Cleaning Up Your HubSpot Data

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Bad data is costing the US economy upwards of **3 trillion USD** a year.

25%

The cost of bad data is an astonishing **15% to 25%** of revenue for most companies.

22.5%

Email databases decay around **22.5%** each year.

24%

24% of business decision makers are confident in their ability to use data.

Why should I care about a clean database?

Too long, didn't read:

- Bad data has immediate consequences
- The cost to your business could be extreme
- Most of these costs could be mitigated by getting in front of issues of data quality
- Maintain good email health

What is data cleansing?

Data cleansing

The process of detecting and correcting inaccurate records from a table or database

The good news is that clean data shares a couple of key characteristics.

Five characteristics of clean data:

1. Accurate

2. Complete

3. Consistent

4. Uniform

5. Accessible

Accurate

The data values stored for a record are the correct values.

Consider how much information is needed to personalize at scale. If only a portion of the data you have stored is correct, your risk losing time, resources, and the trust of your leads.

Complete

Each contact records contains all available data.

Missing data can happen for various reasons. Integrations and a well defined lead qualification (marketing + sales) can help ensure your stored data is complete.

Consistent

The data is consistent, within the same data set or across multiple data sets.

Qualification gets sticky when a contact record, company record, and deal record all contain different information. Use workflows to clean up your data so the right information is stored across records.

Uniform

The data is stored using the same unit of measure.

Consistent formatting helps ensure your data is reportable. When capturing data like phone numbers, money, or dates, critically think about your field types and how you're encouraging uniformity in your data.

Accessible

The data is available and reportable.

It's important that employees have access to the tools they need to execute their role well. This involves permissions and partitioning in HubSpot.
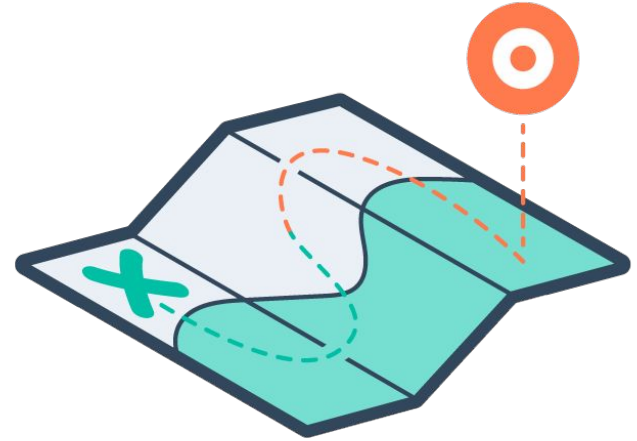
Who here feels like this?

Australian Institute of Fitness

Australian Institute of Fitness is the largest, longest standing and most reputable provider of fitness training in Australia.

9% increase in leads in first month
200K revenue increase per month

"Before HubSpot, our sales system could be described as a bit archaic. It was very paper-based and Excel-based, so a lot of manual data entry for reporting purposes. So it was a little bit old-school."

Kim Horner, VP of Sales at the
Australian Institute of Fitness

Problem

Solution

Disconnected data
The presence of many disjointed, disparate systems, and little communication between marketing and sales, culminated in a siloed approach that had many inaccuracies and inefficiencies.

Cohesive data story
To solve for this, the Institute required an all-on-one data solution that could provide a set of capabilities to align and empower marketing and sales, allowing them to work together seamlessly.

Oakland Harley-Davidson

Oakland Harley-Davidson in the East Bay area is California's premier Harley-Davidson dealer.

48% increase in contacts
24% increase in sales

"I would export all of the contacts, use the data formatting tool and go through all the information manually trying to figure out which ones were duplicates."

Carina Sanders, Business Development Specialist
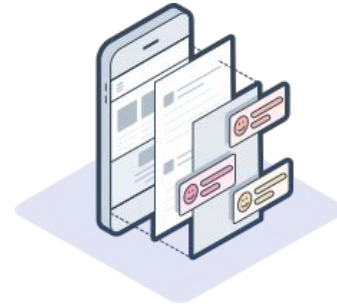at Oakland Harley-Davidson

Problem

Duplicate data
With a large number of contacts, having duplicate data was getting on the way of a customer-centric communication strategy since customers were receiving the same content multiple times, and were being contacted by multiple individuals.

Solution

Customer-centric vision
Channeling the information, insights and leads through a single tool has enabled this Harley-Davidson branch to create a fully-tailored journey for each and every guest.