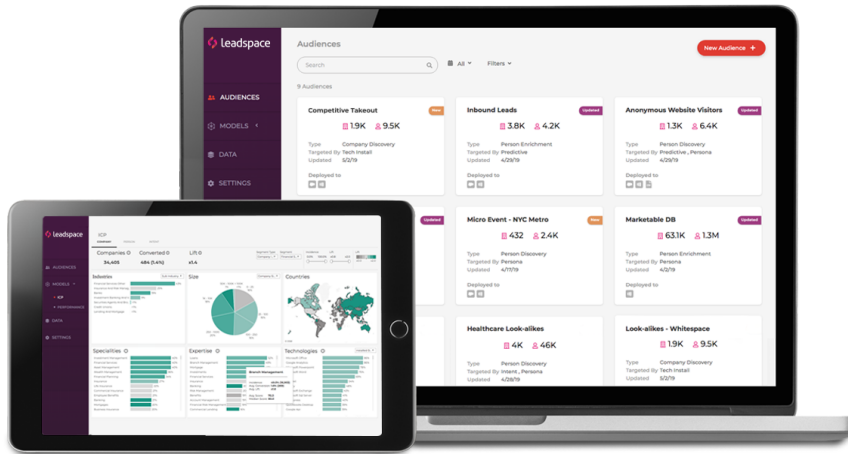


# LeadSPACE for B2B Profiling

Fuel and optimize your demand funnel with the best B2B buyer profiles enhanced by predictive fit, persona and intent models for true TAM-to-opportunity prioritization.

See how LeadSPACE advanced profiling enables the largest B2B companies to minimize spend and maximize ROI by equipping them with the tools necessary to proactively target the accounts and/or people with the highest propensity to buy.



## Key Capabilities & Features

**Complete, up-to-date B2B profiles** to target the right accounts and people, with real-time data enrichment, comprehensive segmentation criteria, intent, buyer persona scoring -- and easily upgrade to advanced predictive profiling.

**Simple, straightforward pricing** with all-inclusive discovery, enrichment, and form fills – \$0.30 or less for standard profiles.

**Industry's richest profiles** with unified first and third party data including firmographics, demographics, technographics, account intent, mobile phones, account & contact context, specialties and more.

**Open, uncompromised quality** with dozens of data partners, multisource validation, semantic categorization, and both scheduled and real-time enrichment.

### Leadspace B2B Profiling Success Stories:

75% annual cost savings

2x lead-to-account matching

<90 second enrichment, scoring and routing to the appropriate sales team

5 data providers consolidated into a single source of truth for data

10,000 net-new ideal personas in target accounts

87% direct mail delivery rate

ABM team saves 66 hours per quarter

Better quality ABM target accounts

60% higher email open rate

2x increase in email reply rates

80% increase in lead funnel

75% increase in accepted leads

25% increase in Marketing Qualified Opportunities (MQOs)

## Our end-to-end approach to the most effective B2B Profiles

### What Makes the Best B2B Profile?

- Unrivaled third-party account & person data, from over 40 leading B2B data sources (70 million companies, 240 million buying centers and 280 million contacts)
- Unification of first- and third-party data for account context and prioritization
- Full account profiles including hierarchies, firmographics, standard or advanced technographics (web, SaaS and installed software and hardware), weekly intent and mobile contacts
- Direct integrations into CRM, Marketing Automation and other data platforms

Most customers save over 50% on data costs when using Leadspace through a combination of eliminating data purchases and better leveraging their existing data service vendors.

### The Right Steps

#### Align your Sales & Marketing Teams with Account & Contact Profiles

**Step 1:** Enrich both your CRM and Marketing Automation Platforms in hours. Use our enrichment APIs to directly connect to our open and extensible B2B customer data platform.

**Step 2:** Unify your first- and third-party profiles with Leadspace Our award-winning Customer Data Platform integrates, normalizes and matches profiles with existing accounts and contacts.

