# Leadspace for Marketing Automation

All the data and intelligence you need to execute highly targeted, personalized marketing campaigns.

A Marketing Automation Platform is critical for demand generation. But the sheer volume of data, often inaccurate or outdated, can hold you back.


<table>
<thead>
<tr>
<th>LEADSPEACE CUSTOMERS SEE INCREDIBLE RESULTS:</th>
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<tbody>
<tr>
<td>onelogin</td>
</tr>
<tr>
<td>• 60% higher email open rate</td>
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<tr>
<td>• Doubled email reply rate</td>
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<tr>
<td>RingCentral</td>
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<tr>
<td>• &gt;300% increase in lead-to-opportunity conversions</td>
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<tr>
<td>• &gt;200,000 &quot;cold&quot; leads reactivated and qualified</td>
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<tr>
<td>SPIGIT</td>
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<tr>
<td>• 54% faster conversions</td>
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<tr>
<td>(inbound to Sales Accepted Lead)</td>
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Available natively in Marketo, Eloqua, HubSpot & Pardot
Leadspace provides on-demand insights into who your ideal customers are, where to reach them, and how and when to engage them.

This means:

- Higher-impact, more personalized marketing campaigns
- More efficient marketing operations
Banish Your Data Woes — Improve ROI

Keep your Marketing database clean, relevant, actionable and up to date with real-time data enrichment—including firmographic, demographic and technographic data—while lead-to-account matching enables fast and efficient lead-routing and alignment with Sales.

So you can stop worrying about data and focus on running killer campaigns.

KEY BENEFITS

- **Real-time data enrichment** improves Marketing efficiency and engagement rates
- **Industry-leading lead-to-account match rates** and account hierarchies for optimal lead routing
- **80+ actionable data fields** per record—including firmographics, demographics & technographics
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

Personalize Your Marketing — Make Every Engagement Count

Improve engagement rates with AI-powered customer fit and intent scores. Leadspace Predictive and Intent Scores prioritize accounts by propensity to buy and buying intent, while Leadspace Persona Scores rank each individual lead against your custom ideal buyer personas.

So you can run personalized campaigns that create real engagement and sales opportunities.

KEY BENEFITS

- **AI-powered Predictive and Persona Scoring** to prioritize best-fit customers
- **Automated persona segmentation** for personalized engagement at every touchpoint
Leadspace has enabled us to build an efficient and scalable go-to-market. With ABM, you have to build the data foundation, and Leadspace is the best partner to do that. We’ve looked at and used other tools, but Leadspace is definitely the most trusted source of data.

— Jason Seeba
SVP Marketing and Revenue Operations
DYNAMIC SIGNAL

Excel at ABM—We’ll do the Heavy-Lifting

Leadspace empowers you to identify the right people and buying centers, in the right accounts, and connects the dots with lead-to-account matching and site-level hierarchies. Then, using Predictive, Persona and Intent scores, you can personalize, segment, prioritize and time every Sales and Marketing activity just right.

So you can reach the right people, in the right accounts, with the right content, at the right time.

KEY BENEFIT

to time your outreach with the right value proposition to increase engagement & win rates
WHY LEADSPACE IS BETTER

Leadspace is the first Customer Data Platform for B2B Sales and Marketing. Our mission isn’t to sell you contact or account lists, but to provide you with a full, accurate picture of your target audiences.

Leadspace goes far beyond basic information like company size, industry and job title, to include highly granular, revealing insights like:

- **Custom Persona Scores** identify your ideal buyer personas.
- **Predictive & Intent Scores** to let you prioritize and convert your ideal customers, by accurately predicting who’s most likely to buy, and when.
- **What technologies** your prospects are using (Are they compatible with your offering? Are they using a competitor or a complementary platform?)
- **Lead-to-account matching** and site-level hierarchies.
- **Which leads/contacts have moved jobs**.
- **Up-to-date contact information**.

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Supercharge your Demand Generation with Leadspace CDP

GET A DEMO