Objective: Zoom and Pardot customers can use this integration to capture prospects that registered and/or attended a Zoom webinar. Once the prospects are in Pardot, customer can use standard marketing automation processes to follow up / promote their offers to these prospects.

Prerequisite: Zoom uses Pardot Form Handlers to send prospect records to Pardot. You would need Admin rights to Pardot to be able to setup this integration.

A quick summary of how integration works:

- Create a Pardot Form Handler to capture registrations, associate it to specific campaign and specific list. Bind the Pardot Form fields with Zoom registration form fields.
- Create a second Pardot Form Handler to capture attendees, bind it to specific campaign and specific list. Bind the Pardot Form fields with Zoom registration form fields.
- Point your Zoom webinar settings to Pardot Form Handlers.
- Use the two lists in Pardot for your marketing automation needs. i.e. send specific follow up emails or send them Salesforce as Leads.

Create Pardot Form Handler for Webinar Registrants

Prerequisites: Standard Pardot practice for managing your campaigns.
- Create a Marketing Campaign called for your Webinar. i.e Oct 2015 CIO Webinar
- Create a List for Registrants. i.e. Oct 2015 CIO Webinar – Registrants
- Create a List for Attendees. i.e. Oct 2015 CIO Webinar – Attendees

Form Handler:
1. Navigate to Marketing > Forms > Form Handlers.
2. Click + Add Form Handler.
3. Enter Name (Such as “Oct 2015 CIO Webinar Registrants”).
4. Choose a Folder.
5. Choose the campaign you created above.
6. Mark Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect.
7. Mark Enable data forwarding to success location.
8. Mark Disable Visitor Activity throttling and send auto-responder emails after every submission.
9. In the Success Location dropdown, select Referring URL.
10. In the Error Location dropdown, select Referring URL.
11. Add Completion Actions – Add To List - Oct 2015 CIO Webinar – Registrants
12. Add form handler fields, make sure the fields for First Name, Last Name and Email are required and all other fields are optional. This is where you would be binding Zoom Fields with Pardot Fields. Please make sure External Field name matches
To find the exact Zoom field names:
- Go to the Zoom Webinar information page
- Scroll down to “Generate Prospects in Pardot” section
- Click the “?” icon, you can find the fields list here.

13. Click Create form handler to save.
This is how your form handler settings should look like:

Create Pardot Form Handler for Webinar Attendees

1. Repeat steps 1-13 above for attendees.

Point your Zoom Webinar to Pardot Forms

1. Schedule a webinar in Zoom.
2. On the webinar information page, find the “Generate Prospects in Pardot” section. Click on Edit:

Go to the Pardot form handlers list, and copy the handler URL as shown below.
Then paste the correct “Register Form Handler URL” and the “Attendee Form Handler URL” in Zoom settings.

**Testing your Integration**

Go to your Zoom Webinar registration page

Once you submit the form above as a test registrant, your prospect record will be created in Pardot. Your prospect record will get associated with the campaign and it will also be added to the Pardot list you created above.

You will also see prospect records for attendees in Pardot when you host Zoom webinar, and attendees join the webinar.