



The Insight Studio

# HubSpot Power-Tip 2.0

## Clean CRM Contacts

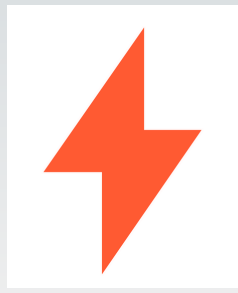


HubSpot

SOLUTIONS PARTNER PROGRAM

STEP  
01

### Build Hardbound List



### Create Automation

Go to Automation  
Workflows - Create Workflows



STEP  
02

### Import List to NeverBounce

This step is optional but it  
ensures no clean contacts  
are removed





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### Detailed Instructions

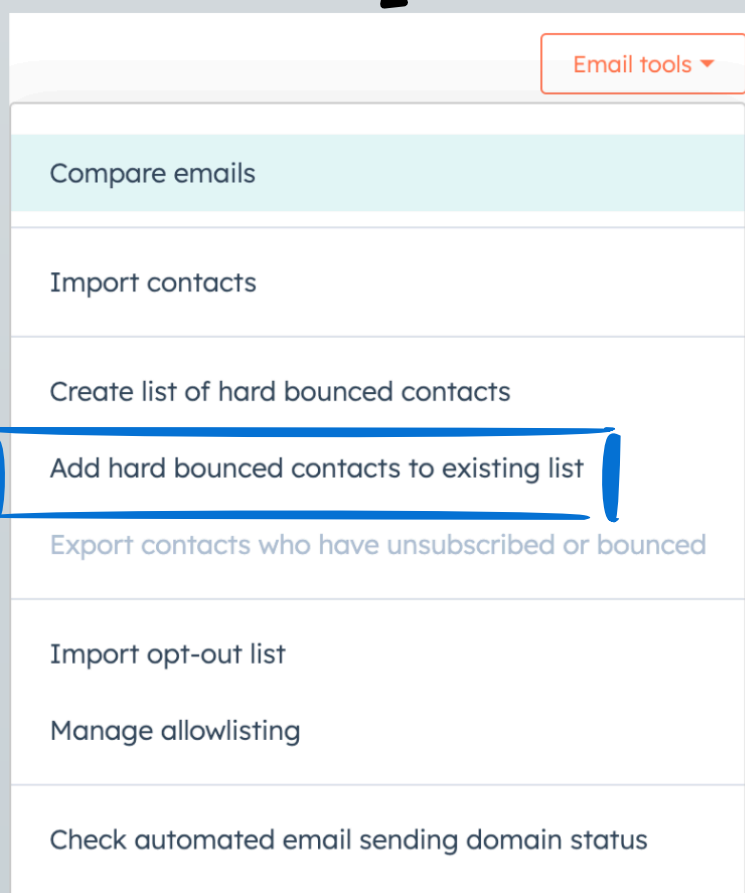
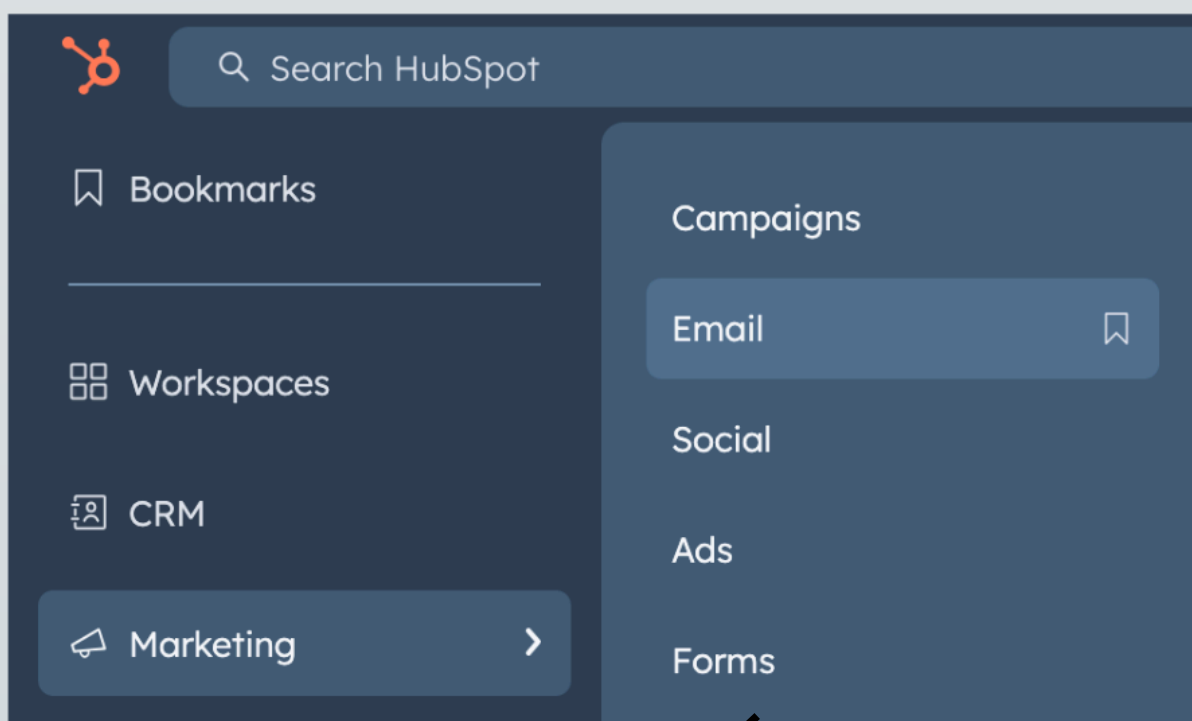
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STEP  
01

