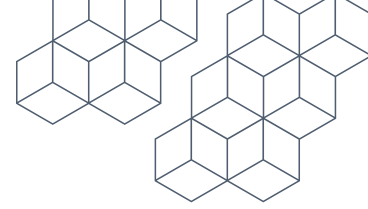


Email Data Hygiene

SOPs Workbook



Use this workbook as a framework to outline the standard operating procedures for keeping your data clean and aligned with strategic goals. You will identify data sources, accountable partners, and audit cadence.



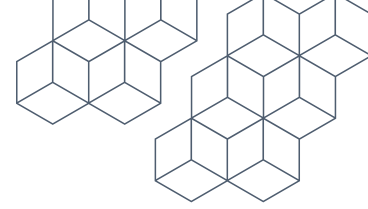
Section 1: Introduction/Summary

In this section, summarize your overall data goals and purpose of your email data maintenance process

Section 2: Accountability

In this section, answer the following questions to outline who is responsible for maintaining the data

Function	Team or Individual	Responsibilities
Data Performance <i>Does data meet goals or objectives?</i>		
Data Integrity <i>Is data accurate and up to date?</i>		
Data Analysis & Insight <i>What insights can be drawn from data?</i>		
Data Operations <i>How is data organized and accessed?</i>		



Section 5: Data Sources

List data systems or sources you will be drawing data from and the frequency at which they should be audited

Are these systems integrated?

Yes

No