1 · LIGHTNING

Inside Salesforce

- Lightning components in your org
- Composer and flow editor
- Scoring and grading rules
- Lifecycle stages
- Custom objects for campaigns
- Permission sets from your profiles

LAYER 2 · SIDECAR

An app in your AWS

- Email rendering, templates
- Job queue (BullMQ or SQS)
- Attribution, UTM, multi-touch
- Landing pages (Cloudflare Workers)
- Forms pushed to Salesforce
- Suppression, GDPR, CCPA

LAYER 3 · DELIVERY

Direct providers

- **AWS SES**: bulk, ~$0.10 per 1K
- **Postmark**: transactional
- **SPF, DKIM, DMARC** on your domain
- **A dedicated IP** when volume needs it
- **LinkedIn, Twilio, Stripe** APIs direct

Decisions to make in week one

DECISION	OUR DEFAULT	WHY
Where the UI lives	Lightning components in your org	Marketers stay in Salesforce; no second login, no sync
Heavy work	A Postgres-backed sidecar in your AWS	Rendering, queues and attribution stay clear of Salesforce limits
What lives where	Leads and campaigns in Salesforce; sends and events in the sidecar	Sales sees activity where it works; the volume stays out of Salesforce storage
Sending	SES on a dedicated IP; Postmark for critical mail	Your reputation, not a shared pool's
Landing pages	Your domain, on Cloudflare Workers	Old Pardot URLs redirect with a 301

Packaging: ship the Apex and Lightning code as a package through a sandbox, and test it before each Salesforce release. Suppression, GDPR and CCPA checks run on every send.

Two stores. *Each holds what it is good at.*

What Sales reads lives in Salesforce; the volume lives in the sidecar's Postgres. Model both before writing any screen, and keep Pardot's ID on every imported row, so the import can run twice.

OBJECT · STORE	KEY FIELDS
Lead, Contact · Salesforce	score, grade, lifecycle_stage, opted_out, last_activity_at, pardot_id
Campaign, CampaignMember · Salesforce	member status, first_touch, last_touch, influenced opportunity
Nurture_Program__c · Salesforce	name, status, entry rules, steps (branches, waits, actions), version, pardot_id
Scoring_Rule__c · Salesforce	type (score or grade), trigger or field, points or letter, active
`enrollments` · sidecar	sfdc_id, program_id, current_step, next_due_at, state (active, paused, completed, exited)
`sends` · sidecar	sfdc_id, template_id, program_id, ses_message_id, sent_at, opened_at, clicked_at, bounce (hard, soft), complaint
`activities` · sidecar	sfdc_id, type (page view, download, form submit, open, click), url, utm (jsonb), at, synced_at
`pages`, `forms` · sidecar	url, old_pardot_url, fields, hidden fields, dependent picklists, campaign_id
`templates` · sidecar	name, subject, html, variables, version, pardot_id
`suppressions` · sidecar	email, reason (unsubscribe, bounce, complaint, erasure), source, created_at

TWO RULES THAT SAVE A REBUILD

Summarise into Salesforce; do not stream into it. Write score, grade, stage and an activity rollup to the record and keep raw events in the sidecar, so storage and API limits stay comfortable. **Check suppressions on every send**: an unsubscribe, bounce or erasure stops every program for that address at once.

Seven weeks, *pilot included.*

This is the order we build in. Each week ends with something your marketing ops lead can try, and the last two run one nurture program for real. The dedicated IP starts warming in week one: it takes 2–4 weeks.

WEEK	BUILD	DONE WHEN
1	**Export and model.** Objects and tables in a sandbox. Export programs (steps, branches, timing), lists, prospects, scoring and grading rules, templates and landing pages from Pardot. SPF, DKIM, DMARC; the SES IP starts warming.	Counts match Pardot; 10 programs checked step by step
2	**Sidecar and sending.** Rendering, the job queue, SES and Postmark, open and click tracking, bounces, complaints and suppressions.	Seed inboxes receive in the primary tab; bounces suppress at once
3	**The Lightning UI.** Composer, flow editor, scoring and grading rules, lifecycle stages, permission sets.	A marketer builds a program without leaving Salesforce
4	**Forms, pages, attribution.** Landing pages on your domain, forms with progressive profiling pushed to Salesforce, UTM and multi-touch attribution, 301s from go.pardot.com.	A test form fill lands on the lead, scored and attributed
5	**Programs and reporting.** Engagement Studio programs translated; a sample of leads run through old and new side by side; ROI dashboards.	The same leads reach the same stages
6–7	**Pilot and cutover.** One nurture program live for two weeks on the warmed IP, a daily fix list, a delta export, then every program moved.	The pilot program performs as it did on Pardot

AFTER CUTOVER

Pause Pardot's programs at the moment of cutover, so no lead gets two emails. Keep Pardot **read-only until your renewal date**, then drop the add-on. Your Salesforce contract stays exactly as it is.

