Easily and efficiently send tracked emails to prospects throughout their journey and gain insight through Pardot engagement.

**Audience**

* Navigate to a lead or contact layout to send 1:1 emails
* Use Contact Views, List Views, Campaigns, and Accounts to send 1:many emails

**Templates vs Free text**

* Marketing will create and share preapproved templates. Use these templates and edit/personalize as needed.
* For a plain text email, use the free text option by typing your own message.

**Subject Lines**

* Whether using a template or creating your own email, don’t forget to review your subject lines.

**Merge fields**

* Add personalization by dynamically pulling in data specific to the prospect that is viewing your Pardot emails.
* Double check your fields/data are complete to avoid blank spaces once sent.

**Attachments**

* Upload and attach files to Engage emails using the Attach Files button, which looks like a paper clip 📎.
* File sizes should be no larger than 100KB.

**Links**

* Check that links are going to the right destinations when clicked.
* Don’t forget to include the merge field for *Unubscribe or Email Preferences* in every email.

**Previews**

* Use the preview option to review your email before sending
* Preview as prospect to ensure Merge fields are pulling through correctly.