Activate Intent Data with Leadspace

Create personalized, cohesive customer experiences, and identify new opportunities, by knowing who’s in-market right now.

UNFAMILIAR WITH INTENT DATA?
Check out Considering Intent Data?
5 Things You Need to Know First

READ NOW
Know Who’s Showing Interest

Leadspace CDP is your single source of truth for intent data.

Leadspace partners with leading intent sources like Bombora and G2 for 3rd party intent, and KickFire for 1st party intent from your website. Customers can combine this intent data with any other intent sources they want to add.

Target the Right Prospects, at the Right Time

Leadspace uses Artificial Intelligence (AI) to translate all that data into Intent Scoring models, so you can see in real-time who is showing “Low”, “Medium” or “High” intent to buy from you—and engage with them accordingly.

Custom scoring models can be used for different product/service lines, or to target different industries.

Activate Across All Sales & Marketing Channels

Leadspace integrates easily into your existing Sales and Marketing, including CRM, Marketing Automation and digital advertising platforms—so you can simply and quickly use that information to run highly-personalized cross-channel campaigns.
How Leadspace Unlocks the Potential of Intent Data

To get real value from intent, there are 3 core challenges to tackle:

- Intent Alone Isn’t Enough
- There’s So Much Of It
- It’s Always Changing

Leadspace solves each of these challenges—so Sales & Marketing can realize the true potential of Intent Data.
Leadspace CDP combines unrivaled intent data coverage with our comprehensive person- and company-level data. Together with AI-powered Predictive, Persona and Intent-Scoring models, this gives you the full picture behind the intent.
First, our team establishes precisely which intent topics are relevant to our customers.

Then Leadspace CDP creates Intent Scoring models, distilling all the data into a real-time score for each prospect. Sales and Marketing can then easily visualize how much intent each account is showing, and use that intelligence to drive relevant, timely customer engagement.
CHALLENGE 03

It’s Always Changing

People consume content and research purchases at a dizzying speed these days. Accordingly, you need to be able to process those intent signals in real-time, and quickly take action as necessary—whether through Marketing engagement, SDR outreach or via a Sales rep.

How Leadspace Helps

Leadspace plugs intent signals and scores directly into your Marketing and Sales systems with powerful connectors and APIs, in real-time. Instead of having to load a spreadsheet file manually, you automatically get the latest on who’s showing intent so your team can follow-up quickly with a personalized message.
Empower your Sales and Marketing with Intent

**Personalize & Improve Customer Experience**
Make every engagement relevant and timely to your customers, by knowing what they’re showing interest in right now. Depending on their level of intent, decide who should be engaging them: whether Marketing, SDRs or Sales.

**Align Sales & Marketing**
Drive aligned, cohesive and personalized campaigns, by using intent to help identify your target accounts, and to understand which solutions and messaging will resonate with them.

**Optimize Inbound Lead-Routing**
Use intent scores to make lead-routing more accurate and efficient. If an inbound lead belongs to a High-scoring account, route them to an SDR or a Sales Executive. Lower-scoring accounts can be sent to a marketing nurture stream.

**Better Outbound ROI**
Uncover opportunities in new markets, by seeing who’s really showing interest in your products or services.

**Improve Sales & Marketing Productivity**
Save time and resources—and improve conversion rates—by engaging prospects when they’re actually ready and showing interest.

**Enable Effective ABM**
Combine Intent Scoring with Predictive Scoring, to optimize account targeting and prioritization for account-based marketing. Then use Persona Scoring to ID the right people to engage.
Case Study: onelogin

**THE RESULTS**

- 60% improvement in email open rates
- 2x email reply rates
- 10% increase of outbound Sales pipeline
- Better quality target accounts for ABM
- Much faster sales cycles

**VIEW FULL CASE STUDY**
Find out how your business could increase productivity and revenue with Intent.

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