

The background features a white central rectangle with rounded corners. Surrounding this rectangle are several abstract, semi-transparent geometric shapes in shades of orange, red, and teal. These shapes are positioned at the corners and edges, creating a modern, layered effect.

Unlocking Data Magic

Parth Shah | Sept 03, 2025

Parth Shah

Product @ HubSpot



Arjun Mahadevan

CEO & Founder @ Doola.com



Broken Funnels, Missed Targets

Who you are:

1. Marketer
2. Sales
3. RevOps, Growth, Admins, Ops
4. Parth Shah Fan

Agenda

1. Broken Funnel, Missed Targets
2. Dirty Data, Clear Consequences
3. Be Your Own Ops Hero
4. Tools That Do the Work for You
5. Clean Data, Compounding Wins

Trusted data is more important than ever before

25% of U.S. business lose revenue due to poor data ¹

40% of business objectives fail due to bad data ²

96% expect poor data quality to impact AI ³



78%

Say that gaps in data
management prevent them from
taking full
advantage of their data



68%

Would consider leaving their
current role if their company
didn't invest in a data
quality plan

“Data Quality is for my Ops Manager to Manage”

Data quality directly affects marketers' segmentation, campaign ROI, and sales' lead follow-up speed.

Marketing

- ☐ Campaigns sent to the wrong person
- ☐ Bad personalization tokens
- ☐ Reporting nightmares
- ☐ Damage to email reputation

Sales

- ☐ Slower sales velocity
- ☐ Missed opportunities
- ☐ Awkward conversations

Customer Success

- ☐ Lack context for conversations
- ☐ Missed connections
- ☐ Slower response time

Bad data
sabotages
your revenue
engine

▼ Email - Nunya /HubSpot from Nate

Pin Copy link Aug 14, 2024 at 3:35 PM EDT



Nate
to Nunya Business ▼

Reply Forward Delete

● Sent

Hi Nunya,

Reaching out on behalf of HubSpot as a resource to you and Purple [REDIRECTs to purple.com/3].

Noticed you were looking into some of our content earlier, curious what challenges you were hoping to solve and if there's any way that HubSpot can help!

Do you have some time this week or next week to connect? If so, [schedule time with me here](#).

Cheers,
Nate

▼ Email - RE: missed call from Susan

Pin Copy link

Susan
to Rose

Reply

Hi Rose

I was looking for personal development. We are already a customer.

Cheers

Regards,

Susan

Healthy data helps everyone

Broken Funnel

Healthy Funnel

Incomplete and messy lead data impacts first touches



Clean and complete data boosts funnel conversion

Bad data breaks segments and misfires nurtures



Sharp segmentation and personalized outreach

Time and money wasted chasing duplicate leads



Teams focused on the right leads at the right time

Bad data stalls funnels and makes reports inaccurate



Increased funnel velocity and smarter reports

Manual data work takes time away from your day

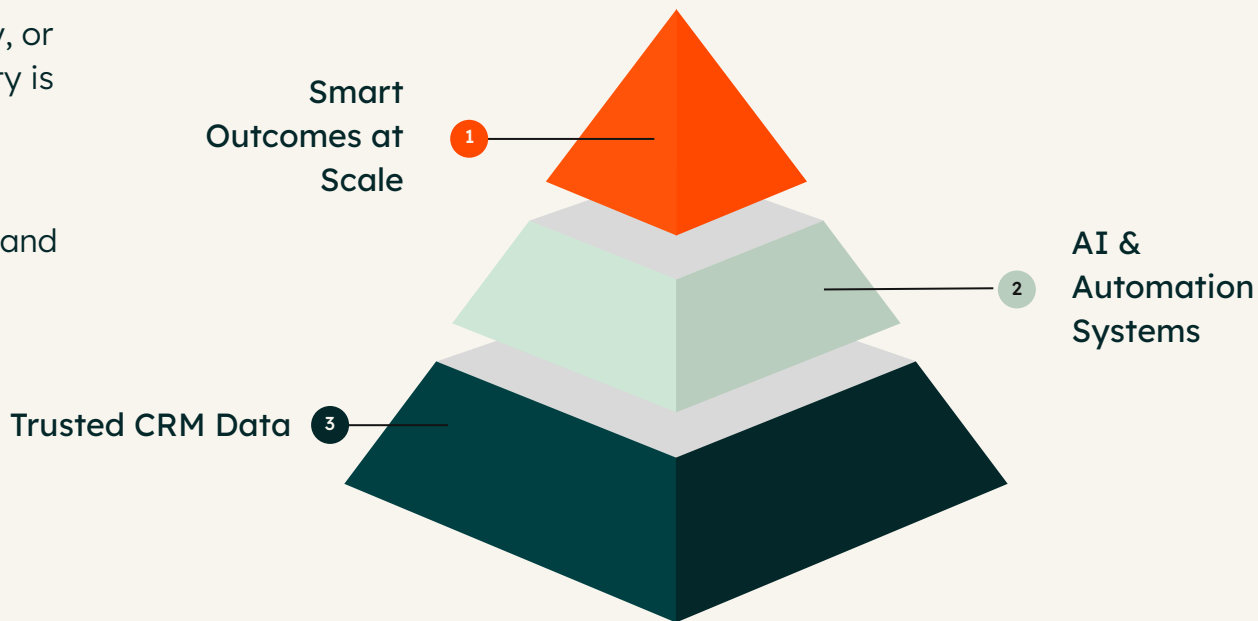


Automated cleanup keeps you focused on what matters

69% of marketers use AI in their workflows. Without good data, **AI-powered outcomes fall short**

AI tools hallucinate, fail silently, or amplify noise when data quality is low.

