

Leadspace B2B Buyer Data Platform

The industry-recognized platform for sales and marketing to **find**, **create** and **prioritize** closeable business.

The Leadspace Buyer Data Platform is a comprehensive Customer Data Platform purpose-built for B2B, and is recognized as a leader by Forrester (Forrester New Wave: B2B Standalone Customer Data Platform Q4 2021).

Our platform unifies data from any source, whether first-party (internal/proprietary) or third-party (external) — with embedded data from 30+ trusted sources built-in. The data sources feature company and people data with built-in buying center hierarchies, intent signals and more.

The platform applies AI to create unified profiles and surface insights and intelligence to power key B2B marketing and sales use cases. See your Total Addressable Market. Explore high-fit whitespace. Use the Ideal Buyer Profile to create and target more effective campaigns to the right personas.

Leadspace then activates those unified profiles and segments across channels for more targeted, personalized, and effective experiences.

See what it all looks like together on the next page...

Leadspace customers see incredible results:



3x more sales opportunities created



60% higher email open rates



55% higher win rate



20% better sales connect rates

First-Party



+ more

Embedded



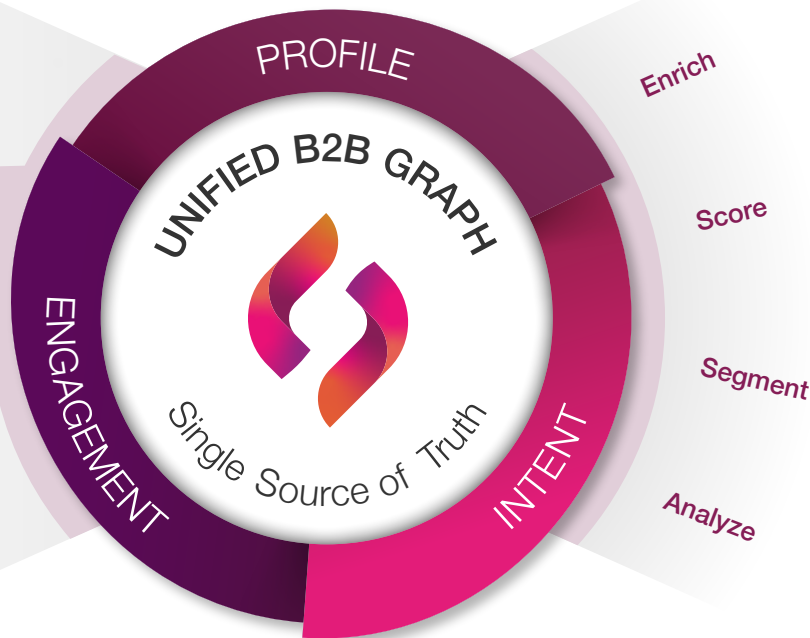
30+ sources

Third-Party

HG Insights bombora

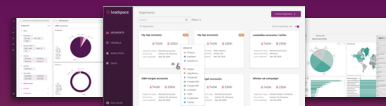
dun&bradstreet

+ more



Leadspace On-Demand

Cross-channel Segments & Analytics



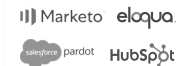
Leadspace
for Ads



Leadspace
for Website



Leadspace
for MAP



+ SmartForms

Leadspace
for CRM



Data

Get a complete view of your customers, and the market, with data from any source.

Unrivaled Coverage with Embedded Data

We've brought data together from over 30 leading B2B data sources for unmatched breadth and depth. Out-of-the-box, you get fully enriched records with all the information you need to route, segment, and connect with buyers.

Bring Your Own Data

Our Customer Data Platform plugs into any of your internal (first-party) sources — from your CRM and Marketing Automation platforms, to Data Lakes, DMPs, web platforms, event lists, product usage data, and more.

Premium B2B Data from Trusted Partners

Your master profiles are synced and available in CRM, with ongoing updates, to directly power your business processes. Masters are synced across other systems too, to create alignment and a 360-degree view, driving business velocity with living, breathing data.

Platform

With data flowing into the Buyer Data Platform we begin the magic of creating your Unified B2B Graph. We apply our proprietary AI and machine learning capabilities to organize and separate signals from the noise.

Profile Info

Your understanding of customers and prospects needs a foundation of data that tells you what/who they are. This includes details at the company level like employees, revenue, industry, location, and more. It also includes more detailed info like technology installed and corporate hierarchy.

You also need to connect unified profiles to the person level with B2B-specific info like job title, function, seniority, and contact info.

Intent Signals

In order to compete in today's digital-first buying environment, you need to have a way to monitor which potential (or existing) customers are in-market for solutions like yours. Intent signals can range from news triggers to websites visited, and peer review searches to content downloads. These signals come from outside of your owned channels, and tell you which accounts are showing buying intent, and are more or less likely to engage and respond to your offers.

