

The 15-Minute Salesforce Contact Data Audit

Six reports that show how much of your contact data can't be reached, one check for your sector, a scorecard, and how to fix what you find. Online version: dqverify.com/salesforce-data-audit

-  Built for Lightning reports. Reports only read data, so it's safe to run in production.
-  About two or three minutes per check. Start with the ones you care about most.
-  Write each record count in the scorecard as you go. It adds them up for you.

Six reports, fifteen minutes.

Each check is one standard report. Build it, note the record count, and move on. The field names are Salesforce's own; custom fields in your org may add more places to look.

01  **Email** · 2 min

Emails that already bounced

These are addresses Salesforce already knows are bad: an email it sent came back. Yahoo asks senders to remove invalid recipients promptly, and HubSpot can suspend sending when hard bounces reach 5%. Every one left on a list counts against your next send.

Source: [Yahoo Sender Best Practices](#)

Source: [HubSpot: why is my email suspended](#)

BUILD THE REPORT

Report type

Contacts & Accounts

Filters

1 **Email Bounced Reason** not equal to (leave blank)

Columns

Contact ID, Email, Email Bounced Reason, Email Bounced Date

 This only counts bounces from email sent through Salesforce with bounce management turned on (Setup → Deliverability). If you send from Marketing Cloud, Account Engagement, HubSpot or Mailchimp, take the bounce count from that tool instead.

Or count it in the Developer Console

```
SELECT COUNT() FROM Contact WHERE IsEmailBounced = true
```

Placeholder and mistyped emails

Required fields collect stand-ins like noemail@ and test@, and fast typing produces gmial.com. None of them reach the person. Salesforce's Email field blocks most broken formats, so what slips through looks fine at a glance.

BUILD THE REPORT

Report type

Contacts & Accounts

Filters

- 1 **Email** contains
gmial.com, gmail.com, gamil.com, yaho.com, yahooo.com, hotmial.com, hotmal.com, outlok.com, .con
- 2 **Email** contains
noemail, no-email, none@, test@, example.com, asdf, donotemail

Filter logic

1 OR 2

Columns

Contact ID, Email, Created Date, Created By

💡 Comma-separated values in one filter count as OR. Add the stand-ins your team uses. Scan the results before you count them: ".con" can also match a real domain such as .consulting.

Records you can't mail

No street, city or ZIP means no appeal letter, no receipt and no package. These records also can't be CASS-coded, and USPS requires CASS-coded addresses for automation prices.

Source: [USPS DMM 602 \(automation prices need CASS-coded addresses\)](#)

BUILD THE REPORT

Report type

Contacts & Accounts

Filters

- 1 **Mailing Street** equals (leave blank)
- 2 **Mailing City** equals (leave blank)
- 3 **Mailing Zip/Postal Code** equals (leave blank)

Filter logic

1 OR 2 OR 3

Columns

Contact ID, Mailing Street, Mailing City, Mailing State/Province, Mailing Zip/Postal Code, Mailing Country

💡 In NPSP, the household address syncs to each contact's Mailing Address, so this report covers it. On Person Accounts, use the person account's mailing fields. If you have contacts outside the US, exclude them with a Mailing Country filter.

ZIP codes that lost their leading zero

Spreadsheets treat ZIP codes as numbers, so 02134 becomes 2134 on the way in. Every ZIP in New England, New Jersey and Puerto Rico starts with a zero, and the record looks complete until the mail comes back.

BUILD THE REPORT

Report type

Contacts & Accounts

Filters

1 **Mailing State/Province** equals MA, RI, NH, ME, VT, CT, NJ, PR

2 **Mailing Zip/Postal Code** not equal to (leave blank)

3 **Mailing Zip/Postal Code** starts with 0

Filter logic

1 AND 2 AND NOT 3

Columns

Contact ID, Mailing State/Province, Mailing Zip/Postal Code

💡 If your org stores full state names, add them to filter 1 (Massachusetts, New Jersey...). While you're here, remove the filters and group the report by Mailing State/Province: a tidy US org has a little over 50 groups. Fla., florida and FL. showing up as separate groups is a sign of free-text entry.

Phone numbers that can't ring

Placeholders like 000-0000 and 123-4567 fill required fields and never connect. Real numbers go stale too: the FCC estimates about 35 million US numbers are disconnected and made available for reassignment every year.

