

Inbound Marketing Intelligence

Convert more inbound demand faster and with precision.

78%* of buyers go with the first vendor to respond. But responding fast to the wrong lead, with the wrong context, sent to the wrong rep, doesn't win, it wastes time.

LeadSPACE enriches, scores, and routes every inbound lead in seconds so when your team picks up the phone, they already know exactly who they're talking to and why they're a fit.

What can you do with Inbound Marketing Intelligence?

01 · AUTOMATICALLY QUALIFY AND ROUTE EVERY LEAD IN REAL TIME



Eliminate delays and manual triage.

- Real-time enrichment at the point of capture
- Email validation, deduplication, and verification
- Smart routing logic integrated into your MAP

OUTCOMES

- Faster response times (from hours to seconds)
- Higher lead conversion rates
- Reduced operational overhead

KEY METRICS

- % of leads auto-routed
- Routing accuracy
- SLA compliance and response time
- Manual hours saved

02 · IMPROVE LEAD CONTACTABILITY AND ENGAGEMENT



You can't convert leads you can't reach.

- Email validation and deliverability optimization
- Premium mobile number append
- Social verification signals

OUTCOMES

- Higher connection rates across channels
- Improved email engagement and deliverability
- More meetings from existing demand

KEY METRICS

- Contactability rate
- Lead-to-meeting conversion
- Call connection rate
- MQL-to-SQL conversion

03 · PRIORITIZE THE LEADS THAT MATTER MOST



Not all inbound leads are created equal

- Predictive fit scoring based on your ICP
- Intent scoring based on first or third party web activity
- Persona-based scoring for role relevance

OUTCOMES

- Faster sales cycles
- Better alignment between marketing and sales
- Higher-quality pipeline creation

KEY METRICS

- Inquiry-to-MQL conversion rate
- Lead scoring accuracy
- Opportunity creation rate
- Average sales cycle length

04 · MATCH LEADS TO ACCOUNTS WITH PRECISION



Understand your leads at the account level.

- Real-time lead-to-account matching to known accounts
- Custom routing logic based on business rules
- Integration of 1st-party data (ABM tiers, products, etc.)

OUTCOMES

- Elimination of orphan leads
- Accurate ownership and routing
- Stronger account-based execution

KEY METRICS

- Lead-to-account match rate (up to 2x improvement)
- % reduction in orphan leads
- Routing accuracy by owner
- Inbound-to-pipeline velocity

**Start tackling your inbound intelligently.
Get started today.**

[Talk to an Expert](#)

*6sense 2023 B2B Buyer Experience Report