Leadspace On-Demand

Your Control Center for Data, Intelligence & Activation

Leadspace On-Demand gives you self-serve access to Leadspace’s industry-leading Customer Data Platform.

Combine Leadspace’s unmatched B2B data coverage and suite of proprietary AI scoring models—then activate that data and intelligence seamlessly in your Sales and Marketing platforms.

LEADSPACE CUSTOMERS SEE INCREDIBLE RESULTS:

- >300% increase in lead-to-opportunity conversion rate
- 200,000 "cold" leads reactivated into qualified prospects
- 20% more MQLs
- 20% higher sales connect rate
- >100,000 net-new qualified prospects
- 25% increase in pipeline quality
- 55% higher win rate
Targeted Segments On-Demand

Build comprehensive segments for specific campaigns, ABM efforts, or strategic analysis with the intuitive segment builder tool:

- Filter by company attributes like employees, revenue, geography, industry, and more
- Go deeper with filters on technology installed, intent topics, and your unique scores
- Lists build in real-time showing you the profiles available
- Explore individual profiles to see the data you’ll get
- Segments can easily be deployed to CDP-connected systems and flows
- Easily expand to personas for activation in engagement channels

KEY BENEFITS

Build unified segments once and push across channels for integrated marketing/sales experiences.

Start your ABM efforts with target account lists you create, control and trust, and can then quickly expand with the right target buyers.
Enrichment On-Demand

Upload a list of leads, contacts or accounts, and Leadspace CDP will enrich with rich data and intelligence:

- Improve efficiency & engagement with real-time data enrichment for accounts and leads/contacts
- 80+ actionable data fields per record
- Prioritize best-fit accounts with AI-powered Predictive Scoring
- Accurately time your outreach with the right value propositions to increase engagement & win rates, with Intent Signals & Scores
- Prioritize and personalize your engagement with Persona Scoring

KEY BENEFITS

Get all the customer data you need matched and unified across many sources—1st and 3rd party.

Know who’s interested in your solutions right now, with Intent Signals & Scores.
Company Look-Alike On-Demand

Upload a list of your best customers, and within just a few minutes you’ll receive a list of new accounts that closely resemble them.

This helps you to:

- Expand into new markets
- Create optimal target account lists for ABM
- Make Outbound more strategic, targeted and effective
- Accounts come complete with Predictive fit and Intent scores, so you can execute personalized marketing and sales campaigns

“Leadspace is really pushing the envelope regarding advanced predictive scoring and real-time enrichment.”

Charles Eichenbaum
Director of Marketing Technologies and Operations, MICROSOFT

KEY BENEFITS

Find new accounts that closely resemble your best customers, and the right people within those accounts, with Look-alike Modeling.

Prioritize your best accounts with AI-powered Predictive Scores.
Contact Discovery On-Demand

Use Leadspace Buyer Personas to find the right people you need to engage in your target accounts:

- Create custom buyer personas, or select one from Leadspace’s extensive persona library
- Identify your ideal customers by scoring leads within your target accounts, against your buyer personas
- Enable effective ABM by identifying the decision-makers and influencers within your target accounts
- Get all the data you need to know about your prospects, including up-to-date contact details

KEY BENEFIT

Find your ideal buyers and personalize engagement at every touchpoint with custom Buyer Personas & Persona Scores.
Analytics On-Demand

Visualize, optimize and learn from your data; understand who your ideal customers are:

- Identify the key attributes of your ideal customers with ICP Analytics
- Understand your Total Addressable Market with TAM Analytics
- Monitor and show how enrichment is impacting your account, contact and lead data with Data Health Reports

“With Leadspace, we have built the next generation of demand generation technology and process. Leadspace gives us a huge competitive advantage, now and for the future.”

Eric Lewis
VP Demand Generation
RINGCENTRAL

KEY BENEFITS

- Keep your data accurate with ongoing enrichment, and show the impact with Data Health Reports.
- Understand your Ideal Customer Profile with ICP Analytics.
Build better segments, discover AI-driven insights, and orchestrate cross-channel engagement with Leadspace On-Demand

GET A DEMO