

Activation Data Contract Template

Before reverse ETL changes Salesforce, HubSpot, Braze, or AI workflows.

Use in the launch review. Keep answers short enough that a future owner can audit them.

1. Workflow and decision

Workflow name:

Business decision this data is allowed to change:

Destination system and surface:

Allowed action: suggest / alert / route / write / suppress:

2. Grain, identifiers, and matching

Entity grain: account / contact / user / opportunity / subscription / other:

Primary identifier:

Fallback or blocked matching rule:

Records that require manual review before write:

3. Source lineage and destination mapping

Source model(s) and owner:

Destination field, list, audience, alert, or prompt:

Allowed values and null handling:

Overwrite behavior and manual-edit precedence:

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4. Freshness, suppression, and quality gates

Freshness SLA and expiry rule:

Suppression categories:

Launch-blocking tests or thresholds:

Sample review owner and sample size:

5. Owners, monitoring, and rollback

Source-model owner:

Destination-field owner:

Workflow/business owner:

Alert path, pause rule, rollback rule, and restart owner:

6. Launch decision

Launch / launch with caveats / pause:

If caveated, what is limited or alert-only:

First post-launch review date and examples to inspect:

If paused, next Data Foundation or Data Activation repair step:
