# Is It Time? HubSpot Data Clean Up

creativate

**1  Update + Complete Contact Info**

If you haven't had the opportunity on a monthly or quarterly basis to ensure all contact information is the most up-to-date and complete, now is the time!

By making sure your contact records have all fields (or as many as possible) completed, the more meaningful and robust your sales conversations and marketing communications can be.

**2  Unengaged Leads**

If they haven't opened an email in the last 11 deployments (or ever), and if they're not responding or interacting, it's time to cut them loose!

Don't worry...by marking them as "unengaged" they will still live in the system and will have the opportunity to be recycled in the future.

**3  De-Dupe + Merge**

Have you noticed more than one record for the same contact? That means a de-dupe or merge is in order!

Cleaning up duplicate contact profiles allows you to keep more efficient communications with your contacts.

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