Engagement Data

The rubber meets the road when buyers start engaging directly with you. With increasing numbers of owned channels — website, email, phone calls, tickets, social posts, product usage, and more — it can be downright impossible to keep up with all the information. Let alone use it for sales and marketing purposes.

When you unify engagement data across silos, you get a clear picture of the buying journey. You enable more personalized programs and build better customer relationships.

Artificial Intelligence & Insights

With your rich, unified customer profiles, the Buyer Data Platform can apply the secret sauce, delivering insights that give you a competitive edge.

Predictive Scoring

Are they likely to buy?

Using historical data the platform can predict the likelihood of a company or person to convert and buy.

These scores help you more strategically plan territories, route leads, build ABM programs, and target outbound efforts.

Lookalike Discovery

Are there more like this?

With just a small sample of data you can reach out to your Total Addressable Market (TAM), and find more companies and personas you can market and sell to.

Use lookalike audiences for targeted advertising, sales prospecting, and TAM analytics.

Semantic Profiling

What are they interested in?

Some signals require a more conceptual approach. Leadspace uses semantic methods for creating intent and persona scores that fuel impactful targeting and personalization.

Use intent and persona scoring to help you prioritize hot leads, and deliver high-converting content.



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

Charles Eichenbaum

Director of Marketing
Technologies & Operations
Microsoft

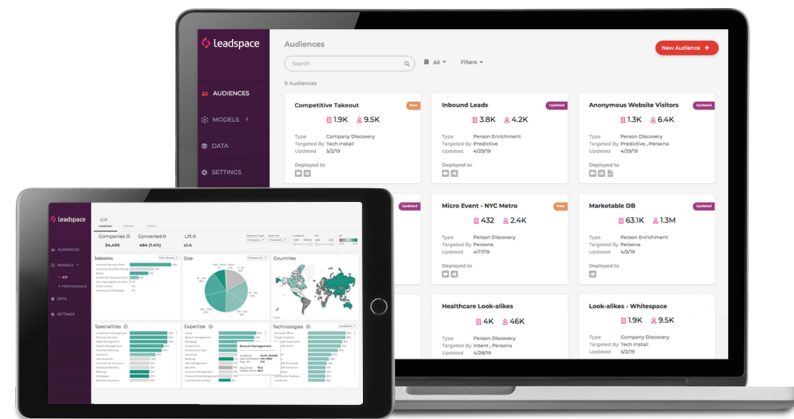
Apps & Integrations

Leadspace is channel-agnostic with open APIs, a self-serve Data hub, and pre-built integrations and connectors into the most popular B2B channels.

Leadspace Studio

A self-service control center that gives Sales and Marketing all the power to segment, analyze, align and activate their data for more effective customer engagement.

The Leadspace Studio comes standard for all Leadspace customers, and includes tools for managing data; visually analyzing account and persona data and scoring models; and creating unified segments for sales and marketing campaigns.





Leadspace for **Ads**

Fill the top of your funnel with targeted and impactful digital ad campaigns.

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.

