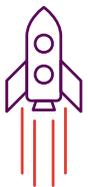


QUICK WINS WITH LEADSPACE

How a CDP Helps You Get ROI **Now**

It's easy to buy into the vision of a comprehensive Customer Data Platform (CDP) that unifies data, applies AI, and powers consistent and personalized experiences across channels. But we also understand that it takes work and time to get buy-in from stakeholders, make strategic decisions, and implement the solution.

Many times you're under pressure to solve a specific problem or fill a gap and need a quick, easy way to be more data-driven. LeadSPACE is here to help with that too.



Following are some ways you can use LeadSPACE CDP capabilities to get **higher ROI fast.**



QUICK WIN #1

Buyer Persona Targeted Advertising

WEEKS TO ROI:

1

2

3

4

Leadspace works with you to quickly develop a segment of the right personas (within the right accounts), then activate that audience on ad platforms like LinkedIn, Facebook, Google, etc. (via LiveRamp).

Instead of using more generic targeting criteria, or mass-reaching big audiences full of non-buyers, we can help you reach the actual buyers within target accounts.

IMPACT:

- Lower Cost per Click (CPC)
- Higher Conversion Rate
- Lower Cost Per Lead/ Opportunity

CONSIDER:

Leadspace for Ads

[VIEW PRODUCT SHEET](#)

QUICK WIN #2

Find High Quality Leads that Convert Faster

WEEKS TO ROI:

1

2

3

4

Leadspace can find and score all of the accounts in your total addressable market (TAM), and/or use your account and opportunity data to develop a scoring model for your existing accounts. Then, we take the highest scoring accounts and expand lead/contact lists for the relevant buying personas in those accounts.

You get a highly-targeted list of leads to activate in CRM or Sales Engagement for your sales teams to work, and/or Marketing Automation for email/hurture.

IMPACT:

N3 sourced over 100k net new leads in verticals they hadn't sold to before, and saw **20% more marketing qualified leads**, and a **20% increase in connect rates**.

CONSIDER:

Leadspace Personas

[VIEW PRODUCT SHEET](#)

QUICK WIN #3

Uncover Hidden Treasures in Your Existing Data with Intent & Scoring

WEEKS TO ROI:

1

2

3

4

Leadspace can help you know which companies are in-market and researching a solution like yours (or your competitor's) and target them right away! We unify intent signals and activate scoring on your accounts and leads — both existing, and inbound — to help you route to the right nurture program or the right team or rep quickly, and give them the ability to prioritize the hottest opportunities.

We can also apply other AI scoring models to help you segment and prioritize the accounts most likely to become customers, the personas who are your primary buyers, and more.

IMPACT:

Sovos saw an **increase in win rate of 55%** by focusing on Leadspace A&B scored accounts, and **25% increase in pipeline quality** from Leadspace scoring.

CONSIDER:

Intent Data or
Artificial Intelligence

[VIEW INTENT DATA EBOOK](#)

[VIEW AI EBOOK](#)

With some of these quick wins, we think you'll be convinced of the value of the Leadspace Customer Data Platform. You'll see the superior value you get from unified data across many sources, sophisticated AI and analytics to uncover insights, and seamless activations across channels and systems.

We'd love to work on getting you some of these quick wins, or others unique to your business.

[CONTACT US TODAY](#)