You likely already use CRMs, ERPs, marketing automation tools, and sales platforms. Now, you’re considering adding something totally new to the mix: a CDP. That’s a wise choice. CDPs unify your customer data, connect silos, and integrate seamlessly with your existing systems so you no longer need to worry about disparate platforms and data silos at all.

Use this checklist to find the best CDP for your company. Your CDP should offer:

- **Unified customer profiles**: Achieve comprehensive data coverage and unified records for customers using data collected from 1st, 2nd, and 3rd-party sources.

- **Data agnostic**: Ingest, unify, and enrich any 1st, 2nd, or 3rd-party data into a single source of truth for your company.

- **Integrates with your current platforms**: Collect data from and share data seamlessly with CRMs, ERPs, website analytics, data lakes, DMPs, event lists, usage data, and 1st and 3rd-party intent data to create a central hub.

- **Data cleansing in real-time**: Cleanse data in real-time, meaning no more outdated emails, roles, and companies.
• **Matching account hierarchies and lead-to-account matching:** Know which companies are subsidiaries, franchises, or branches and understand which leads belong to which accounts.

• **Persona segmentation automation:** Ensure every customer or lead receives personalized engagement from your sales, customer service, and marketing teams.

• **Intent scoring:** Optimize your intent data with scores to better understand where customers and leads are in their journey and offer the best products/services at the right time.

• **Predictive account scoring:** Quickly find which accounts are the most likely to buy, see which leads are the most valuable, and which companies are most likely to become long-term customers.

• **Look-alike modeling:** Find new opportunities and untapped markets that resemble your top customers.

• **Persona scoring:** Look beyond job titles and roles by focusing on in-depth data, such as software installed, job responsibilities, and firmographics.

• **Ideal customer profile:** Create and refine your ideal customer profiles using analytics and data, such as expertise, buyer intent signals, and installed technologies.

Leadspace offers all the benefits needed to become a customer-obsessed B2B company. You’ve got the data; our platform has the insights needed to drive your sales and marketing initiatives home.

**Explore our customer data platform today!**