Dirty data leads to broken automations, bad predictions, and inaccurate personalization



AI, personalization,
and forecasting
are only as good
as the **data that
powers them**

× All groups ▾ All fields ▾

<input type="checkbox"/>	NAME ▴▾
<input type="checkbox"/>	[DO NOT USE] Industry Tags Single-line text
<input type="checkbox"/>	Enrichment: Domain Industry Rollup
<input type="checkbox"/>	INBOUND Industry Dropdown select
<input type="checkbox"/>	Industry (Forms) Dropdown select
<input type="checkbox"/>	Industry (Signup Flow) Dropdown select



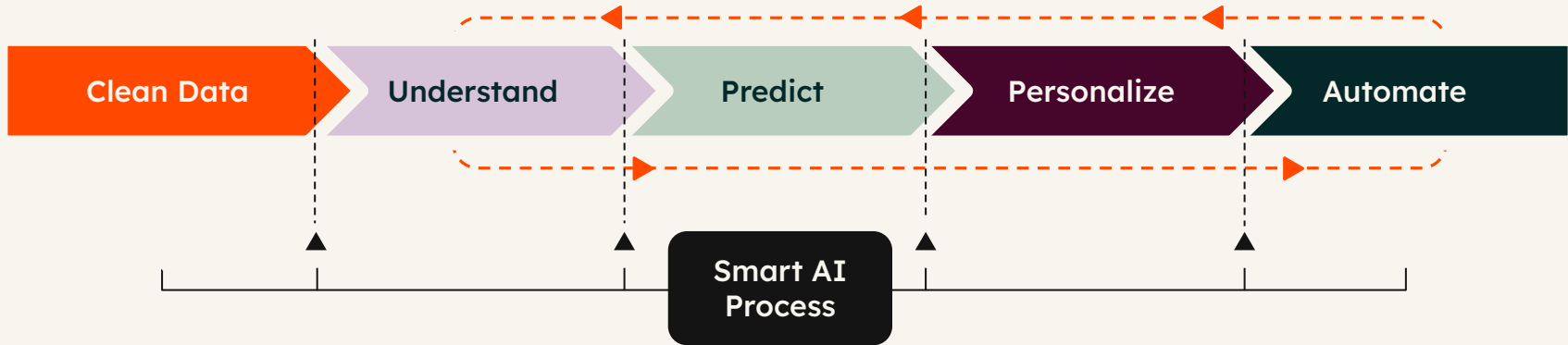


A story from Doola

Arjun Mahadevan; CEO & Founder @ Doola

Clean Data → AI Can...

Quality In > Quality Maintained > Success Out



Dirty Data, Clear Consequences

We talk a lot about scaling — but you can't scale garbage

10M

in lost revenue annually due to poor data quality (Gartner)

30%

of a rep's time is spent dealing with bad data (Forrester)

3%

of companies' data meets basic quality standards (Experian)

Marketing feels it first



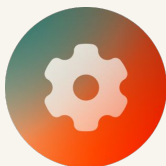
Clean Data: Precise Segmentation

Bad Data: Missed or mistargeted audiences



Clean Data: Personalization that clicks

Bad Data: “Hi [First Name]” embarrassments



Clean Data: Journey-based automation

Bad Data: Nurtures triggered by the wrong actions

Sales Pays the Price

Reps lose trust & Time



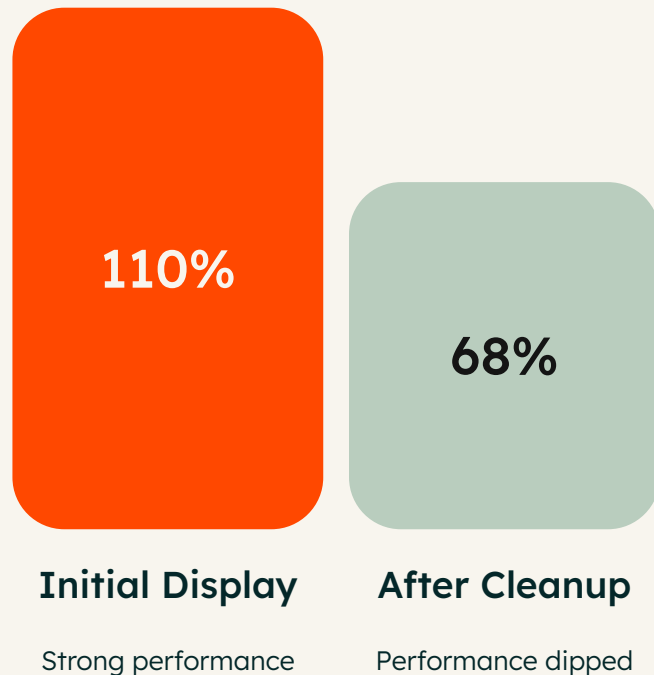
Sales Rep 4:02 PM

Who owns [this](#) contact? Why do I have 3 records for the same company?!

1. 3 version of the same lead = **wasted** touches
2. Incomplete records = **weak** outreach
3. Inaccurate lead scores = **wasted** priority
4. Bad handoff = **missed** first impression

Forecasts fail when the data lies and leadership gets blindsided

1. Inflated Pipelines from duplicate deals
2. Misattributed Revenue
3. Dirty Fields wreck reporting dashboards

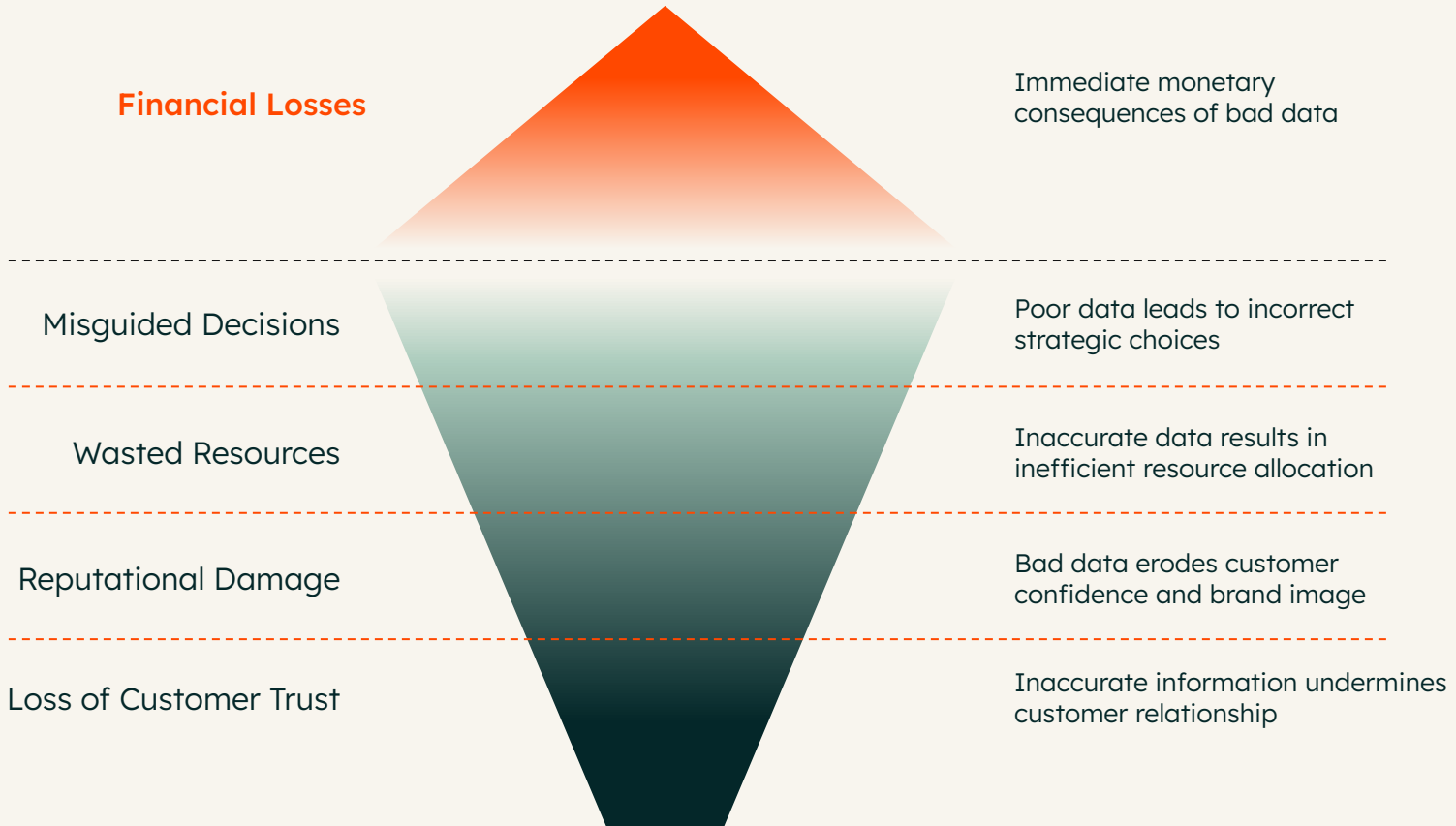


Trust Erodes Across Teams

When data is broken, so is the alignment

1. Sales + Marketing fight over lead quality
2. RevOps build workarounds no one understands
3. Everyone creates their “own version of the truth”

The Hidden Costs of Bad Data





Preventing a duplicate might cost \$1 and correcting it costs \$10, leaving a duplicate record unaddressed can cost a **business up to \$100.**

Ryan Gunn; Founder of Attribution Academy



What did Doola Do?

Arjun Mahadevan; CEO & Founder @ Doola

Be Your Own Ops Hero



You don't need a RevOps team to run like one

Take control of your data. No SQL required.

Time Is Your Most Precious Resource

1. You shouldn't need to block off a full day to clean up your CRM.
2. You shouldn't have to chase RevOps for every small fix.
3. And you definitely shouldn't be losing deals because of a field no one knew was broken.



Map columns in your file to contact properties

Each column header below should be mapped to a contact property in HubSpot. Some of these have already been mapped based on their names. Anything that hasn't been mapped yet can be manually mapped to a contact property with the dropdown menu. You can always create a new property or choose "Don't import column".

COLUMN HEADER FROM FILE	PREVIEW INFORMATION ⓘ	MAPPED	IMPORT AS ⓘ	HUBSPOT PROPERTY	<input type="checkbox"/> MANAGE EXISTING VALUES ⓘ
First Name	John John Michael	✓	Contact properties ▾	First Name ▾	<input type="checkbox"/> Don't overwrite
Last Name	Carmack Romero Abrash	✓	<div>Invalid enumeration options This column has values that don't match the options defined for the Specialty property. Values that don't match an existing choice won't be imported. Fix import errors</div>	Last Name ▾	<input type="checkbox"/> Don't overwrite
Specialty	Graphics Gameplay Graphics	⚠		Specialty ▾	<input type="checkbox"/> Don't overwrite
Email	johnca@id.com johnrom@id.com abrash@id.com	✓		Email ▾	<input type="checkbox"/> Don't overwrite

Set It and Forget It:

Data Quality That Works While You Work

- 01** Get automatic alerts when data breaks — like critical fields missing, key workflows failing, or properties filling with junk.
- 02** Review suggested fixes, merge duplicates, and clean properties in just a few clicks — right from the DQ Overview.
- 03** Let smart defaults and validation rules prevent bad data from entering in the first place.

