



# Introduction to Lists

HubSpot Academy

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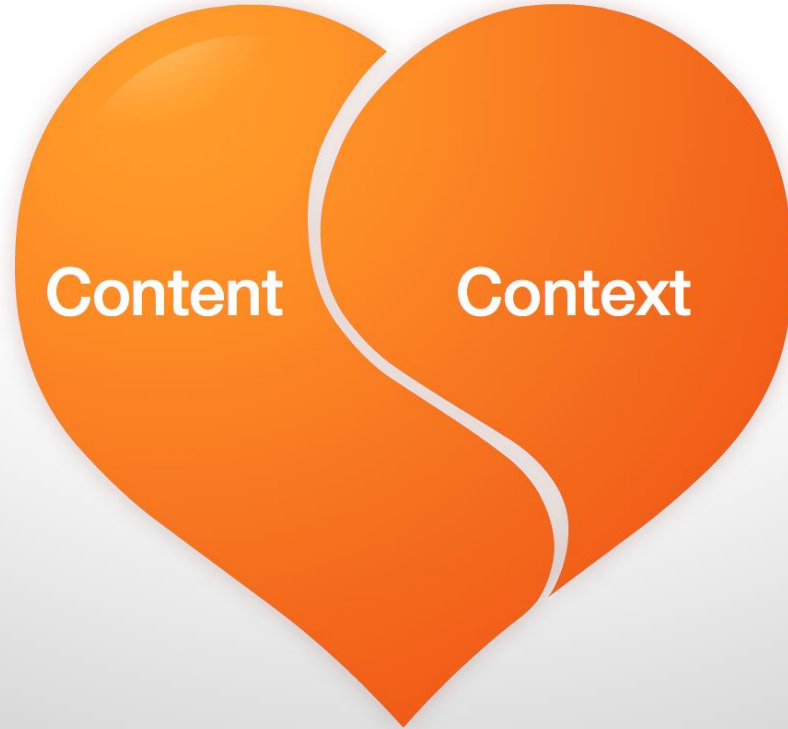
A large, bold, orange number '1' is positioned on the left side of the slide. The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

# WHY USE LISTS?

# WHAT IS A LIST?

Lists are the different ways that you break up your contacts into smaller segments based on their similarities.

# INBOUND MARKETING STRATEGY



The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The lightbulbs are arranged in a grid-like pattern, with some appearing slightly larger or more prominent than others.

# 74%

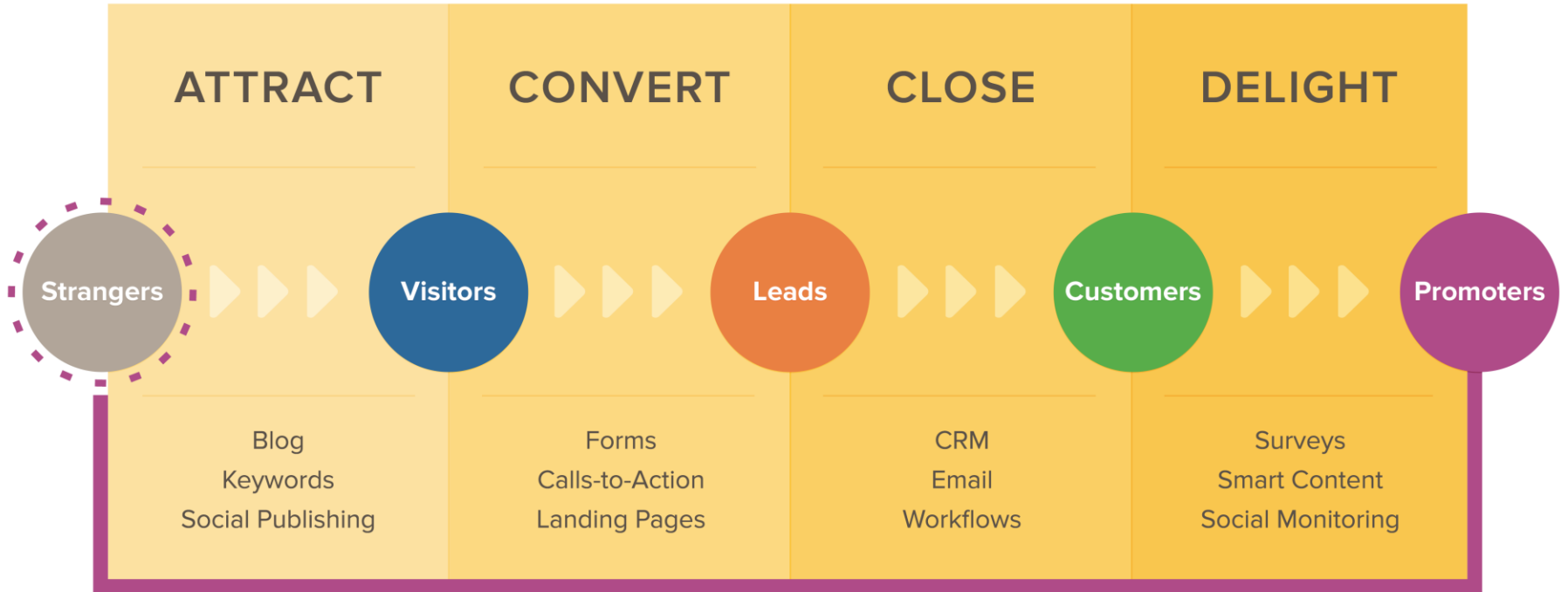
of online consumers get frustrated with websites when content appears that has nothing to do with their interests.

