**HubSpot**

List Growth

High-value lists: If these types of lists (e.g. subscribers, leads, etc), **start to decline**, this is a bad trend. Generate more contacts by:

• Converting more first-time contacts
• Opening up the list criteria
• Reviewing / optimizing forms leading to list

If your high-value lists are **growing steadily**, this is a good trend. Keep it going by:

• Setting new list goals every 30 days
• Scheduling monthly check-ins on the list
• Comparing monthly numbers to overall business goals and adjust as needed
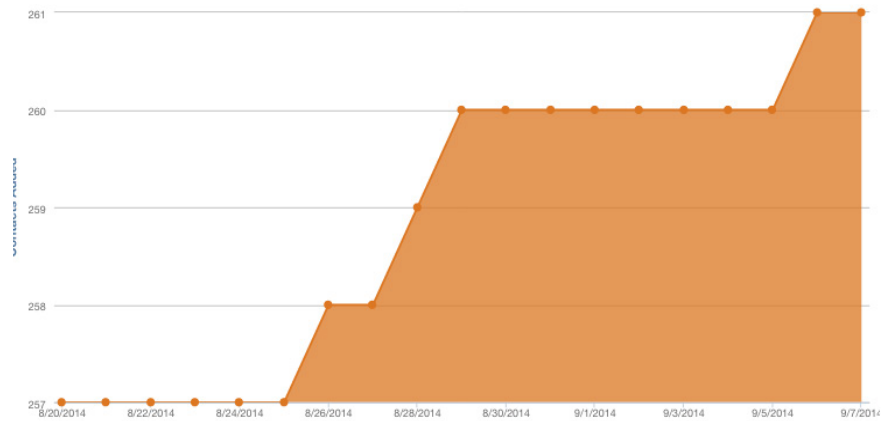
Low-value lists: If these types of lists (e.g. competitors, leads with no phone number, etc) **start to decline**, this is a good trend.

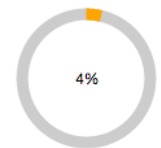If your low-value lists **are growing steadily**, this is a bad trend. Fix it by:

• Adding additional (maybe required) questions on your forms
• Creating pages with Smart Content to show competitors / low-value leads the right info

Contacts Engagement

Contact engagement shows you all the channels that your contacts are engaging with you through. They include **visits to your website, conversions, email opens and clicks and clicks on links shared through social**. In other to make these numbers more meaningful, we have defined them as "recent" actions - actions performed in the last 30 days.

Last Opened Email
14 contacts

If you see no engagement across one or more marketing channels, think about:
• Are you engaging with this segment on those channels?
• Does this segment use these channels for communication?

When looking at the percentages of engagement, do these things:
• Compare email opens to clicks. Large discrepancy can mean your email content isn't working.
• Compare visits to conversions. Large discrepancy can mean you need more compelling offers and content.

Contacts Breakdown

The contacts breakdown chart shows the population of your list and helps you understand more about the contacts so you can better target them.

Sources: See which sources the contacts from this specific list came from originally - email marketing, social media, etc. This information would help you identify how to generate more of these contacts and which channels they like interacting with.

Lifecycle stage: Learn how qualified the contacts are. You can focus on producing more leads that are qualified or changing the definition of the different lifecycle stages.

Country: Pulled from IP addresses, this can help you if you run international campaigns or don't care about specific countries yet. This info can dictate what smart content you create for this list.