**Step 3:** Enrich your in-bound lead flow in real time, and map leads to the right accounts and territories. Leadspace goes far beyond basic firmographic data like company size, industry and revenue, to include more granular information like installed technologies, account intent, contact/company expertise, and much more.

**Step 4:** Discover new Account and Contact Profiles with Leadspace Studio to create new sales and marketing campaign segments - aligned to your Total Addressable Market (TAM) and sales territories.

#### Select the right leads & contacts within those accounts

**Step 1:** Enrich your lead & contact data with unrivaled third-party data coverage, for a complete view of every individual person within your target accounts. Leadspace goes far beyond basic person-level data like job title, to include highly useful information like persona-based scores, specific job roles & responsibilities, what technologies they use, expertise, specialties, and much more.

**Step 2:** Match leads to accounts with Leadspace lead-to-account matching. (Our unrivaled data coverage means our match consistently outperforms point solutions that rely solely on questionable first-party data for matching, like email address domains only.)

**Step 3:** Create High Quality Buyer Profile Segments, for comprehensive coverage of the key decision makers and influencers within each account. Use AI to create customized personas, or select from Leadspace's vast persona library. Like our data, Leadspace custom personas aren't based on superficial criteria like job titles — they're built by analyzing the "DNA" of your best customers, which includes a vast range of criteria.

## Optimize & Facilitate Your Funnel at Every Step.

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### Profile Better

- Utilize our B2B data unification and buying expertise to build closeable unified profiles. We've critically evaluated, selected and curated the industry's best third-party company and people data sources in the world. Then we unify these profiles with your first-party data to fuel your business and your B2B Buyer Graph.
  - Add the personal touch to your unified profiles. Create the best buyer profiles at the individual level by using personal demographics and buying behaviors from social signals and interests to assign personas instead of nondescript job titles.
  - Route better with the industry's best lead-to-account matching from Leadspace. Our AI-powered engine enriches and scores leads in real time with firmographic, hierarchy, intent and propensity data to intelligently fuel the most sophisticated lead management scenarios.
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### Target Better

- Visualize your territory, industry, and geography strategy with Leadspace Fit to identify the highest historically-returning market segments.
  - Leverage Leadspace TAM and ICP to understand your most attractive white space by targeting your best lookalike accounts and personas.
  - Take the guesswork out of identifying the top strategic accounts for investment by focusing on those who are most likely to buy your product.
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### Campaign Better

- Leverage Leadspace ICP and Persona to identify the right ABM accounts and fuel high-performing lists based on lookalike buyer demographics, interests and job titles.
  - Laser focus campaign segment members with Leadspace Persona by leveraging our 80 off-the-shelf personas or create your own custom personas. Our persona-matching scores make it easy to match content accordingly for the best program results around.
  - Optimize your ABM investments with Leadspace Engagement to intelligently segment your audience by channel and then activate them in Leadspace Studio for closeable demand.
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### Close Better

- Optimize your marketing and sales engagement with Leadspace Fit and Intent scores to prioritize the top 25% of leads that deliver 60-80% of your business.
  - Leverage Leadspace Engagement to populate and design customized persona-based buyer journeys and engage top prospects with relevant and compelling content through the right channel, at the right time.
  - Put Leadspace for Salesforce to work to deliver the right account contact details, buying signals and propensity-to-buy scores directly in front of your reps to prioritize leads and opportunities in their pipeline.
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## Professional B2B Profiling

**So let's get into the details.** Our platform can cluster, unify, link, and de-dupe company & person identities originating from any data source. Using AI-based classifiers, we unify a record while maintaining data integrity and custom business rules including validation and normalization. We offer real-time, on demand, and scheduled sync of unified profiles for data management objectives. Profiles can be synced to any activation channel.

The platform is data agnostic and ingests both structured and unstructured first- and third-party data in the back end as well as through our Studio (our self-service UI). Integrations are supported via native apps, REST API, and SFTP. Unification logic is customizable by our clients via the UI and customer service requests.

