

# Frequently Asked Questions

## Questions

### 1. General

- [What is the difference between Leads and Contacts?](#)
- [Should I import contact information as Leads or Contacts?](#)

## Answers

### 1. General

#### 1.1. What is the difference between Leads and Contacts?

Leads are typically generated from Marketing activities, such as mailing campaigns or trade shows. Initially, the information about a lead is very minimal. A lead could consist of information about a Company or a Person. Once more information is gathered about a lead, or as potential opportunities are identified for that lead, the lead can be converted to an account, contact, and opportunity.

#### 1.2. Should I import contact information as Leads or Contacts?

Information should be initially imported as leads. Once the lead is qualified, it can be converted to a contact. The lead conversion process performs some checks to identify existing contacts which may match the lead being converted. This helps prevent you from reducing the chance of having duplicated information in the system.