It's not uncommon for routine data cleaning to remove contacts from your Eloqua database, breaking the mapping to custom objects (CO). But don't worry, if they come back through purchases or form submissions, you can use the Unlinked CO Mapper Cloud App to restore all of that valuable segmentation and personalization data you might have lost. With this tool, you can easily re-map those unlinked custom object records and get your data back on track.

[Click here](https://4thoughtmarketing.com) to learn more about the Unlinked CO Mapper Cloud App and request a free trial.