

# Top 5 Outreach Errors & Their Implications for Your Business

---

All teams experience inaccuracies with data, activity tracking, reporting issues, or workflow inefficiencies. But regularly monitoring error logs in your Sales Engagement Platform ensures that you don't miss crucial opportunities. We highly recommend incorporating regular error log checks into your business' weekly or monthly reporting.

## THE IMPORTANCE OF ERROR LOGS

When entering data in Outreach, it's all too easy to dismiss an error message. But even if the error feels like a one-off, it can point to much bigger data synchronization challenges.

We conducted a study analyzing over 150,000 error logs to determine the most common error messages and why you should be paying attention. Just these five issues consist of 60% of all error logs.

## Top 60% of Outreach Error Logs & Causes

---

# 01

ERROR MESSAGE:

**% of Errors:** 33.14%

**“A prospect with this email address already exists in Outreach.”**

### Cause

Duplicate data.

### Business Costs

- Skews the status of prospects and leads
- Interferes with messaging flows
- Could indicate a larger data structure issue

### Best Practice

Monitor the prevalence of this error message and do a deep dive if it occurs regularly.

# 02

ERROR MESSAGE:

**% of Errors:** 11.24%

**“There is an incorrect user mapping in the Salesforce plugin or the user associated with the prospect has not yet been mapped. Please review your plugin settings and try again.”**

**Cause**

An error in the bidirectional sync between Salesforce and Outreach.

**Business Costs**

- Throws forecasting conversion rates
- Affects reporting activity against KPIs
- Causes inaccurate contact records

**Best Practice**

Regularly monitor error reports to prevent this issue from compounding. The error will likely originate from one.

# 03

ERROR MESSAGE:

**% of Errors:** 7.06%

**“Your Outreach admins do not allow prospects with this email domain to be created. Please reach out to your Outreach admin to add this prospect.”**

**Cause**

When a forbidden domain name appears (ex. name @ YourCompany.com).

**Business Costs**

- This “expected error” actually helps you not to count employees or contractors as leads or contacts

**Best Practice**

This message means that your system is operating correctly. Keep the forbidden domain list updated to ensure clean data.

# 04

ERROR MESSAGE:

**% of Errors:** 5.72%

**“The Salesforce plugin encountered an error during authentication. Please have your Salesforce admin reconnect the plugin with their Salesforce credentials.”**

**Cause**

Someone without proper credentials in Salesforce hit the “Reconnect” plugin between Outreach and Salesforce.

**Business Costs**

- This “expected error” prevents unqualified users from overhauling your entire synchronization system.

**Best Practice**

- Make sure that everyone who has Salesforce admin permissions has them.
- Check that the original admin didn't leave the company or change their credentials.

# 05

ERROR MESSAGE:

**% of Errors:** 3.80%

**“Validation failed: \_\_\_\_\_.”**

**Cause**

Picklists between Outreach and Salesforce do not match 1:1.

**Business Costs**

- Causes inaccurate Salesforce data
- Related tasks and objects for prospects will not log in Salesforce

**Best Practice**

Only use picklists for values that need to map exactly 1:1.

## WHY REGULAR ERROR LOG MONITORING IS CRITICAL

These errors could have major implications for your business, whether they affect your data and reporting or just discourage your reps from entering essential information at key moments.

***“Teams that proactively review error logs are seeing significant productivity gains and performance as a result.”*** - Patricia McLaren, Co-Founder and CEO, RevShopper

As the Sales Engagement space grows, teams are realizing how fundamental the platform is to their go-to-market. We recommend that every organization implement a **proactive** process to optimize and maintain their sales operations.

# Outreach Error Deep Dive: Causes & Solutions

---

## 01

### Duplicate Email Addresses

ERROR MESSAGE:

“A prospect with this email address already exists in Outreach.”

---

#### Cause

Outreach won't create a new prospect if they're already attached to an email address in the system.

---

#### Business Costs

Duplicate data can have major implications. Multiple records for one person can distort your entire reporting process, not to mention cause confusion in prospects and leads that you contact.

---

#### Frequency

This error consists of 33% of all error logs, which means that it occurs frequently! However, that's not necessarily a bad thing.

This message is something that we call an “expected error,” or rather a pop-up that confirms that the system is working as it should be. Outreach is actually trying to prevent you from creating duplicate records because the business costs are significant.

---

#### Best Practice

If this error repeatedly pops up, there might be some opportunities for optimization. Consider why duplicate records are constantly attempting to be pulled in.

- Could your sales team benefit from **a more defined contact strategy** so they aren't spending time pulling in the same prospects or accounts?
- Or, could you **revisit your automation settings** and see where further conditions may be added to reduce this error?

# 02

## Incorrect User Mapping

ERROR MESSAGE:

**“There is an incorrect user mapping in the Salesforce plugin or the user associated with the prospect has not yet been mapped. Please review your plugin settings and try again.”**

---

### Cause

This error occurs when the user in Salesforce isn't the same user in Outreach, or when that user isn't mapped yet. Either the object owner isn't in Outreach or the relationship between the Outreach and Salesforce records is mismatched. There is an issue with your bidirectional sync.