Source: [FCC 18-177, para. 6 \(2018\)](#)

BUILD THE REPORT

Report type

Contacts & Accounts

Filters

1 **Phone** contains
000-0000, 123-4567, 111-1111, 999-9999, 555-01

2 **Mobile** contains
000-0000, 123-4567, 111-1111, 999-9999, 555-01

Filter logic

1 OR 2

Columns

Contact ID, Phone, Mobile

💡 Formats vary (305-555-0142, (305) 555-0142, 3055550142), so add the variants your data uses. For a second count, find contacts with no number at all: Phone equals (leave blank) AND Mobile equals (leave blank). A report can't tell you whether a number is valid or what kind of line it is. That takes validation.

Records nobody has touched in two years

People move and change jobs. 11.8% of Americans moved in 2024, USPS processed 71,130 address changes a day in 2025, and the median worker has been in their job for 4.1 years. The older the record, the more likely its address, email or phone has changed.

Source: [US Census Bureau, ACS 1-year migration \(2024\)](#)

Source: [USPS Postal Facts: one day \(2025\)](#)

Source: [BLS Employee Tenure, January 2026](#)

BUILD THE REPORT

Report type

Contacts & Accounts

Filters

- 1 **Last Activity** less than a date two years ago
- 2 **Last Activity** equals (leave blank)
- 3 **Last Modified Date** less than the same date
- 4 **Email Opt Out** equals False

Filter logic

(1 OR 2) AND 3 AND 4

Columns

Contact ID, Email, Mailing Street, Phone, Last Activity, Last Modified Date

 If your team doesn't log activities, use Last Modified Date on its own. Nonprofits on NPSP can use Last Gift Date instead. Retailers can use the last order date from their storefront connector.

One more check for your sector.

The records that cost you most when they're wrong. Pick the one that fits your organization.

This year's donors you can't send a receipt to

Donors need a written acknowledgment from you for any single gift of \$250 or more before they can claim the deduction. If the address is blank or the email bounced, the receipt doesn't arrive, and neither does next year's appeal.

Source: [IRS Publication 1771](#)

BUILD THE REPORT

Report type

Contacts & Accounts (NPSP)

Filters

- 1 **Total Gifts This Year** greater than 0
- 2 **Mailing Street** equals (leave blank)
- 3 **Mailing Zip/Postal Code** equals (leave blank)
- 4 **Email Bounced Reason** not equal to (leave blank)

Filter logic

1 AND (2 OR 3 OR 4)

Columns

Contact ID, Total Gifts This Year, Mailing Street, Mailing Zip/Postal Code, Email, Email Bounced Reason

 Field names here are NPSP's. On Nonprofit Cloud, start from this year's Gift Transactions and add the donor's mailing address and email.

Recent orders with an incomplete ship-to

Carriers fix incomplete addresses for a fee: \$25.50 per address correction at FedEx and \$25.25 at UPS, rising to \$27 at FedEx on January 4, 2027. Peak-season demand surcharges come on top.

Source: [FedEx 2026 surcharge changes](#)

Source: [UPS accessorial charges \(effective Dec 22, 2025\)](#)

Source: [FedEx 2027 surcharge changes](#)

BUILD THE REPORT

Report type

Orders (or the object your storefront connector uses for orders)

Filters

1 **Order Start Date** equals **LAST 90 DAYS**

2 **Shipping Street** equals **(leave blank)**

3 **Shipping Zip/Postal Code** equals **(leave blank)**

Filter logic

1 **AND** (2 **OR** 3)

Columns

Order Number, Account Name, Shipping Street, Shipping City, Shipping Zip/Postal Code

 Blank fields are the easy catch. A street with no apartment or suite number looks complete in a report. Finding those takes validation.

Your number.

Add up the counts and you have the share of your org that can't be mailed, emailed or called as it stands. It's usually bigger than people expect, and it's the number to take to whoever owns the next campaign.

Your audit scorecard

Total contacts

Run the Contacts report with no filters

Emails that already bounced

— of contacts

Placeholder and mistyped emails

— of contacts

Records with no street, city or ZIP

— of contacts

ZIP codes missing a leading zero

— of contacts

Placeholder phone numbers

— of contacts

Records untouched for two years

— of contacts

Donors this year with no address or a bounced email

— of contacts

Recent orders with an incomplete ship-to

— of contacts

Records to fix

One contact can fail more than one check, so treat this as the upper end.

