

## [Heads Up] New Data Quality Tools Now Available!

Most businesses today rely on data to fuel growth and create compelling customer experiences. But most also struggle to keep their databases consistent, uncluttered, and up to date. Consider the stats:

- Businesses lose 30% or more revenue due to bad data ([source](#))
- 33% of leaders don't trust their own data ([source](#))
- Only 3% of companies' data meets basic quality standards ([source](#))

*It shouldn't be this hard.*

You need to manage your data better so you can grow better, which is why we're committed to making the confusing and convoluted world of data management more intuitive, automated, and seamless. Our [new data quality tools](#) help you keep your data clean, clear, and under control so you can be more confident in your data setup, retain trust in your data, and make data-driven decisions as you scale.

## TOOLS TO HELP YOU SET UP YOUR DATA MODEL

- **Data Model Overview:** This new learning and planning tool visually represents the complex system of data that's stored in HubSpot. Use it to visualize how you can use the HubSpot CRM to reflect your unique business, so you can set up your data model quickly and correctly. ***Now in public beta and available to all free and paid Operations Hub customers.***
  - [SIGN UP FOR THE BETA](#)
- **Custom Object Builder:** With custom objects, your CRM setup can be as unique as your business. And with the new custom object builder, you've got a simple, intuitive way to build your custom objects. No code required. ***Now in public beta and available to all free and paid Operations Hub customers.***
  - [SIGN UP FOR THE BETA](#)

## TOOLS TO ENSURE ONLY GOOD DATA ENTERS YOUR DATABASE

- **Import Error Handling:** Stop bad data before it starts. With our improved import experience, you can discover and fix errors before adding data to your CRM. ***Now live and available to all free and paid Operations Hub Customers.***
  - [GO TO THE FEATURE](#) | [LEARN MORE](#)
- **Property Validations:** Create and enforce rules for certain properties that govern what users can (and can't!) save as a property value. The result? A more reliable database, higher quality data your teams can count on to make tough business decisions, and a better customer experience. ***Now in public beta and available to all free and paid Operations Hub customers.***
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## TOOLS TO MONITOR & CLEAN YOUR DATABASE

- **Data Quality Command Center:** Without a home base in your CRM to track your data health, you end up solving problems reactively—only after they've become noticeable problems for your teams and customers. Get at-a-glance insights on the health of your HubSpot data in one central place. Identify and fix unused properties, data sync bottlenecks, formatting issues, duplicates, and more, right from the command center. ***Now in public beta and available to all Operations Hub Professional and Enterprise customers.***
  - [SIGN UP FOR THE BETA](#) | [LEARN MORE](#) | [GET A DEMO](#)
- **Data Quality Automation Recommendations:** Forget the manual burden of fixing data errors. With data quality automation recommendations, HubSpot uses artificial intelligence to suggest rules for fixing formatting issues within CRM properties (e.g. capitalization and spacing). Once you accept the suggestions and enable the automations, your database practically cleans itself. Set it and forget it. ***Now live and available to Operations Hub Professional and Enterprise customers.***
  - [GO TO THE FEATURE](#) | [LEARN MORE](#) | [GET A DEMO](#)
- **Data Sync Improvements for Health:** Keep your teams aligned and always alert to possible integration issues. With sync health, you can better understand your integration health and diagnose data syncing issues quickly and easily. That means less time-consuming, manual data monitoring and more time spent connecting with customers. ***Now live and available to all Operations Hub Profession and Enterprise customers.***
  - [GO TO THE FEATURE](#) | [LEARN MORE](#) | [GET A DEMO](#)

Interested in learning more about HubSpot's data quality tools? Visit our [data quality page](#) to see a quick video, learn what other customers are saying, and find additional resources to help you on your data management journey.

If you have any questions about how you can take full advantage of these new features, feel free to reach out to your customer success rep or [contact support](#).