Top 10 Use Cases of B2B Predictive Analytics

Leverage Predictive Analytics for everything from sales prospecting to segmentation and targeting
Discovery

1. Prospect for qualified leads

Search the entire external universe of lead information, including top lead databases and the open and social web, for targeted prospects who match your Ideal Customer Profile. Add them to your CRM in a single click, and get instant access to phone numbers, email addresses, or social media profiles for immediate contact by your sales and marketing teams.

2. Reinvigorate cold leads by discovering related in-organization contacts

If you already have a contact within an account, but you want to broaden your reach to other individuals, Leadspace automatically finds other targeted prospects within that organization. Whether you’re planning a “land and expand” campaign or your key contact has moved on and you need to find the right decision makers, Leadspace provides real-time data on exactly whom to target.

3. Build targeted contact lists for outbound campaigns and programs

Find net-new ideal prospects at scale by creating a list of companies or individuals based on your Ideal Customer Profile or selected criteria including demographics, firmographics, technologies, social attributes and more. Get back contact information either in portable format or, if you use Marketo or Eloqua, directly in your marketing automation platform.

4. Identify sales opportunities already within your lead database

Apply your Ideal Customer Profiles to an existing lead dataset, and Leadspace profile analytics show you how your leads stack up by detailing those attributes that comprise your Ideal Customer Profile with lift-correlated metrics.

BloomReach sourced 78% of net-new pipeline using Leadspace.

Oracle drove a 90% improvement in connection rates by phone and email using Leadspace sales prospecting.

Autodesk achieved 85% data accuracy using Leadspace account expansion, proving Leadspace superior to any other source.

BloomReach sourced 78% of net-new pipeline using Leadspace.

Leadspace drove 54% greater Lead-to-MQL conversion than the industry benchmark using Ideal Customer Profile analytics to identify lift-related lead attributes.
Scoring

5 Route inbound leads correctly via predictive scoring

Every inbound lead gets scored automatically against your Ideal Customer Profiles. Set up rules in your marketing automation to ensure hot leads go straight to your sales reps, and other qualified prospects end up in the right nurture campaigns.

Microsoft has built a best-in-class lead development process on the Leadspace predictive score, aligning nurturing streams and topics with interests, forecasting who is most likely to buy, and fast-tracking the right leads to sales.

6 Prioritize pipeline against statistical likelihood to buy or convert

Leadspace builds Ideal Customer Profiles based on any number of conversion or revenue goals. Leadspace scores how each lead stacks up against your profiles so you can prioritize outreach and focus on those individuals or companies that show the greatest intent to convert.

Using Leadspace predictive scoring, Microsoft identified the 25% of leads that contribute 45% of the pipeline, with top leads demonstrating close to 2x the conversion rate vs. the remainder.

7 Qualify leads based on competitive platforms and job functions

The Leadspace Ideal Customer Profile scoring model incorporates your insight about your buyers. Whether you want to target specific competitors, job functions, technologies, titles, or more, the Leadspace score becomes the benchmark to qualify your leads based on your specific criteria.

A leading data blending and advanced analytics software provider achieved a 6.1% CTR for an email campaign using the Leadspace score to qualify target accounts by technologies.

Oracle drove a 90% improvement in connection rates
Enrich leads in real-time for better segmentation and messaging relevance

Trigger Leadspace enrichment on every inbound lead in your marketing automation, or enrich leads directly within your CRM. Access over 40 attributes at the individual and company level such as areas of expertise, technologies used, and job functions in real time to segment leads into highly targeted campaigns and drive outreach with precise conversations.

Validate and cleanse your lead database

Leadspace enrichment allows you to refresh your existing leads’ information and critical attributes against the entire external universe of information, including top lead databases, unstructured web data, and social networks. Eliminate bounce-backs and missed opportunities with real-time, accurate information on the most relevant, targeted leads.

Segment your lead database for targeted messaging, advertising, and outbound programs

Execute Leadspace enrichment on the leads already in your database to reveal 40+ attributes like areas of expertise, technologies used, and job functions. Segment your database to identify individuals and companies for outreach on specific channels directly in your marketing automation, and dynamically insert attention-getting, relevant information like technologies used and individual expertise into your outbound communications.

Five9 achieved a 250% increase in outbound sales in just one year using Leadspace for lead segmentation.
ABOUT LEADSspace

Leadspace is the only end-to-end predictive analytics platform built from the individual up, leading to real actionability and dramatic improvements in B2B sales & marketing effectiveness. The Leadspace platform combines extensive social, web, intent, and structured data to find and score in real time both companies and individuals who have the greatest intent to buy. Leadspace is trusted by over 100 of the leading B2B brands such as Oracle, Autodesk, Bloomreach and Five9. The company is based in San Francisco and Tel Aviv and backed by Battery Ventures, JVP and Vertex.

For a demo or to learn more, visit leadspace.com.