LISTS EMPOWER MARKETERS  
TO DO **RELATIONSHIP-**  
**DRIVEN MARKETING** THAT  
DRIVES RESULTS.

# Segmented vs. Unsegmented **email campaigns.**

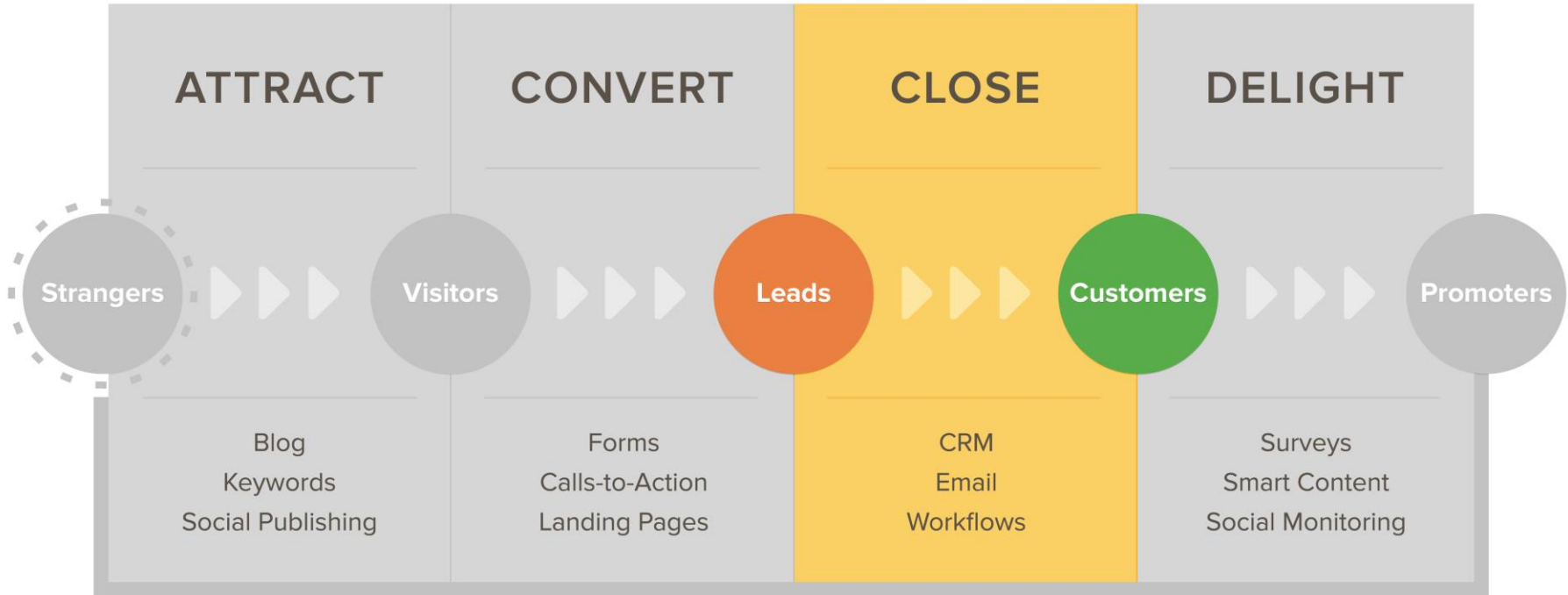
METRIC	RESULT
<b>Opens:</b>	13.64% higher than non-segmented campaigns
<b>Unique Opens:</b>	10.00% higher than non-segmented campaigns
<b>Clicks:</b>	53.05% higher than non-segmented campaigns
<b>Bounces:</b>	2.27% lower than non-segmented campaigns
<b>Abuse Reports:</b>	8.67% lower than non-segmented campaigns
<b>Unsubs:</b>	8.13% lower than non-segmented campaigns

