

Dynamic Data Intelligence

Turn fragmented data into a reliable revenue engine.

Bad data doesn't announce itself. It quietly misroutes your leads, breaks your segmentation, and makes your pipeline forecasts unreliable. Most teams blame the process. The real culprit is the data underneath it.

LeadSPACE Dynamic Data Intelligence transforms your CRM and marketing automation platform from systems of record into systems of intelligence so your revenue engine runs on **data you can actually trust**.

What can you do with Dynamic Data Intelligence?

01 · ENRICH & MAINTAIN



Continuously enrich and maintain your database

Keep every account and contact accurate, complete, and usable.

- Real-time and scheduled enrichment across systems
- Best-in-class curated B2B data sources embedded into every record
- Configurable field-level update rules

OUTCOMES

- Higher data completeness across critical fields
- Improved segmentation and campaign targeting
- Reduced manual data management effort

KEY METRICS

- Enriched Field coverage rate
- Time since last enrichment
- Enrichment match rate

02 · PRIORITIZE



Prioritize the accounts that actually convert

Not all records deserve attention. LeadSPACE helps you focus on the ones that do.

- Predictive fit scoring based on your best customers
- Intent scoring based on first or third party web activity
- Native integrations to support scoring and routing workflows

OUTCOMES

- More pipeline from high-propensity accounts
- Improved conversion rates across funnel stages
- Reduced spend on low-fit targets

KEY METRICS

- Win rate by score tier
- Campaign lift from high-fit segments
- Reduced rep hours per closed deal

03 · MAP & MANAGE



Map and manage complex account structures

Enterprise selling requires clarity across parent-child relationships and buying groups.

- Automated account hierarchy mapping
- Parent-child record mastering and linking
-

OUTCOMES

- Full visibility into account structures
- Elimination of duplicate or conflicting outreach
- Stronger account-based strategies

KEY METRICS

- Hierarchy coverage across target accounts
- Duplicate reduction rate
- Account-based campaign performance lift

04 · UNIFY



Unify data across your entire GTM ecosystem

Break down silos between CRM, MAP, and external systems.

- Cross-system entity resolution
- Custom ingestion of 1st- and 3rd-party data
- Unified account and contact views

OUTCOMES

- A single, trusted view of every account and contact
- Better decision-making across sales and marketing
- Increased operational efficiency

KEY METRICS

- % of accounts unified across systems
- Time saved by ops teams
- Increase in data confidence across GTM teams

Ready for B2B data that's AI and GTM ready?

Talk to an Expert