Quick Wins You Can Own Today

You don't need to overhaul your CRM. Start with a few smart moves.

Validation for key properties (phone number, email, etc)

Validation

Specify what values are allowed for this property. These rules apply when creating, editing, and importing records with the CRM. [Learn more](#) ⓘ

☐ Require unique values for this property (0 of 10)

☒ Validate phone numbers for this property

With this setting turned on, phone numbers must:

- Include a valid country code, starting with a plus sign (+)
- Match number formatting for the chosen country code
- Contain between 4 and 15 digits
- Contain only numbers and a leading plus sign (+)

Numbers will be saved without formatting. In HubSpot, numbers will display using the regional format. [Learn more](#) ⓘ

Use default country code (optional)

A default country code can be used to validate numbers without a country code. If valid, it'll be added to the number before saving.

 Canada +1

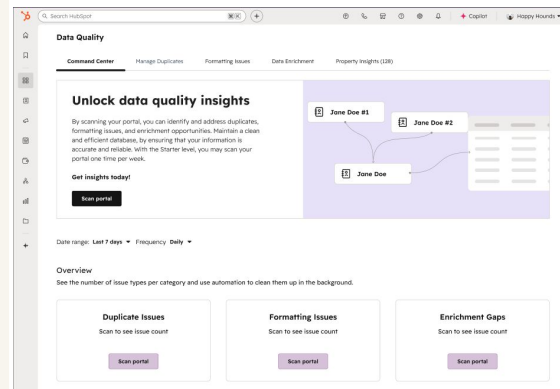
Check DQ tool access for your users

Data quality tools access

View the health of your data and fix issues before they happen.

ON ☒

Visit the DQ Overview & Scan Portal



The screenshot shows the 'Data Quality' interface in HubSpot. At the top, there's a navigation bar with tabs: 'Command Center', 'Manage Duplicates', 'Formatting Issues', 'Data Enrichment', and 'Property Insights (128)'. The main section is titled 'Unlock data quality insights' and includes a brief explanation of the tool's purpose. Below this, there's a 'Get insights today!' button and a 'Scan portal' button. A diagram shows three data points: 'Jane Doe #1', 'Jane Doe #2', and 'Jane Doe', with arrows indicating relationships. At the bottom, there's a 'Date range: Last 7 days' and 'Frequency: Daily' dropdown. The 'Overview' section states: 'See the number of issue types per category and use automation to clean them up in the background.' Below this, there are three cards: 'Duplicate Issues' (Scan to see issue count), 'Formatting Issues' (Scan to see issue count), and 'Enrichment Gaps' (Scan to see issue count). Each card has a 'Scan portal' button.

Stop being
Reactive.
Start being
Proactive.



Your timeline to reinvent Data Quality: From MS Excel to Automation

Today

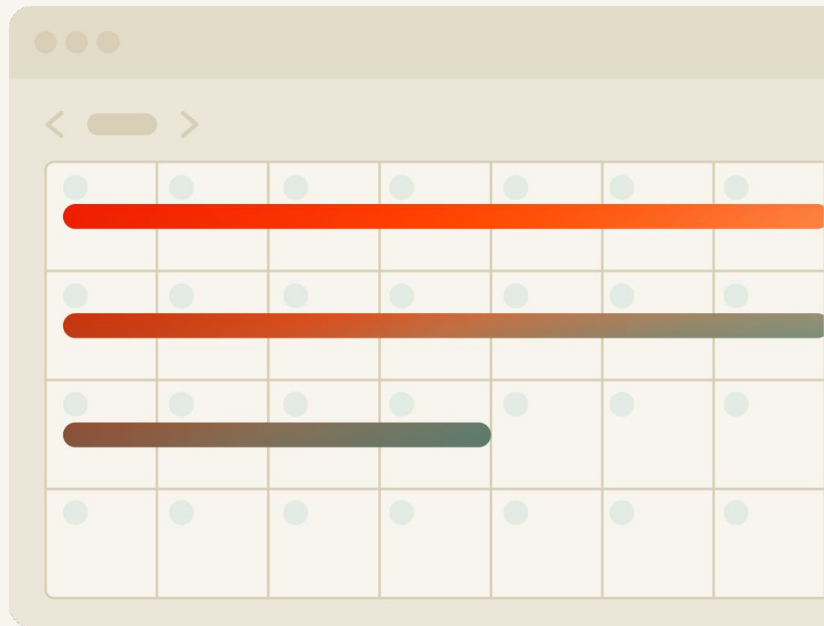
“Data Quality...what? Won't Ops handle it for me?”