# Inbound Methodology

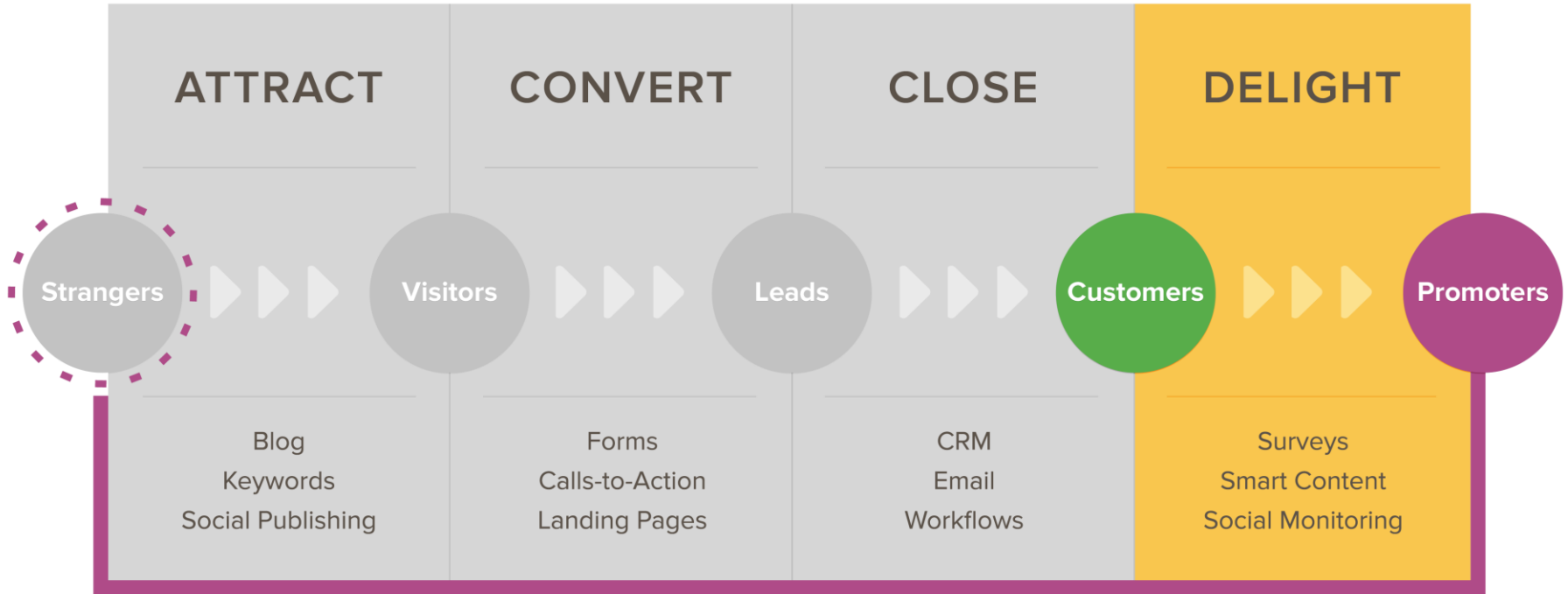




# Inbound Methodology



# Inbound Methodology



The background is a dark blue-grey color with a repeating pattern of lightbulb icons. The icons are arranged in a grid and are lighter in color than the background.

# 2 HOW TO USE LISTS

# BEST PRACTICES FOR USING LISTS

- Define your segmentation strategy.
- Segment people based off of implicit and explicit data.
- Master the use of list logic.
- Analyze your list performance.

