

Outbound Prospecting Intelligence

Turn your TAM into pipeline with precision and scale.

Are your SDRs still working a list purchased 2 quarters ago? The moment you export a list, it starts getting stale. Accounts shift, signals fade, and your SDRs are working a market that's already changed.

LeadSPACE keeps your TAM alive continuously updated, scored against real buying signals, and activated the moment an account is ready. Your team stops chasing stale lists and starts engaging accounts that are ready to buy.

What can you do with Outbound Prospecting Intelligence?

01 · TRUE TAM DISCOVERY FOR SMARTER TERRITORY AND REVENUE PLANNING



Go beyond what's already in your CRM.

- Global company and contact discovery
- ICP modeling based on your best customers
- Net-new account and contact acquisition

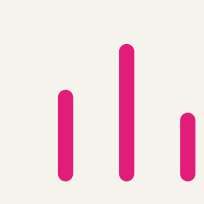
OUTCOMES

- Expanded and validated TAM
- Elimination of coverage gaps
- Stronger outbound foundation

KEY METRICS

- TAM coverage rate
- % of net-new accounts added
- Outbound connect rate

02 · PRIORITIZE ACCOUNTS MOST LIKELY TO CONVERT



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

- Predictive fit scoring based on your best customers
- Third-party intent signals layered into prioritization
- Native integration into scoring and routing workflows

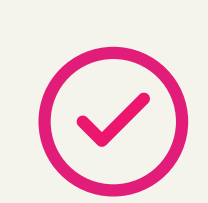
OUTCOMES

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

KEY METRICS

- % of pipeline from prioritized accounts
- Win rate by score tier
- Campaign lift from high-fit segments

03 · ACTIVATE AUDIENCES ACROSS DIGITAL CHANNELS



Bring outbound into modern, multi-channel execution.

- ICP + intent-based audience building
- Programmatic and social activation

OUTCOMES

- Lower cost per lead (CPL)
- Higher engagement and conversion rates
- More efficient media spend

KEY METRICS

- Click-through rate (CTR)
- CPL by segment
- Conversion rate from targeted audiences

04 · SURFACE INTENT AND ENGAGEMENT INSIGHTS



Know when and how to engage.

- First/third party intent tracking at account and contact level
- Insights for personalization and outreach timing

OUTCOMES

- Earlier identification of buying signals
- More effective SDR and AE outreach
- Higher conversion from high-intent accounts

KEY METRICS

- Intent signal volume
- Engagement score lift
- Conversion rate from high-intent segments

Ready to discover, score, explore, prioritize and activate your TAM with the intelligence modern GTM demands?

Talk to an Expert