Oct '26

“DQ checks are embedded, my CRM is identifying issues”

EoY '26

“Automation is handling my DQ, I just have to review”



Tools That Do the Work for You

The Smart CRM

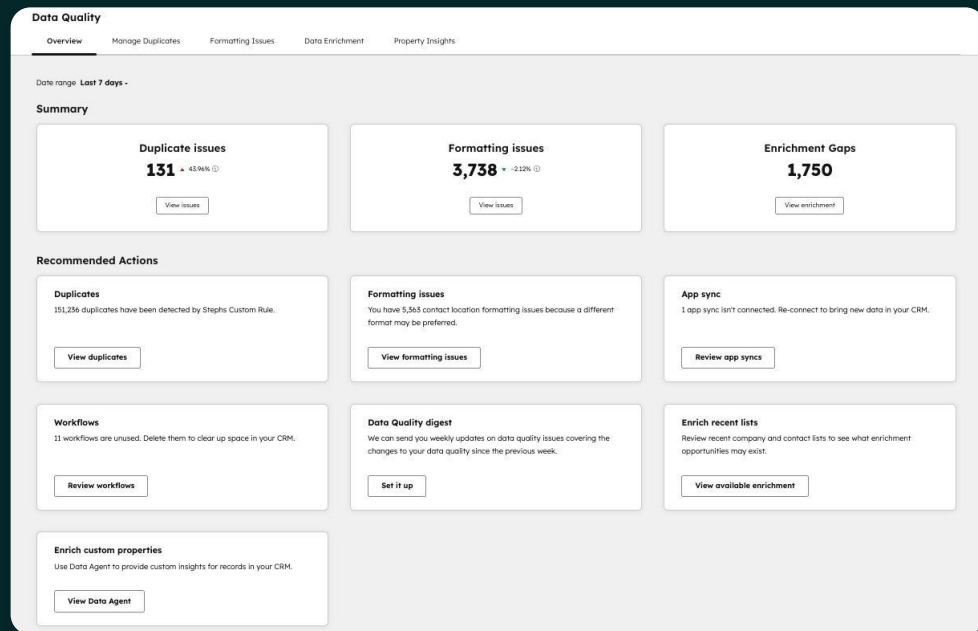
Helping millions of
businesses grow better



Data Quality Overview

The data quality overview provides a **centralized hub for monitoring and managing data quality**.

It offers tools for identifying issues, setting up automated cleanup rules, and tracking data health over time, giving you a comprehensive view of your data quality efforts.



Data Quality Overview

Available with: All Starter Subscriptions

Free

Starter

Pro

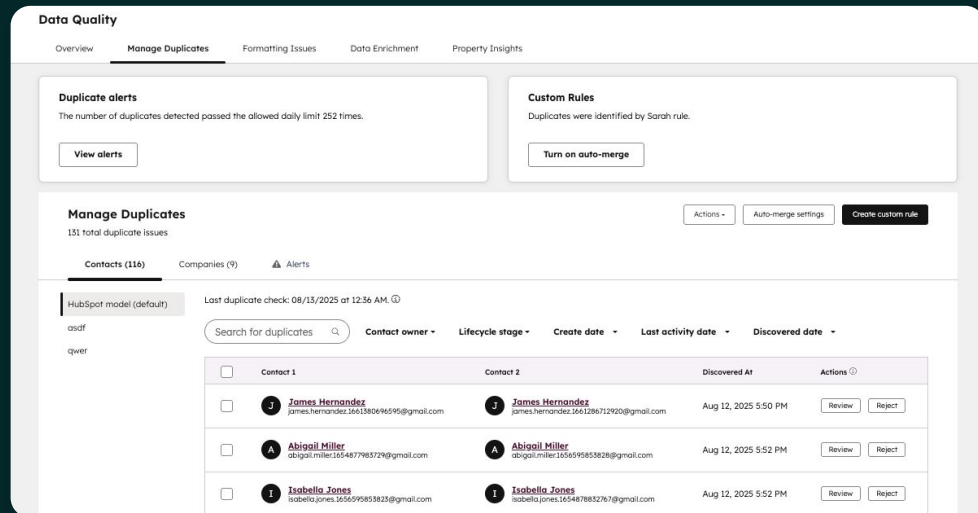
Enterprise

Live

Manage Duplicates

The manage duplicates tool helps **maintain a clean database** by:

1. Using an AI-powered model to identify potential duplicate records
2. Offering a customizable merge modal to control how duplicates are combined
3. Auto Merge & Custom Rules for large volume (DHP+)



Manage Duplicates
Available with: All Starter+ Subscriptions

Free

Starter

Pro

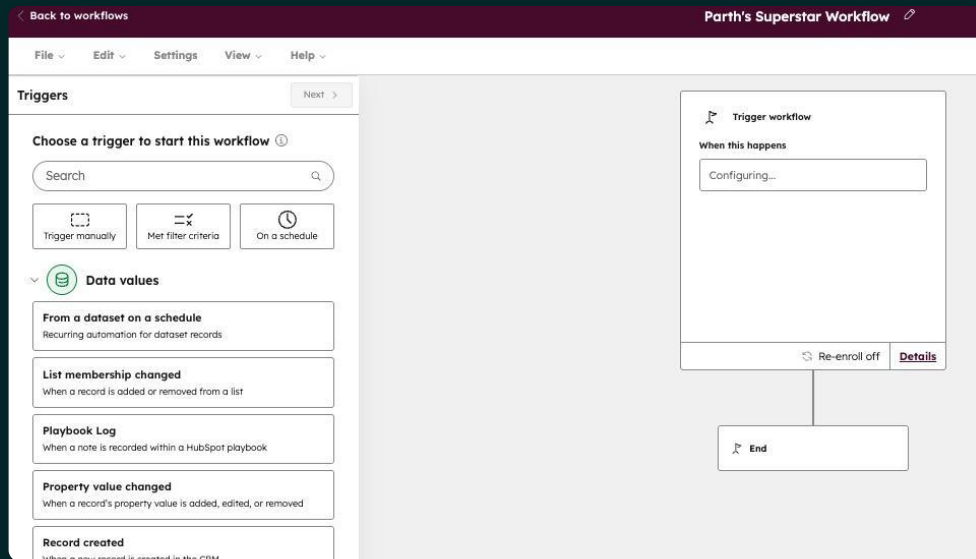
Enterprise

Live

Workflows for Data Cleaning

Custom code actions in workflows allow for **advanced data management**.

A prime example is automatically formatting a property based on pre-existing standards.



Custom Code Actions in Workflows
Available with: Professional+ Subscription

Free

Starter

Pro

Enterprise

Live

Property Cleanup

Use **property validation rules** to prevent junk data at the source for phone #'s in property settings.

Fix messy formatting (like email and locations) with **automated suggestions**, right inside the Formatting Issues tool.

Clean up unused or outdated properties with **Property Insights**, which flags fields with no data, duplicates, or old values.

The screenshot displays the 'Data Quality' dashboard with the 'Formatting Issues' tab selected. A notification box at the top states: 'Formatting Issues: You have 5,363 contact location formatting issues because a different format may be preferred.' Below this, a 'View issues' button is visible. The main section shows 'Formatting Issues' with '3,758 total formatting issues' and '3 automation rules ON'. It lists 'Contacts (3,696)' and 'Companies (42)'. Under 'Imports', there are filters for 'Name (11)', 'Email (68)', and 'Location (3,617)'. The 'Issues: All issues' section contains a table with the following data:

<input type="checkbox"/>	Contact	Issue	Current	Proposed Fix	Actions
<input type="checkbox"/>	Sharece C sharece.c@gmail.com	Fewer characters than expected	Last name: C	Last name: REMOVE	Accept Reject More
<input type="checkbox"/>	Col McCarthy2 col.mccarthy2@gmail.com	Contains unexpected number	Last name: Mccarthy2	Last name: REMOVE	Accept Reject More
<input type="checkbox"/>	Jurgiel Stephanie sjurgiel@hubspot.com	First and last name may be swapped	First name: Jurgiel Last name: Stephanie	First name: Stephanie Last name: Jurgiel	Accept Reject More

Fix Formatting Issues & Property Insights
Available with: All Starter Subscriptions

Free

Starter

Pro

Enterprise

Live

Enrichment

In the Data Quality Overview, you can identify Missing Data and check available **Enrichment Coverage**.

With the click of a button, Fill in enrichment, **fix all missing data** and keep all records up to date.

Missing Data

Available Enrichment

Fill in enrichment, fix all missing data and keep all records up to date.

Enrich all records from a segment

Steph's Test List

Preview a random sample of enriched properties for 1 list. Enrichment will only be applied to records created in the last 12 months.

After enrichment **SUGGESTED** 276 records

First Name	Last Name	Email	Employment Seniority	LinkedIn URL
Sinan	Egilmez	segilmez@hubspot.com	senior	https://linkedin.com/in/egilmez
Sophie	Legras	slegras@hubspot.com	senior	https://linkedin.com/in/sophielegras
Sidharth	Balaji	sbalaji@hubspot.com	senior	https://linkedin.com/in/sidharthbalaji
Stuart	Layton	slayton@hubspot.com	vp	https://linkedin.com/in/stuartlayton
Sebastián	Cualia	scualia@hubspot.com	employee	https://linkedin.com/in/sebastiancualia

Data Enrichment

Missing Data

The enrichment data test checks enrichment coverage of the most recently created records in your CRM.

77 company and 3,518 contact records analyzed.

1,680
Contacts with available enrichment
48% match rate

70
Companies with available enrichment
91% match rate

Enrichment possibilities by record type

- Logo URL
- Company Domain Name
- Is Public
- Country/Region
- Country/Region Code
- Industry group
- Company Keywords
- Web Technologies
- Description

Enrich

Enrichment

Available with: All Starter+ Subscriptions

Free

Starter

Pro

Enterprise

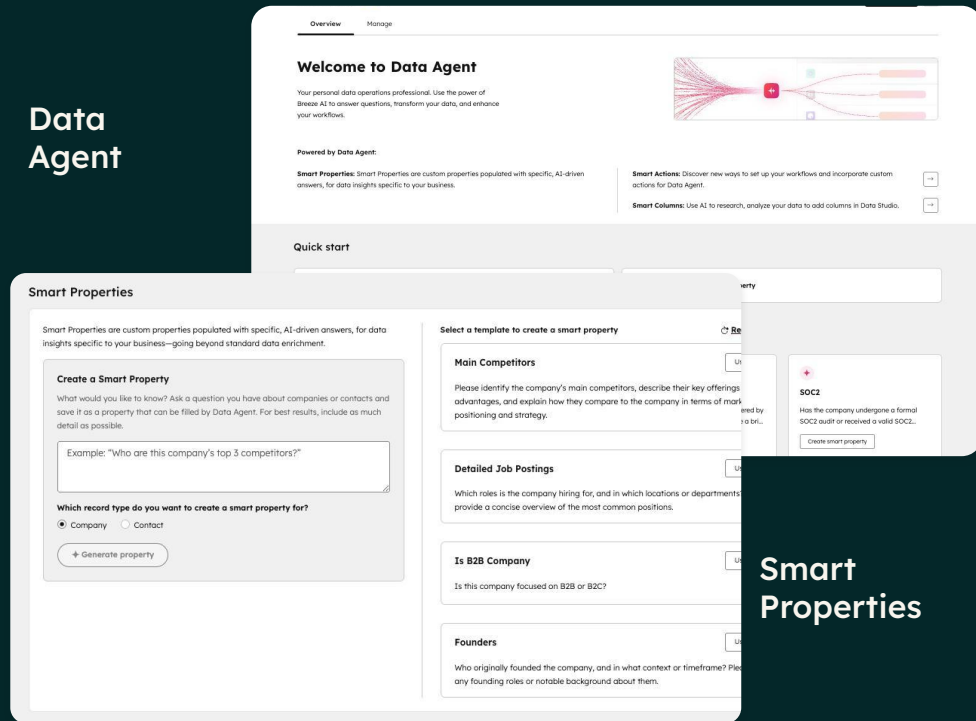
Live

Data Agent

Your personal data operations professional. Use the power of **Breeze AI** to answer questions, transform your data, and enhance your workflows.