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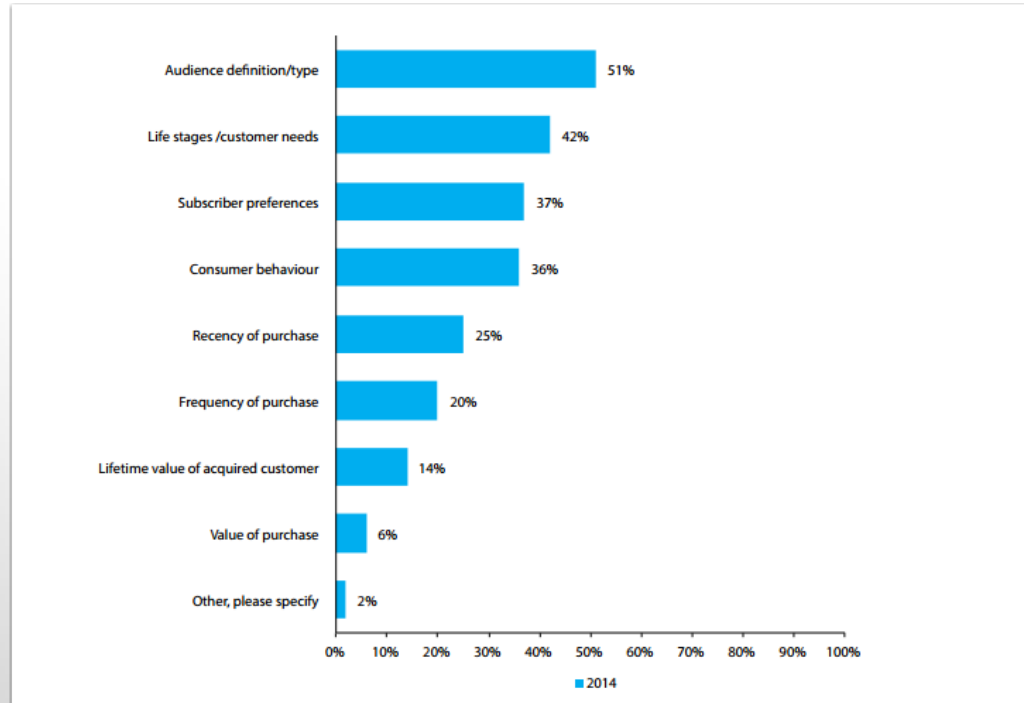


**YOUR ABILITY TO  
SEGMENT WILL BE A KEY  
INDICATOR OF YOUR  
INBOUND SUCCESS**

# LISTS ARE THE OIL FOR YOUR INBOUND ENGINE

- Email sending
- Start and finish workflows
- Smart content (web pages, CTA, emails, forms)
- Monitor contacts on social media
- Report and analyze on your contact database