While the error can occur across any object, we frequently see it in the following:

- Lead
- Contact
- Account
- Tasks
- Opportunity

---

### Frequency

At 11% of our researched error logs, this incident is not uncommon!

---

### Business Costs

Thousands of emails and activities could be lost in limbo if the two systems aren't syncing properly.

This imbalance of information could impact the following:

- Understanding and forecasting conversion rates
- Reporting activities and activity volumes against KPIs
- Contact records will be inaccurate, risking visibility into a contact's current state
- Overall accuracy of data in Outreach and Salesforce

---

### Best Practice

Monitor for this error and see if you can spot the specific users causing the error. In most scenarios, the same group of users will need to be remapped. Checking error logs on a weekly basis can prevent this error from compounding -- the more time that passes before this error is caught and addressed, the more data will get lost between the platforms.

# 03

## Forbidden Domain Names

ERROR MESSAGE:

**“Your Outreach admins do not allow prospects with this email domain to be created. Please reach out to your Outreach admin to add this prospect.”**

---

### Cause

This is another expected error that can help ensure clean data. It’s a result of parameters set up by a company’s own admin to prevent reps from sending emails to employees of certain companies such as the following:

- Your own company
  - Partner companies
  - Generally blacklisted companies (companies blocked for whatever reason)
- 

### Frequency

This error consisted of 7% of our total 150,000+ records.

---

### Business Costs

While this error occurs frequently, it’s not necessarily a red flag. This message actually shows that the system is working as intended.

---

### Best Practice

The good news is that a resolution isn’t needed! Regularly review the list of companies whose domains are on your company’s blacklist. Be sure to remain aware of outside developments (like mergers and acquisitions) and alter your domain exclusions accordingly.

# 04

## Inadequate Salesforce Credentials

ERROR MESSAGE:

**“The Salesforce plugin encountered an error during authentication. Please have your Salesforce admin reconnect the plugin with their Salesforce credentials.”**

---

### Cause

Someone without proper credentials in Salesforce hit the “Reconnect” plugin between Outreach and Salesforce.

The most common reasons this error occurs are as follows:

- An employee attempts to correct an unrelated error and does not understand the impact of their actions
  - A change in permissions of the Salesforce admin who initially connected the plugin
  - The Salesforce admin who originally connected the plugin has left the company
  - An Outreach Admin manually disconnects the plugin
- 

### Frequency

At 3%, this error is not as common as the others, but significant enough to warrant attention.

---

### Business Costs

The “Reconnect” plugin should be viewed as a total system overhaul, and something that shouldn’t be taken lightly. Think of it as refreshing a webpage versus forcing a restart of your entire browser. It can completely disrupt your entire synchronization between Salesforce and Outreach and prevent data from flowing between the two platforms.

---

### Best Practice

As only the person with correct permissions can force a restart without throwing off existing connections, governance is critical here. Only certain individuals should be granted Salesforce admin access, otherwise the potential for harm is great.

Ensure that the Outreach admin with the permissions to connect to Salesforce is identified, and that their permissions are clearly stated and known to themselves and the broader team. Managers and administrators should coach end users on this subject so that if an unknowing end user observes an unrelated error, they won’t attempt to remedy it by refreshing the entire system.

# 05

## Validation Failed

ERROR MESSAGE:

“Validation failed: \_\_\_\_\_.”

---

### Cause

A validation is another word for a picklist, or a field that only allows certain objects from a list to fill it. Picklists need to exactly mirror each other 1:1 between Outreach and Salesforce to be synced correctly.

This error is frequently caused by...

- Missing picklist items
  - Formatting or spacing discrepancies
  - Incorrect object mapping
- 

### Frequency

This error consisted of 7% of our total 150,000+ records.

---

### Business Costs

While this error occurs frequently, it's not necessarily a red flag. This message actually shows that the system is working as intended.

---

### Best Practice

Not every object needs to be a picklist. Consider removing validation rules for certain fields mapping to Outreach. When the data needs to be a 100% match and you do not want anything else to populate in that field, a picklist and validation rule is recommended. However, if a field changes often or does not require an exact 1:1 match, it's best to simply map the field in the field mappings section under plugins. Whatever is populated in the field will sync between systems, rather than fail and show up on the error log.

We also recommend establishing a process for keeping picklists updated between Outreach and Salesforce. Regular maintenance and dedicated sales engagement employees are key methods of ensuring alignment between systems.



## Conclusion

### DESIGNATE A SALES ENGAGEMENT SPECIALIST FOR YOUR TEAM

Even though they can have major consequences, error logs are only a small part of optimizing your sales process. In order to succeed as a business, your team needs to adopt a Sales Engagement strategy, or a way to ensure that your sales reps and technology are reaching their full potential.

***“The sales engagement space is growing, and teams are starting to realize how fundamental the platform is. It’s not just about user execution, but also about operational foundation to support your go to market.”*** - Patricia McLaren, Co-Founder, and CEO, RevShope

Whether you are a large company or a smaller firm, having someone take ownership of error logs and overall sales optimization is crucial to business success.