Smart Properties are custom properties populated with specific, **AI-driven answers**, for data insights specific to your business—going beyond standard data enrichment.

Data Agent



Data Agent

Available with: All Starter+ Subscriptions

Free

Starter

Pro

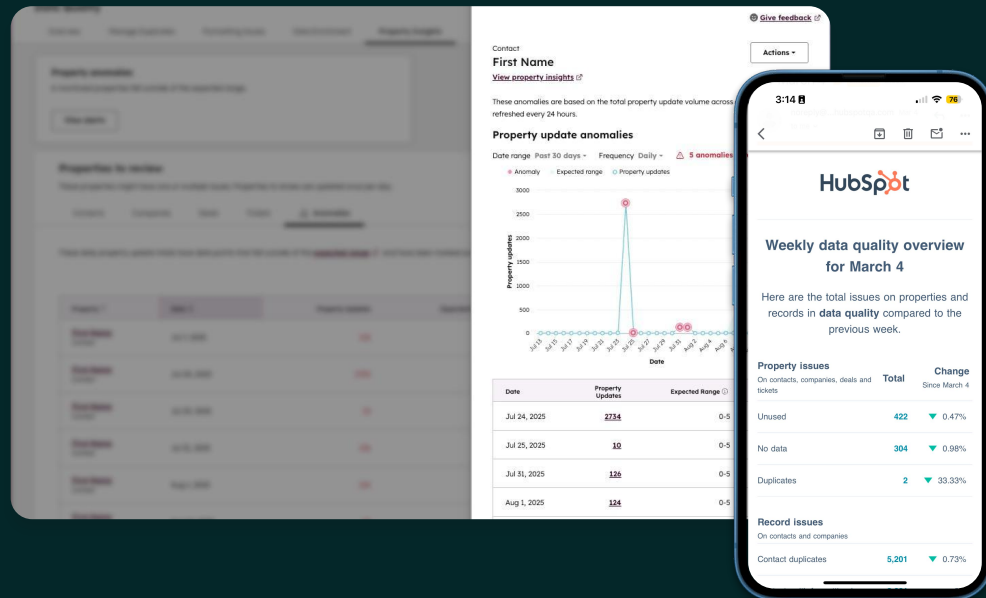
Enterprise

Live

Data Alerts

Regularly **checks your data health** and alerts you of potential issues in your CRM.

1. Property update volume anomalies
2. New duplicates alerts
3. Data quality weekly digest



Property Anomaly Alerts & DQ Digest
Available with: Data Hub

Free

Starter

Pro

Enterprise

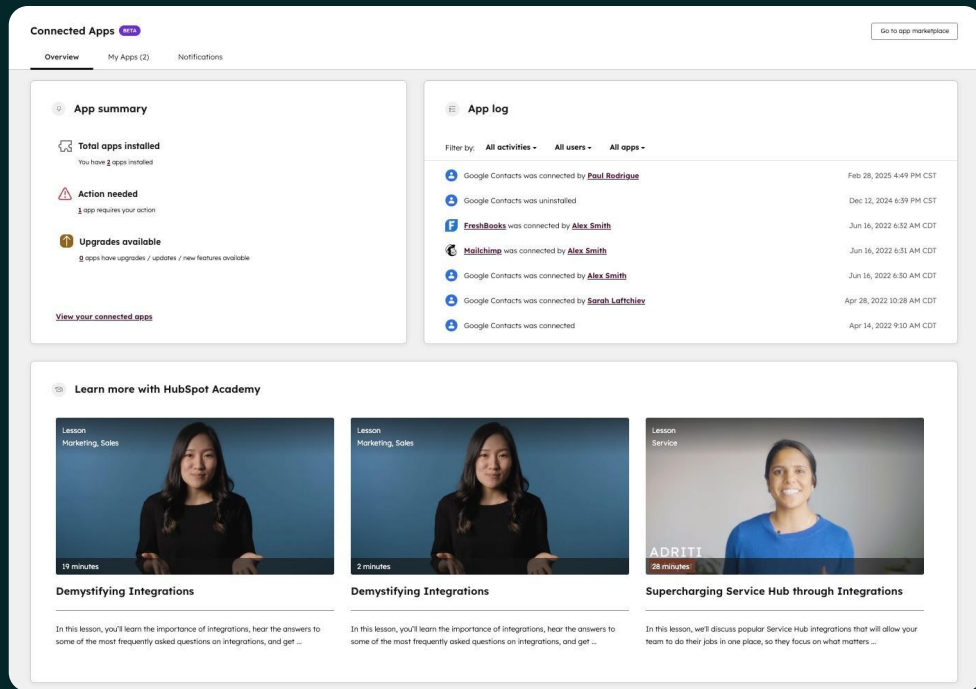
Live

Data Sync / Connected Apps

Automatically **sync leads, contacts, and properties** across tools like Salesforce, Marketo, Mailchimp, and Google Contacts

App cards **surface key data** (like campaign activity or invoice status) directly in CRM records, so reps and marketers get the full context without switching tabs.

