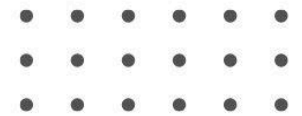


HubSpot Audit Template

By HubXpert



Contact Us
ratul@hubxpert.com



www.hubxpert.com



Checklist:

1. Database Cleanup

Checklist	Current Status	Improvement Scope	Comment
Contact deduplication			
Company deduplication			
Email Hard bounced contact.			
Email unengaged contact			
Workflow Naming conventions			
Workflow folder			
Unused workflow			
Unused list			
Unused Property			
Unused reports			
Unused Form			

2. Tracking and Analytics

Checklist	Current Status	Improvement Scope	Comment
Google ADS tracking			
FB ADS tracking			
LinkedIn ADS tracking			

3. Lifecycle Stage

Checklist	Current Status	Improvement Scope	Comment
Contact Lifecycle Stage Management			
Customer Lifecycle Stage Management			

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