Leadspace for Ads

Drive highly targeted and impactful digital ad campaigns, for a cohesive, personalized customer experience.

Generate targeted, custom audiences using Leadspace data and AI—and then activate across leading ad platforms, to reach 400+ end-destinations. Use analytics and closed-loop feedback to monitor and optimize your campaigns over time.
STEP 01
Understand Your Ideal Customer Profile (ICP)

How Leadspace uses AI to identify the key attributes of your target ad audience:

1. Uncover previously unknown insights on the segments of your business with the greatest potential to drive revenue, and know which accounts to prioritize via Predictive Scoring.

2. Identify which accounts are currently showing interest in topics relevant to your products/services, with Intent Scores.

3. Pinpoint the key decision-makers and influencers within each target account—so you can create highly-personalized, targeted ad campaigns—with Persona Scores.

KEY BENEFITS

Target & prioritize the right companies, with Predictive Account Scores and Intent Data & Scores

Target & personalize your campaigns to the right personas with Leadspace’s proprietary AI Buyer Personas & automated persona segmentation
STEP 02
Create Custom Audiences & Expand Your Reach

Armed with this intelligence, Leadspace uses look-alike modeling, powered by AI, to find net-new accounts which closely resemble your best customers, and prioritizes those accounts as well with Predictive Scoring.
**STEP 03**

**Enrich, Score & Personalize**

Leadspace Customer Data Platform (CDP) provides unrivaled B2B data coverage. Each record is enriched with 80+ data signals, scored against your buyer personas and predictive models, and automatically segmented and prioritized for various engagement channels—so you can easily personalize content and playbooks for each segment.

Leadspace Intent Scores & Signals provide a crucial additional level of intelligence, by showing which of your target accounts are currently in-market or interested in a particular product or service.
STEP 04

Activate Across Multiple Ad Platforms

Leadspace for Ads can deploy your custom audiences across multiple ad platforms, with **over 400 end destinations**.

**KEY BENEFIT**

*Easy execution, with seamless integrations into leading ad platforms*
STEP 05
Optimize Your Campaigns

In-depth analytics give you insight into how your audience matches across each destination, while closed loop feedback allows Leadspace to analyze how your audiences perform over time.

Increase conversion-rates, using Leadspace real-time enrichment and lead-to-account matching to ensure optimal automated follow up for ad-sourced leads.

KEY BENEFIT

Increase conversion rates by optimizing & automating campaign follow-up for ad-sourced leads, using real-time data enrichment & lead-to-account matching.
Our Secret Sauce: AI-Powered Buyer Persona

Leadspace for Ads takes B2B ad personalization to a new level, by leveraging Leadspace’s proprietary Persona Scores to reach precisely those individuals you want to engage with your ads.

Rather than focus on a handful of superficial data fields like job title or industry, Leadspace Persona Scores use Artificial Intelligence (AI) to combine a vast range of customer data fields—including install-based technologies, job responsibilities and firmographics—into customized, highly-personalized ideal buyer personas.

Leads are then scored against these personas, so you know exactly who your best prospects are, and what message or product will resonate with them.
Enable Personalized, Targeted Ad Campaigns that Drive Revenue with Leadspace CDP