Stay in control with **real-time sync activity**, alerts, and simple setup.



Connected Apps
Available with: All

Free

Starter

Pro

Enterprise

Live

Clean Data, Compounding Wins

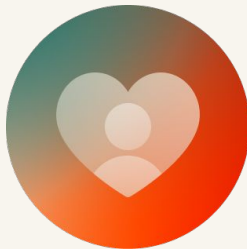
Personalization. Scoring. Targeting. All better with Clean Data.

Clean data doesn't just fix problems. It powers performance.



Targeting

When your data is clean and consistent, you can build precise, high-impact segments - not just by persona, but by behavior, lifecycle stage, or industry



Personalization

Personalization isn't just about first names. With clean industry, role, and lifecycle data, your content actually resonates. It sounds like you understand their world



Scoring

Scoring only works when the inputs are reliable. Clean data means reps can actually trust the scores, prioritize faster, and focus on the contacts most likely to convert



What did Doola Do?

Arjun Mahadevan; CEO & Founder @ Doola

How to get started!

1. This Month

1. Audit your most-used properties
2. Check for duplicates using the Command Center
3. Spot-check workflows that rely on bad fields

2. Next Month

1. Set up property validation and field formatting
2. Create a segment of contacts with missing critical data
3. Align with sales on key fields to keep clean

3. Ongoing

1. Build a simple DQ dashboard
2. Schedule monthly check-ins with the Command Center
3. Empower reps and marketers to flag and fix issues



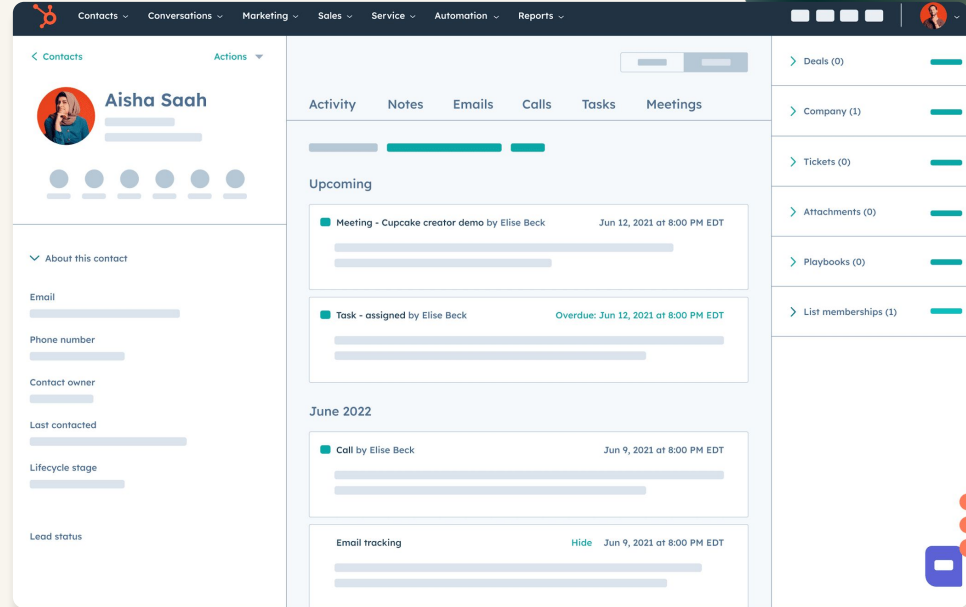
Check in.

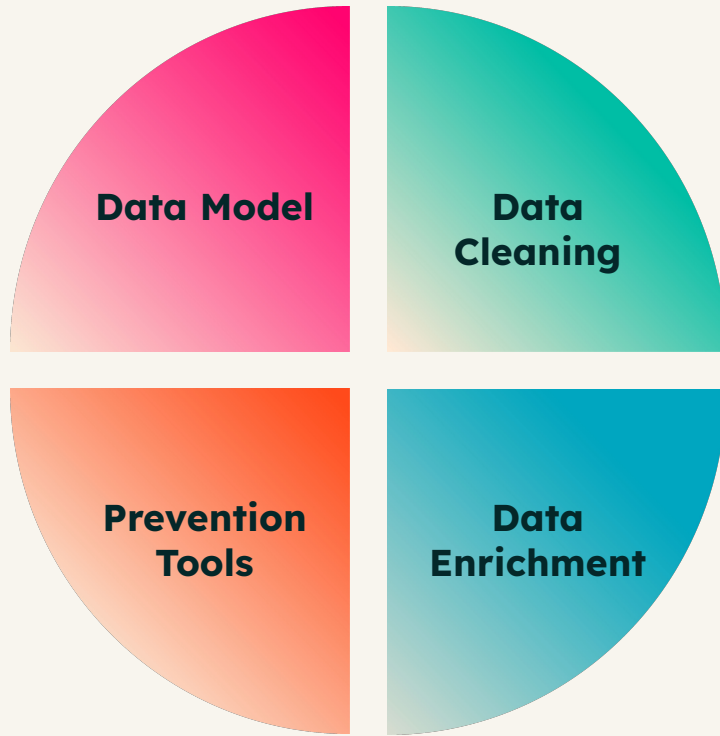
Clean up.

Keep Winning.

Clean Data is
a **competitive**
advantage...

It's the foundation
of a **successful**
business





Putting The Pieces Together

INBOUND

Thank You!

Please Rate Our Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!