



CASE STUDY:

HubSpot + ZeroBounce Data Quality for Email Compliance Software: How UnsubCentral Built a Safer Outbound Campaign Process



INDUSTRY

Software

COMPANY PROFILE

UnsubCentral provides email compliance software and suppression solutions that help organizations protect brand reputation, improve deliverability, and control customer data.



UnsubCentral needed to activate third-party prospect data at a time when funnel performance was under pressure. Vonazon built a HubSpot-centered process that routed Dun & Bradstreet contacts through ZeroBounce before campaign activation, using validation status to control nurture eligibility, suppress known bad addresses, and separate unusable records from marketing contacts. In the initial campaign reviewed, the source list contained **2,031 contacts, approximately 2,000** entered the HubSpot workflow, **more than 1,900 email sends** were recorded, and unsubscribes remained **below 1%**.

The HubSpot logo, consisting of the word 'HubSpot' in a bold, orange, sans-serif font, with a stylized orange icon of three people connected by lines above the 'o' in 'Spot'.

2,031

**contacts, approximately
2,000 entered the
HubSpot workflow.**

The Situation

UnsubCentral operates in a specialized email compliance and suppression category where buyer awareness does not automatically translate into action. The company had historically relied heavily on inbound demand and SEO, but leadership was confronting a widening gap between traffic and conversion.

That pressure made outbound demand generation increasingly important. UnsubCentral was bringing third-party prospect data from Dun & Bradstreet into HubSpot, **creating a practical question before any nurture campaign could scale:**

- Which records were safe to email?
- Which should be suppressed?
- Which should not consume paid HubSpot marketing-contact capacity?

THE CHALLENGE

The commercial backdrop was difficult. UnsubCentral described its historical close rate as **approximately 20%**, while the current rate had fallen to **about 14%**, with one participant estimating it might be closer to 10%. Website conversion was also estimated at **roughly 0.5%**. These were baseline indicators of the problem, not outcomes of the engagement.

20%
**HISTORICAL
CLOSE RATE**

At the same time, expanding outbound activity introduced a different kind of risk. Newly acquired prospect records could include invalid addresses, spam traps, catch-all addresses, or contacts with prior hard-bounce history. Sending indiscriminately could expose UnsubCentral to avoidable deliverability problems while adding unusable records to its HubSpot marketing-contact count.

The challenge was therefore not simply to send more email. UnsubCentral needed a controlled way to move third-party prospect data from acquisition to validation to nurture, with clear rules governing which contacts could proceed and which should be held back.

As one stakeholder put it,

"We have a lot of people at the top of the funnel, but we don't know how to get them to the middle."



The immediate opportunity was to make the activation process itself more disciplined before drawing conclusions about downstream pipeline performance.

VONAZON'S APPROACH

01

**Validation
Statuses**

02

Active Lists

03

**Workflow
Enrollment Rules**

04

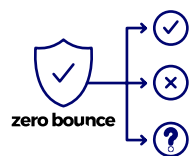
Suppression Logic

05

**Marketing-
Contact Handling**



Vonazon centered the outbound process in HubSpot and used ZeroBounce as a validation gate between contact acquisition and campaign activation. Dun & Bradstreet contacts entered HubSpot in identifiable imports, and an active list captured newly added D&B records for ZeroBounce processing.



ZeroBounce then populated validation status on the contact record. Vonazon designed the HubSpot workflow so contacts with approved statuses could proceed into nurture, while negative statuses such as **known invalid addresses and spam traps** were held out of email campaigns. **Catch-all addresses were intentionally permitted**, which meant the process reduced exposure to known bad addresses but was not designed to eliminate every possible bounce.



Vonazon also created active-list logic to retain visibility into records that should not be mailed. That gave UnsubCentral a way to track poor-quality records from its data source rather than allowing them to disappear from view, and created a basis for reviewing data quality over time.



HubSpot added another safeguard for contacts with existing hard-bounce history. When HubSpot recognized a prior hard bounce, it could prevent the send and populate the hard-bounce reason. Those records could then be captured by the non-marketing contact logic rather than remaining part of the active marketing population.



The marketing-contact decision mattered financially as well as operationally. Records classified as unusable could be **marked as non-marketing contacts**, helping UnsubCentral avoid paying HubSpot marketing-contact costs for contacts it should not email.

Together, the validation statuses, active lists, workflow enrollment rules, suppression logic, and marketing-contact handling **created a repeatable path from third-party data intake to campaign activation**. Instead of treating a purchased list as immediately sendable, UnsubCentral could apply a defined quality-control step before outreach.

THE RESULTS

The first campaign reviewed against the new process used a source list of 2,031 contacts, with approximately 2,000 contacts shown in the HubSpot workflow and more than 1,900 email sends recorded. The campaign's unsubscribe rate remained below 1%.

2,031

made up the source list for the first campaign reviewed against the new process.

2,000

contacts appeared in the HubSpot workflow.

1,900+

email sends were recorded for the campaign.

<1%

was the campaign's unsubscribe rate.

THE RESULTS

The validation and suppression logic kept known invalid email addresses and spam traps out of the approved sending population. HubSpot also withheld sends to contacts it already recognized as having hard-bounce history, adding another layer of protection before outreach.

ZeroBounce did not eliminate every bounce, nor was that the design. The campaign allowed catch-all addresses to proceed, and the team explicitly expected some of those addresses could bounce. The supported result is therefore narrower and more useful: the process reduced exposure to known bad addresses while preserving an intentional level of reach.

Records identified as unusable could also flow into non-marketing contact handling, preventing clearly unmail-able contacts from unnecessarily contributing to HubSpot marketing-contact costs.

These are operational results rather than evidence of a revenue or pipeline turnaround. They demonstrate that UnsubCentral moved from importing prospect data directly toward outreach to applying a repeatable validation, classification, suppression, and activation process inside HubSpot.

IMPACT

Vonazon gave UnsubCentral a more controlled way to activate third-party prospect data in HubSpot.

New records could be validated before nurture, known invalid addresses and spam traps could be suppressed, unusable records could be separated from paid marketing contacts, and campaign teams could test outbound programs against a cleaner, more clearly governed audience.

The result was a safer and more disciplined foundation for outbound campaign execution without overstating downstream revenue impact.



Planning to activate third-party prospect data in HubSpot?



**Build validation and
suppression into the process
before the first send.**



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