Which B2B Customer Data Platform Is Right for Your Business?
Maintaining robust, accurate, and actionable customer data is a top priority for any modern business today.

Why? Simply put, it’s the key to converting more prospects into long-term customers. The richer the data you have and the more accessible it is, the more effective your marketing campaigns become and the likelier your sales team is to close deals quickly.

The right B2B customer data platform (CDP) will help you achieve all of this and more. It will help you take marketing and sales efforts from a data-driven approach to a customer-driven approach.

How can you choose the right CDP for your business? Here’s how.

DETERMINE IF/HOW A CUSTOMER DATA PLATFORM WILL BENEFIT YOUR BUSINESS

Here’s a quick rundown of how you can tell it’s time to get a CDP:
• You have a ton of lead/account data siloed in several (unintegrated) platforms.
• You lack a single master customer report that’s in-depth (using dozens of data points).
• You have one or more databases filled with customer information, but you don’t know how to use it effectively.
• You’re looking to eliminate the gap between marketing, sales, customer success, and other departments that engage with customers.
• You have no way of combining online and offline data.
• You lack a multi-level data model that tracks individuals and organizations (i.e., business ownership, hierarchies, and roles).

These are all signs it’s time to use a platform that integrates your customer data. Next, let’s review what you should be looking for in a B2B CDP.
Choosing a CDP that Works for Your Business

There are many customer data platforms out there. Selecting the best option depends on the needs of your business. Look for the following functionalities as you decide:

- The interface is user-friendly, so your teams can hit the ground running.
- It integrates with your other martech software, such as Salesforce or Marketo.
- It includes detailed reports, so decision-makers can do just that -- make decisions.
- It includes AI modeling capabilities -- including but not limited to predictive scoring -- to enable your teams to prioritize and personalize every engagement.
- Data cleansing capabilities are present, so your data is always updated for accuracy and consistency.
- Comprehensive customer profiles can be developed using dozens of data points per record.

The key is finding a platform that offers more than just data storage. You need a robust tool equipped with artificial intelligence. This way, you can trust your data is clean, and your focus is always on high-converting prospects (mined for you by AI).
Why Leadspace Is the CDP For Your Business

As you browse for a customer data platform, you'll come across vendors that offer excellent data storage capabilities. You'll also encounter vendors who specialize in one kind of scoring or another. However, you won't find many that implement both comprehensive data management capabilities and AI technology to maximize the results you get from your data.

With Leadspace, you're not getting just another data platform. You’re gaining access to a tool that will streamline your data collection, storage, maintenance, and implementation. It’s an end-to-end platform that assists you from the beginning of the customer’s journey to the final close (and beyond). This is possible because it can:

- Boost your sales and marketing efficiency using real-time data enrichment.
- Create in-depth customer profiles using over 80 data fields per record.
- Enable personalized engagement using automated persona segments.
- Combine data from first, second, and third-party sources.
- Create look-alike audiences with AI.
- Prioritize accounts using predictive scoring.
- Understand your target audience with ICP analytics.
- Identify your ideal personas within target accounts, and personalize Sales and Marketing engagement, with ideal buyer personas and persona scoring.
- Assist sales and marketing teams to grow conversions using intent signals and scores.
Leadspace activation products enable omni-channel campaigns via powerful APIs, as well as direct integrations into your existing technology stack, including:

- **SmartForms**: Capture and enrich inbound leads in real-time, and shorten online forms.
- **Leadspace for Marketing Automation**: Increase pipeline and conversion rates with personalized, targeted marketing campaigns.
- **Leadspace for Salesforce**: Close better deals more often, and shorten sales cycles - without leaving your CRM.
- **Leadspace for Ads**: Create personalized digital ad campaigns for custom audiences.
- **Leadspace On-Demand**: Your central control panel for data, analytics, and activation.

You don’t have to take our word for it. You can see for yourself; sign up for a free demo of our customer data platform today!