We support the typical first-party sources (and more!) including CRM, ERP, web analytics, MAP, product usage, and CSX data. ~30 third-party sources provide firmographics, demographics, technographic, and intent data. Sources can be provided upon request. We offer both real-time, scheduled and on-demand ingestion, unification and segmentation workflows for data management. The segments and profiles are persisted and can be synced to any channel for activation.

Unlike other CDPs, Leadspace is an open and extensible platform that unifies and blends first- and third-party data at scale with business-focused tools for the industry's only TAM to opportunity profiling and activation.

Lead-to-account matching for profiling accuracy is sometimes an overlooked capability in CDPs. Depending upon the volume, the complexity of routing and the response time required in your go-to-market system, small errors can mean a lot of distraction or lost deals by your reps. After working with lots of large B2B accounts, we've found that not all profiles require the same number of sources for complete profiles used in matching, routing and scoring. For account profiles, we've found that 80% of records have between three and eight data sources. And for people or contacts, nearly 95% of records have 8-10 data sources. So it's important to consider the ability to normalize all of that data into a coherent profile. Our multisource matching does just this!

Finally we take the data and integrate it with our B2B Buyer Data Graph. This creates a customer-specific B2B Graph with multisource validation — 70M+ companies, 240M+ Buying Centers, 280M+ people from 30+ curated third-party data sources and a broad array of first-party data. This is one of the unique capabilities that differentiates Leadspace from other B2B CDPs.

**The Leadspace B2B Graph is fueled by 30+ of the best third-party B2B data sources around!**

Understands account hierarchies and tens of thousands of buying signals to validate, accurately match leads to accounts.

Bring your first-party data to complete the picture.

Enrich, route and score leads in minutes.

Have a favorite data source can manage it, integrate it to your Profiles, and serve the data through the Leadspace Platform.

## Advanced Profiling Use Cases & Capabilities

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### Advanced Profiling for ABM

#### Use Cases

- High-spend retargeting campaigns
- Early funnel scoring prioritization
- High-touch proactive nurturing
- Lookalike messaging
- Vertical- and/or persona-based

#### Key Capabilities

- Identification of buying propensity
  - In-market company or product interest
  - Persona-scoring for specialist reps
  - Efficient account & contact targeting
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### Advanced Profiling for Account and Lead Scoring

#### Use Cases

- ABM account selection and prioritization
- Lead scoring & conversion
- Lifetime value identification
- Cross-sell/upsell
- Retention

#### Key Capabilities

- Powered by CDP data & activation
  - Actionable model insights
  - Adaptive model refresh
  - Segment normalization
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### Advanced Profiling for Product or Account Intent

#### Use Cases

- Monitor your target accounts for in-market buying signals
- Uncover and target potential opportunities before your competitors
- Improve your Sales & Marketing intelligence for more timely and effective outreach

#### Key Capabilities

- Powered by CDP data & activation
  - Multisource aggregation
  - Topic/trigger weighting
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### Advanced Profiling for Inbound and Outbound Lead Prioritization

#### Prioritize outreach to inbound lead funnel & outbound calling based on:

- Product-specific predictive FIT
  - Product-specific Intent Scores
  - Product-specific Persona Scores
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### Advanced Territory Management

- Understand global TAM by product, industry and region
  - Balance territories for sales coverage
  - Identify whitespace and coverage gaps
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## Enterprise B2B Profiling

Leadspace native AI and custom modeling provides actionable insights to recommend next best actions for start to finish funnel optimization. Our unification, company/person graph, intent, engagement scoring & lookalike capabilities leverage AI/ML technology. The AI/ML-driven scoring models can be used to drive/trigger automated workflows & processes across sales, marketing, & customer success use cases. This includes but isn't limited to:

- Enabling inbound leads to route directly to sales or specific nurturing streams based on propensity-to-buy attributes
- Utilizing AI-driven intent scoring to enable customer success to proactively improve customer retention and prevent churn
- Improving digital marketing conversion rates by utilizing AI/ML-driven propensity-to-buy and intent scoring models to more intelligently curate audiences and improve ad bidding strategies
- Recommending content streams by persona, or product best offering typically in cross/up-sell scenarios.