What a report can't tell you.

Reports find blanks and the patterns you thought to search for. Whether an address, mailbox or phone number actually works takes validation.

Address

A report shows
Whether the street, city and ZIP are filled in.

Validation adds

A result code that says whether the address is valid as entered, was corrected, or is missing something such as a street number or unit. US addresses are processed with USPS CASS Certified software.

Email

A report shows
Bounces from email Salesforce sent, and typos you thought to search for.

Validation adds

A live mailbox check (no message is sent), disposable, role-based and spam-trap flags, and a Low, Medium or High risk score.

Phone

A report shows
Blanks and the placeholders you thought to search for.

Validation adds

Whether the number is valid, its line type (mobile or landline), carrier, and whether it was ported.

Fix what you found in three steps.

No package to install and no IT project. You need a report export and the Data Import Wizard, which you already have.

01

Export the report

Open the report, click Export, and choose Details Only with Comma Delimited .csv. Keep the Contact ID column so you can match records on the way back in.

02

Validate the file

Upload the CSV in the DQVerify dashboard and map the address, email or phone columns. You get the file back with a result code on every row. Download it during your session: batch results are deleted afterwards.

03

Bring the results back

Add a field such as Email Status, then update records with the Data Import Wizard (up to 50,000 records, matched on Salesforce ID) or Data Loader for bigger files. Writing results to their own field, instead of overwriting the original, lets you filter sends and review changes. Export a backup first.

100 free credits for 14 days, no credit card, business email required. One credit checks one module on one record. Sign up at dqverify.com.

Sources

[Yahoo Sender Best Practices](https://senders.yahooinc.com/best-practices/) · <https://senders.yahooinc.com/best-practices/>

[USPS DMM 602 \(automation prices need CASS-coded addresses\)](https://pe.usps.com/text/dmm300/602.htm) · <https://pe.usps.com/text/dmm300/602.htm>

[US Census Bureau, ACS 1-year migration \(2024\)](https://www.census.gov/topics/population/migration/guidance/acs-1yr.html) · <https://www.census.gov/topics/population/migration/guidance/acs-1yr.html>

[BLS Employee Tenure, January 2026](https://www.bls.gov/news.release/tenure.nr0.htm) · <https://www.bls.gov/news.release/tenure.nr0.htm>

[FedEx 2026 surcharge changes](https://www.fedex.com/content/dam/fedex/us-united-states/services/surcharge_and_fee_changes_2026.pdf) · https://www.fedex.com/content/dam/fedex/us-united-states/services/surcharge_and_fee_changes_2026.pdf

[FedEx 2027 surcharge changes](https://www.fedex.com/content/dam/fedex/us-united-states/services/surcharge_and_fee_changes_2027.pdf) · https://www.fedex.com/content/dam/fedex/us-united-states/services/surcharge_and_fee_changes_2027.pdf

[HubSpot: why is my email suspended](https://knowledge.hubspot.com/marketing-email/why-is-my-email-suspended) · <https://knowledge.hubspot.com/marketing-email/why-is-my-email-suspended>

[FCC 18-177, para. 6 \(2018\)](https://docs.fcc.gov/public/attachments/FCC-18-177A1.pdf) · <https://docs.fcc.gov/public/attachments/FCC-18-177A1.pdf>

[USPS Postal Facts: one day \(2025\)](https://facts.usps.com/one-day/) · <https://facts.usps.com/one-day/>

[IRS Publication 1771](https://www.irs.gov/pub/irs-pdf/p1771.pdf) · <https://www.irs.gov/pub/irs-pdf/p1771.pdf>

[UPS accessorial charges \(effective Dec 22, 2025\)](https://assets.ups.com/adobe/assets/urn:aaid:aem:f8d97e17-7ef9-48af-b8ce-b5c9bbf0be6a/original/as/preview-accessorial-us-en.pdf) · <https://assets.ups.com/adobe/assets/urn:aaid:aem:f8d97e17-7ef9-48af-b8ce-b5c9bbf0be6a/original/as/preview-accessorial-us-en.pdf>

Figures checked October 2026. Salesforce is a trademark of Salesforce, Inc. DQE, our parent company, is a Salesforce ISV Partner. DQVerify is a service of DQE LLC.