Land in the inbox. *Keep Salesforce right.*

Two things decide a Pardot rebuild: whether the email still reaches the inbox once it leaves Pardot's shared IPs, and whether Sales still sees the right activity on every lead. On Pardot, your reputation is pooled with its other senders; on your own SES IP it is yours to build.

1. **Authenticate first.** SPF, DKIM and DMARC on your sending domain before any send. Start DMARC in monitor mode, read the reports, then enforce.
2. **Warm the IP for 2–4 weeks.** Start with your most engaged contacts and raise the volume day by day. Run the pilot program on the warmed IP.
3. **Suppress at once.** Bounces, complaints, unsubscribes and GDPR erasures stop every program, and no list import overrides a suppression. Sunset contacts who stopped engaging.
4. **Keep the sync inside the org.** The UI and the scoring live in Salesforce as Lightning components, so lead, contact and campaign data never cross between clouds.
5. **Write back in batches.** The sidecar writes score, grade, stage and an activity rollup through the Bulk API, with retries and a log, well inside API limits.

Respect what Sales owns

Assign to the opportunity owner as Salesforce does today, and never overwrite a field Sales maintains. Your sales team sees the same lead activity on opportunities, and does not notice the change.

Measure the saving

Track inbox placement, bounce and complaint rates and sync errors each week, with the SES and hosting bill next to the Pardot licence you dropped.

Move it, launch it, *run it.*

Migration

- ☐ Export twice: everything in week one, the changes since at cutover
- ☐ Keep Pardot's ID on every program, rule, template and page
- ☐ Translate each Engagement Studio program: steps, branches, timing
- ☐ Run a sample of leads through old and new; the stages must match
- ☐ Carry scores and grades over, so no lead resets
- ☐ Import opt-outs and bounces as suppressions before anything sends
- ☐ 301 every go.pardot.com URL to your domain
- ☐ Retire programs and templates unused in the last 90 days

Go-live

- ☐ Domain authenticated; the SES IP warmed for 2–4 weeks
- ☐ Seed-inbox tests landing in the primary tab
- ☐ Pardot programs paused at cutover
- ☐ Permission sets assigned; marketers working in Salesforce
- ☐ Alerts on bounces, complaints, queue depth and sync errors
- ☐ Rollback ready: Pardot read-only until renewal

Running it

- ☐ **Always on:** send-queue, bounce, complaint and sync alerts, security patches
- ☐ **Weekly:** deliverability and program results, to marketing ops
- ☐ **Monthly:** updates, a scoring review with Sales, sunset rules
- ☐ **Each Salesforce release:** the package tested in a sandbox first
- ☐ **Quarterly:** cost review, SES and hosting against the Pardot licence you dropped
- ☐ **Yearly:** a restore drill and an access review

Who owns it

Name one person before launch. The app lives in your Salesforce org and sends in your company's name: someone has to act when a bounce rate climbs or a Salesforce release changes a field the app reads.

Five ways a rebuild *stalls.*

1. Switching to HubSpot for the UX

HubSpot's UX is better than Pardot's. The per-contact economics are comparable, and you migrate the Salesforce data layer and retrain the sales team on top.

2. Switching to Marketo, Eloqua or Act-On

Marketo prices like Pardot Premium, with deeper enterprise features you may not need and a 4–6 month migration. Eloqua and Act-On are competent: the same wrapper economics under another brand.

3. Customer.io or Mailgun

Cleaner per-event pricing, but you give up the Salesforce-native advantage, and most B2B teams do not want to.

4. The cheap build

A $15K freelance build gets you email and a basic Salesforce component. The workflow engine, scoring, attribution and GDPR handling are left to you: the 80% that matters.

5. Cutting over cold

Every program at once, on an IP that has not warmed, puts the whole database at risk. One program for two weeks on a warmed IP finds the branch nobody listed and the field Sales reads every Monday.

And one that is not a mistake: negotiating

Salesforce discounts Pardot 15–25% on annual commits, especially bundled with your Salesforce renewal. Do it if the rebuild is a year away; it captures less than a quarter of what a rebuild does.

RATHER HAVE IT BUILT?

We build this exact plan. *Fixed price.*

The same scope, architecture and seven weeks, delivered by a senior team that has shipped 250+ products.

$19,900 fixed up to 50K prospects, $26,600–$34,900 from 100K, $39,800–$59,800 to replace Premium with business units

Live in 5–7 weeks, with a two-week pilot on one nurture program first

Migration included: every program, list, scoring rule and landing page; old Pardot URLs 301 to your domain

Salesforce untouched: the app lives in your org; only the Pardot add-on drops at renewal

90-day warranty; Apex and Lightning in your org, the sidecar in your GitHub

We can run it for $2,400 a year: hosting, monitoring and monthly updates

alliedbiz.tech/rebuild/pardot-alternative

Allied BizTech · 15+ years · ISO 9001:2015 · 250+ products shipped. Pardot, Marketing Cloud Account Engagement and Salesforce are trademarks of their owner, named here for identification only; this guide is independent and not endorsed by Salesforce. Prices as of May 2026.