# How do marketers **segment their contacts?**

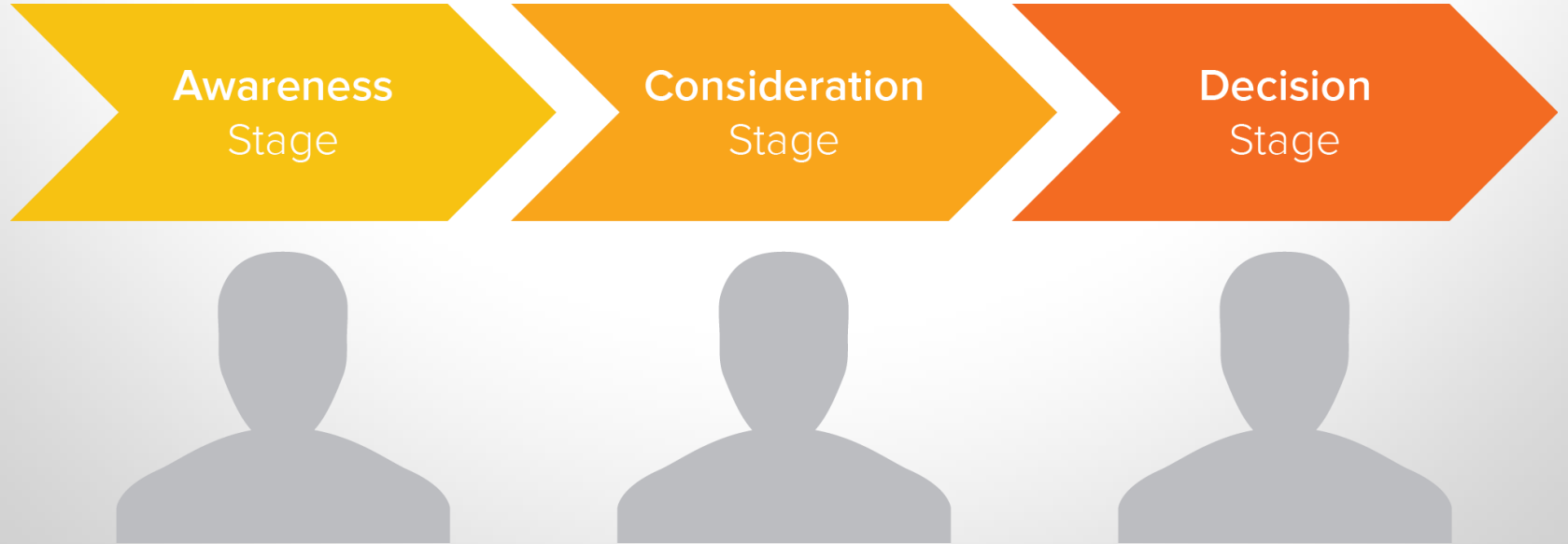






Buyer personas help you internalize the ideal customers you are trying to attract, and relate to your customers as real humans.

# THE BUYER'S JOURNEY





**YOUR SEGMENTATION  
STRATEGY WILL ONLY  
BE AS GOOD AS THE  
DATA YOU COLLECT**

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**EXPLICIT DATA IS  
INFORMATION THAT  
IS INTENTIONALLY  
SHARED BETWEEN  
A CONTACT AND  
A COMPANY**



What prospects tell you about themselves is only **the surface** of what you can discover.



**IMPLICIT DATA IS  
INFORMATION  
GATHERED FROM USER  
BEHAVIOR**

# EXPLICIT AND IMPLICIT DATA IN HUBSPOT



## Explicit Data

- Contact information
- Company Information
- Form Submission
- Surveys



## Implicit Data

- Social media engagement
- Email engagement
- Web analytic history
- Conversion data



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# SMARTS LISTS VS. STATIC LISTS



## Smart List

- Automatically update
- Permanently bound by list logic
- Examples: Lifecycle lists, suppression or “block” list, track offer engagement



# SMARTS LISTS VS. STATIC LISTS





## Static List

- Don't automatically update
- Manually add/remove contacts
- All uploaded lists are static
- Examples: One-off email sends, infrequent email campaigns, contact lists that don't change often



Which contacts should be in this list?



Include contacts who meet all of these requirements:  

 Form Submission    

↳ no filter [Refine](#)



**OR**



Also, include contacts who meet all of these requirements:  

 Form Submission    

↳ no filter [Refine](#)

**OR**

Also, include contacts who meet all of these requirements:  

 Form Submission    



↳ no filter [Refine](#)

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## Lists » New List





What's the name of this list?

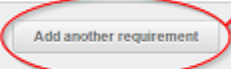
What type of list do you want?


-  **Smart list** – Add contacts continuously according to rules you set.
-  **Static list** – Add contacts manually.

Which contacts should be in this list?

Include contacts who meet all of these requirements:  

 Contact Property	Account ID	is equal to	Enter a value	
 Contact Property	Account ID	is equal to	Enter a value	



 Add another set of requirements

Preview list size

Test contact against this list

Save list

Use every list filter to capture the **full value** of segmentation

#### ALL CUSTOMERS

- Contact Properties
- Deal Properties
- Company Properties
- List Membership
- Form Submission

#### PRO & ENTERPRISE-ONLY

- Visited URL/Part of a URL
- Currently in a workflow
- Interacted with an Email

#### ENTERPRISE-ONLY

- Custom event triggers

#### INTEGRATIONS

- Webinars
- Surveys
- And more!

# BEST PRACTICES FOR USING LISTS

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# WHAT METRICS TO ANALYZE

- List growth/decay
- List engagement across various channels (email, web, social)
- Lifecycle Stage breakdown
- Original Source Type



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THANK YOU.

HubSpot  
Academy 