## Build Hardbound List

- Go to **Marketing**
- Email
- Email Tools
- Create a list of hard bounced contacts

Body





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### Detailed Instructions

STEP  
02

## Create Automation

- Go to **Automation**
- Workflows
- Create Workflow from scratch
- Enrollment Triggers
  - Contact Based Enrollment
  - When filter criteria is met
  - Add Criteria: Contact properties
  - Email hard bounce reason is known
- Go to **Marketing**
  - Add to static list

The following steps illustrate the process of creating an automation workflow in HubSpot:

- Navigate to Automations > Workflows > Create workflow > From scratch.**
- Select 'When filter criteria is met' as the enrollment trigger.**
- Add criteria: Contact (Current Object) > Contact properties > Email hard bounce reason.**
- Choose an action: Marketing > Add to static list.**
- Finalize the enrollment trigger configuration.**



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### Detailed Instructions

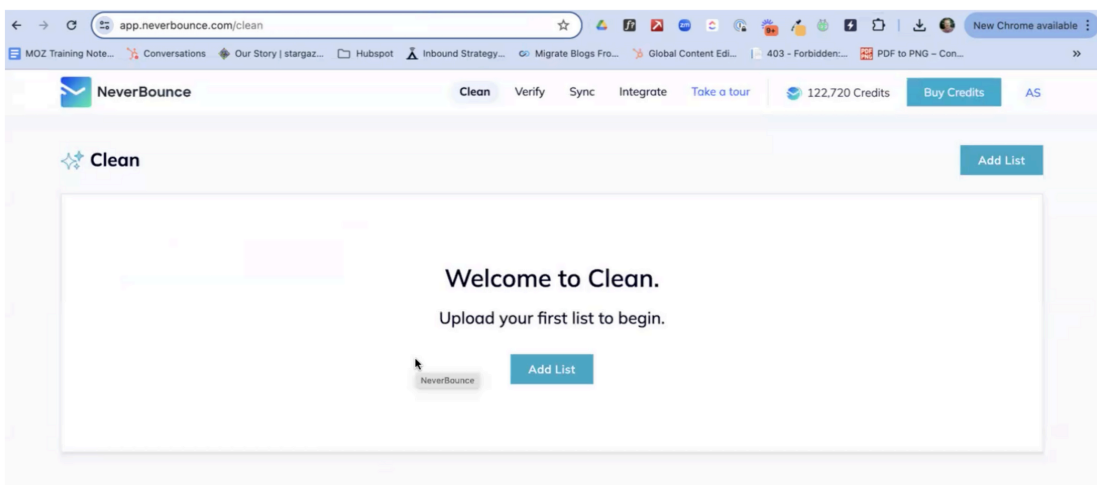
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STEP  
03

## Import List to NeverBounce

- Congratulations. You have accomplished 2 very important things
  - Built a static list for hard bounced contacts
  - Built a workflow to auto-populate your hard bounced list when reason is known
- You can delete list
- We recommend you create list as a CSV
- Go to NeverBounce to clean data
- Import list to NeverBounce and confirm no clean contacts are on list
- Import the scrubbed list to HubSpot
- Delete the bad data

That is it. You have set up a system to automatically clean hard bounced contacts.



### NeverBounce Integration Overview

NeverBounce's real-time email verification and list cleaning service is a scalable and reliable platform for reaching real recipients via email, backed by concierge-level support. With the HubSpot-NeverBounce integration help drive conversion lift from your email lists and ensure your emails always reach the inbox.

As the industry's #1 most trusted cleaning solution, here is why you can rely on NeverBounce:

- **Highest Accuracy** - Only real-time verification. We never use historical data.
- **Lowest Pricing** - Under a penny per email. The more you verify, the lower the cost.
- **Fastest Turnaround** - Time is money. Clean 10k emails in as quick as 3 minutes.
- **Unbeatable Support** - Email, Phone, & Live Chat available when you need us.
- **Up to 99.9% Delivery Guaranteed** - Bounce more than 3%, we'll refund the difference.
- **Trusted & Secured** - Protected by the same level of security as financial institutions. Your data is never resold or abused in any way. We never send your contacts mail in our process.
- **Customer Success** - Real people and dedicated engineers are here to help. Our team personally reviews lists with a high number of unknowns to ensure the highest quality.
- **Team Accounts** - Share data across your entire organization. Organizations have the ability to share credits, access their team members' stored lists, monitor account usage and data, and access account apps.

Included free with every account:

- **Instant bounce analysis** - Test your data. We'll report back whether it's OK to send or needs to be cleaned. Any size.
- **Testing for New Users** - Get 1,000 free verifications when you sign up. Test single emails, a bulk list, or our API.
- **Concierge-level Support** - We pride ourselves on consistent service and availability; we're here to help.