



# Why is HubSpot Data so Important?

When people first think of HubSpot, they think of CRM. And it is a fantastic CRM (we use it!), but it's so much more than that. When used to its full potential, it can run a business:



## CRM Management

HubSpot stores not just sales data but all related customer information, including contact details, interaction history, and deal records. It's essential for maintaining and strengthening customer relationships.

## Marketing Automation

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## Sales & Service Management

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## Analytics and Reporting

HubSpot aggregates data from various functions to deliver performance metrics, ROI analysis, and customer insights that drive strategic decisions.

## Operational Automation

One of HubSpot's most powerful features is automation. It can integrate with almost any third-party tool and offers an intuitive automation engine that helps businesses create streamlined workflows, saving time and reducing human error.



## How HubSpot Data Can Be Lost

Speaking from experience, it's shockingly easy to lose data in HubSpot if users or admins aren't careful. As powerful as HubSpot is, that power can also be misused. [And, of course, human error is always a factor.](#) Here are some of the most common ways data loss occurs.



### 1. Uploading the wrong contact list:

Marketers and sales teams frequently upload contact lists from events and campaigns. If they aren't careful, they can overwrite existing data, create duplicate entries, or delete valuable information. Imagine mis-sorting a lead sheet from a conference—mixing up contact names and companies. The uploaded data would misalign contacts and organizations, leading to confusion and inefficiencies.



## **2. Sharing user login credentials:**

Some companies share login credentials among employees or external partners, increasing the risk of unauthorized access. A malicious actor with access could deliberately delete data. And since HubSpot charges per user license, small businesses may be tempted to share logins to cut costs. However, this short-term saving can lead to major security risks.



## **3. Granting incorrect user roles or elevated privileges:**

Assigning excessive permissions can lead to accidental data deletions or unintended setting changes. Users who don't need full access may inadvertently make changes that disrupt workflows or erase critical information.



## **4. Accidental deletion or overwriting of data:**

It happens more often than you'd think—a sales rep accidentally deletes a contact note, an email address, or an entire deal from their pipeline. While a single lost note might not seem like a big deal, these small mistakes add up and waste valuable time.



### **5. Faulty data integrations:**

Integrating HubSpot with other tools is powerful, but improper configuration can cause unintended data overwrites. We worked with a customer who used both HubSpot and Salesforce—both CRMs were trying to sync, leading to disappearing data that took days to diagnose and fix.



### **6. Malicious Attacks:**

Cybercriminals are increasingly targeting SaaS platforms like HubSpot. With stolen credentials or remote access, hackers can infiltrate accounts and delete or manipulate data, causing severe business disruptions.

# HubSpot Data Protection Across Departments

Different departments rely on HubSpot for different purposes, and each faces unique risks when data is lost.



## Sales

**Use Cases:** Managing leads, tracking sales pipelines, forecasting revenue.

**Threats:** Lost lead data can stall sales processes, making it difficult to follow up with potential clients or forecast revenue accurately.



## Marketing

**Use Cases:** Running email campaigns, tracking analytics, managing content.

**Threats:** Data loss can disrupt campaigns, reduce effectiveness, and result in lost marketing opportunities.



## Support

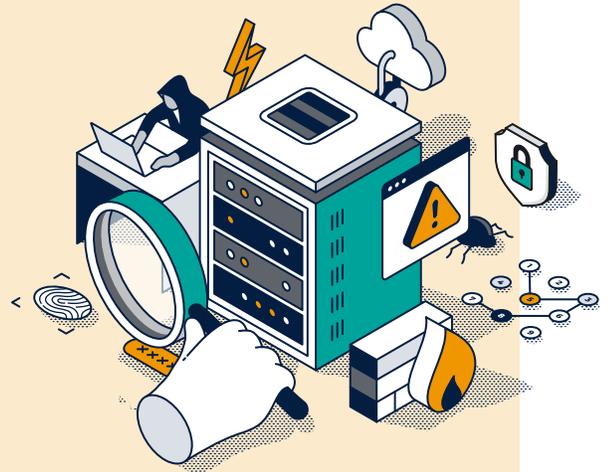
**Use Cases:** Managing customer inquiries, tracking support tickets, maintaining service quality.

**Threats:** Losing support data can degrade customer service, frustrate customers, and damage your reputation.

As HubSpot users ourselves, we rely on it for all of the above—and we've seen firsthand the impact of data loss.

# Consequences of HubSpot data loss

The severity of data loss depends on the situation. While one lost sales note may be an inconvenience, large-scale data loss from integration errors, cyberattacks, or admin mistakes can cause real business disruptions, including:



- **Loss of Historical Customer Insights:**

Losing customer data can prevent sales people from closing deals or stop customer service reps from properly assisting customers. In short lost sales and higher churn.

- **Financial Losses:**

Data loss usually means downtime, which means transactions and services can stop. Costs associated with data recovery, downtime, and lost sales can be substantial.

- **Reputational Damage:**

Customers expect reliable service; data loss can erode trust and damage your brand's reputation.

- **Operational Disruptions:**

Loss of critical data can halt business processes, affecting productivity and efficiency. Severe damage to Hubspot data, like deletion of integrated automations can become extremely painful, time-consuming and costly to recover.

- **Regulatory Penalties:**

Non-compliance with data protection regulations (GDPR or CCPA) can result in hefty fines and legal challenges.



## Best Practices to Mitigate Data Loss Risks

With a complex system like HubSpot, some data loss is inevitable. However, there are ways to prevent it and minimize its impact:



### 1. Regularly Back Up Data:

First and foremost, just expect that data will be lost and needs to be recovered. That means you need to have a backup to recover from. HubSpot has some native export features that you can manually use, but it's best to use a 3rd party backup solution like [SaaSAssure for HubSpot](#).



### 2. Train Teams on Data Management:

User error is probably the biggest source of data loss, so invest in extra training so that your users know how to best use HubSpot and train them away from the activities that can cause data loss.



### 3. Implement Tighter Security Controls:

Stop giving users default access. It's worth the time to go through user groups and turn off specific settings like data deletion, and export. Limit access to certain records unless those users absolutely need them. And stop sharing passwords!



### 4. Review and Test Integrations:

HubSpot has a sandbox capability. Before you turn on 3rd party integrations, it's best to turn them on in a sandbox first and evaluate if there are any data risks.



### 5. Develop a Data Recovery Plan:

Again—despite your best efforts, it could fail. Your HubSpot admins should have a full data recovery plan ready to go, and they should test it for you to see how long it takes and what could be missed during a data emergency.



## Don't wait for disaster to strike.

Take control of your business's future by protecting the nerve center of your operations. Secure your HubSpot data today with a robust 3rd party backup solution—ensuring that no matter what challenges arise, your business remains unstoppable.



[saasassure.com](https://saasassure.com)