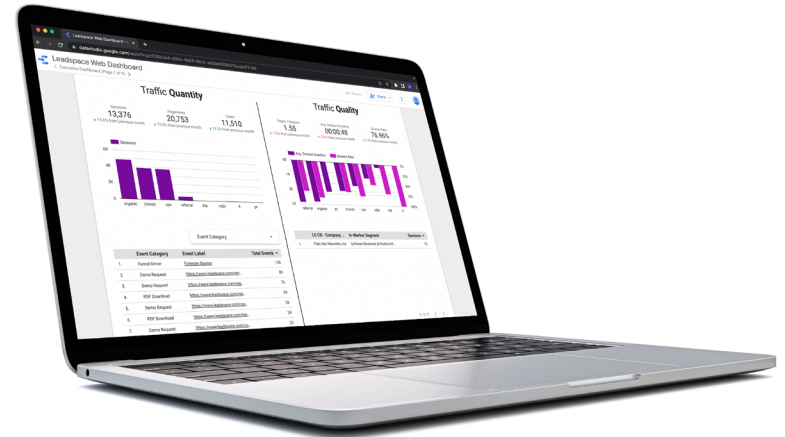
Leadspace for **Websites**

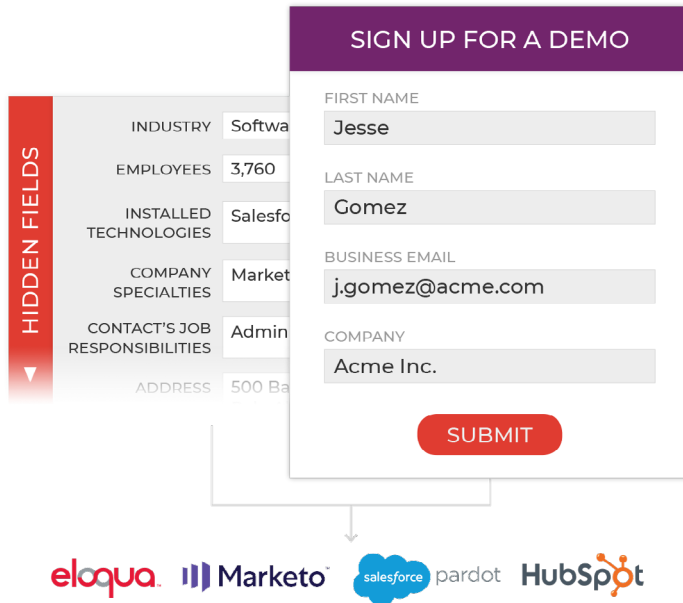
Identify website visitors and match to your unified Leadspace profiles to monitor buying intent and deliver personalized content.

Leadspace uses advanced IP-to-company intelligence to go beyond traditional website analytics and experiences. Inject data from your unified customer profiles into Google Analytics or Adobe Analytics for deeper insight into company engagement on your site.

We also ingest that website engagement data and apply our AI models to deliver first-party intent scoring to trigger outreach and campaigns.

With this data flowing into systems like Adobe Audience Manager, you can power personalized experiences on your site that boost conversions and pipeline from your target accounts.





The diagram illustrates a lead capture form titled "SIGN UP FOR A DEMO". To the left of the form is a sidebar labeled "HIDDEN FIELDS" with a downward arrow. The sidebar contains a list of fields: INDUSTRY (Software), EMPLOYEES (3,760), INSTALLED TECHNOLOGIES (Salesforce), COMPANY SPECIALTIES (Marketing), CONTACT'S JOB RESPONSIBILITIES (Admin), and ADDRESS (500 B...).

The main form contains the following fields:

- FIRST NAME: Jesse
- LAST NAME: Gomez
- BUSINESS EMAIL: j.gomez@acme.com
- COMPANY: Acme Inc.

A red "SUBMIT" button is located at the bottom of the form. An arrow points from the bottom of the form to a row of marketing automation platform logos: eloqua, Marketo, salesforce, pardot, and HubSpot.

Leadspace Smartforms

Do you need enrichment before form submissions hit your Marketing Automation Platform?

SmartForms validates and enriches every lead from your website forms, in real time, so you can reduce required form fields and still get all the information you need!

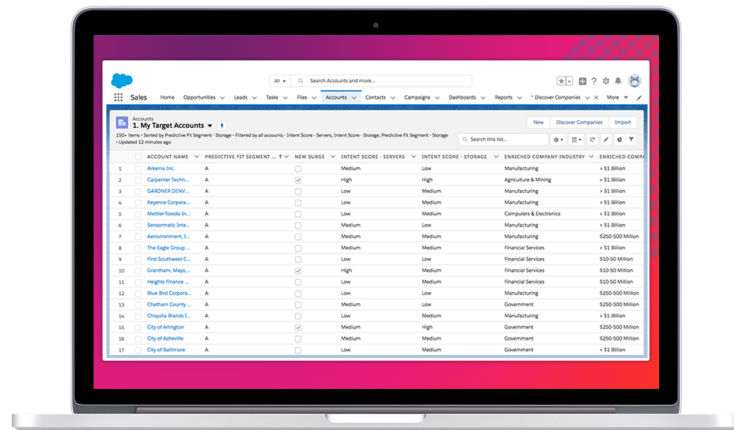
Leadspace for Marketing Automation

Reach and exceed your Marketing goals by activating data from the Leadspace CDP directly inside your Marketing Automation Platform.

Leadspace keeps your data accurate in real-time, and provides on-demand insights into who your ideal customers are, where to reach them, and how and when to engage them—for more personalized campaigns, more efficient marketing ops, and better results.



Leadspace for Salesforce



Empower your team with the data and intelligence to succeed, by activating the Leadspace Buyer Data Platform natively inside Salesforce. Never worry about data quality again with real-time and on-demand enrichment, robust data management tools, and industry-leading account mastering solutions.

Win more, bigger deals, speed sales cycles, improve sales connect rates, and ensure you're targeting the right accounts and people, at the right time, with the right offering.



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.

VP Demand Generation
RingCentral

**Target the right buyers, deliver
personalized experiences, and
win more with the Leadspace
B2B Customer Data Platform.**

Leadspace.com/contact-us