

The Hidden Power of Buyer Personas

Do your Sales and Marketing teams have target buyer personas? What makes an ideal buyer persona for your business?

The Value of Buyer Personas

Having accurate buyer personas is critical for your business, particularly in our era of hyper-personalization. Before you can sell, you need to know who your content and campaigns are supposed to be talking to, including what pain-points they have, and how best to engage them.

This is even truer for Account-Based Marketing, where Marketing and Sales need to identify the right people within their target accounts who can make or influence a sale—or in bigger companies, who comprise the buying committee—and engage them in a personalized way.

Not All Buyer Personas Are Created Equal

Many companies are using job titles alone to classify their personas. The thing is, your buyers aren't 2-dimensional job titles! They're real people, working in complex organizations, with a range of skills, experience, authority, budget, technologies and many other factors that can influence their "fit" as a customer.

LeadSPACE takes a unique approach to building buyer personas, to ensure they truly represent your ideal buyers.

LeadSPACE Customer Data Platform combines Artificial Intelligence (AI), unparalleled 3rd party B2B data coverage, and proprietary person-level data, to uncover the DNA of your ideal buyers—including job functions/roles, seniority, specialties, expertise, budget, installed technologies and more.

Your ideal buyer personas can then be used to score your databases and find net-new contacts and leads that closely match those personas.

Go beyond job titles with LeadSPACE Buyer Personas



PERSONA: IT OPERATIONS

TITLES ENCOMPASSED:

- VP IT Operations
- VP Tech Ops Lead
- Chief Operations Engineer
- Head of IT Operations

PERSONA DESCRIPTION:

- Job Roles
- Responsibilities
- Seniority
 - 1 - C Level, VP Level
 - 2 - Director Level
 - 3 - Manager Level

INSTALLED TECHNOLOGIES:

Cisco	14%
Vmware	13%
Salesforce	5%
DB2	4%

COMPANY SIZE:

- 11-50 Employees
- 51-200 Employees
- 201-500 Employees
- 501-1,000 Employees

Leadspace Personas

Other Vendors

EXTENSIVE LIBRARY

Select from library of **80+ B2B personas**, or create custom personas using AI to analyze your data.

Select list of contacts/leads using manual, basic filters like "job title".

COMPREHENSIVE B2B DATA COVERAGE

40+ sources, including top tier firmographics, technographics, intent, and proprietary person-level data.

Single data source.

UP-TO-DATE SCORES

Real-time data enrichment and AI to score your entire database by profiles, and populate target accounts with the right people.

Rule-based scoring to compile list of contacts/leads by job title.

EFFICIENT SHARING

Synced automatically into your existing Sales and Marketing databases, to avoid duplications and data silos.

Generates a list that you download, then have to import into CRM and/or Marketing Automation.

SMART FILTERS

Leadspace AI **sees through superficial variations in job titles**, so you only need a few profiles.

Need to manage dozens of "personas" to account for the many variations of the same titles (e.g. VP Information Technology; Director of IT, SVP IT, etc.).

+ TAKE IT FURTHER

Personas can be combined with **predictive account scoring** and **intent scoring** for holistic, account-based view of each customer.

Profiles can also be applied to your **lead-to-account matching logic**, to ensure accurate routing.

Discover how Leadspace can bring your ideal buyers into focus.

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