And finally, scoring predictions and recommendations are delivered in real time and models are updated and refreshed on a quarterly or as-needed cadence!

Our identity resolution framework is based on deterministic/probabilistic identifiers (IDs). Unique/non-unique company and person IDs are used in clustering algorithms to unify profiles and validate/de-dupe data. Unification logic is customer-configurable for business needs. For scalability, we use probabilistic IDs, PII and anonymous, to complement unique IDs for matching. Probabilistic clustering leverages decision trees (XGBoost) and other algorithms.

We provide identifiers at various company hierarchy levels to unify and create single records/groupings at the global HQ/Country, HQ/Business, HQ level and sites. Account unification solutions are built to support the operational structure of organizations to identify buying centers and teams for customers' offerings. These hierarchies link profiles together and persist across systems. Events and behaviors then update and inform those -profiles.

**Upgrade your professional profiling with enterprise-level profiling models.**

### Persona Fit Scoring

Model built on standard or custom persona profiles to score the existing database and inbound leads based on their closest persona fit, and find net-new contacts within accounts that lack the right buyers using persona targeting.

### Predictive Fit Scoring

Model built from customer's historical conversion data set (opportunities). Applies scoring that indicates a company and/or person's likelihood to be a good target buyer.

Use cases include: propensity to buy, inbound lead conversion, higher LTV, upsell/cross-sell, etc.

### Intent Scoring

Model that monitors user interest (first-/third-party, known and unknown), and applies scoring based on the level of intent activity specific to customers' products/category.

## Leadspace B2B Buyer Data Platform

### Profile Management

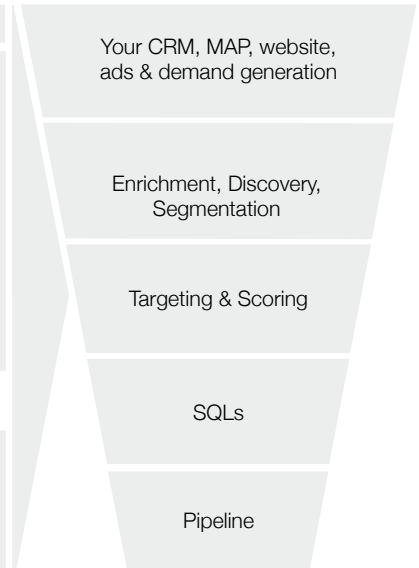
#### Profiles + Profile Signals

Firmographic	Demographic	Technographics	SaaS Management
Company Name Locations Hierarchy Industry Employees Annual Revenue Web/Social Verification Expertise Buying Centers	First Name Last Name Contact Information Title Skills Social Verification Moved Status	Tech Install - Web Tech Tech Install - SaaS Tech Install - Installed SW Tech Install - Installed HW Tech Spend	Active Management Leadspace B2B Graph APIs Bring Your Own: Third-Party Bring Your Own: First-Party Unify First-/Third-Party Data Segmentation Segment Deployment Profile Health

### Dynamic Profile Scoring

TAM	Persona	FIT	Intent
Are they in my market? Are they in my whitespace?	Who are the most likely to buy?	Right company? Right person? Right product?	What are they interested in? Are they engaged?

### Funnel Optimization



## Our Customers Have Seen:

- 75% annual cost savings
- 2x lead-to-account matching
- <90 second enriched, scored and routed to appropriate the sales team
- 5 data providers consolidated into single source of truth for data
- 10,000 net-new ideal personas in target accounts
- 87% direct mail delivery rate
- ABM team saves 66 hours per quarter
- Better quality ABM target accounts
- 60% higher email open rate
- 2x email reply rates 80% increase in lead
- 75% increase in accepted leads
- 25% increase in Marketing Qualified Opportunities
- Great B2B Profiles improve marketing and sales productivity by 30% and cut costs in half
- Use savings to build & operationalize company or product TAM to opportunity models
- Deliver results within a quarter

“Adobe is looking to reinvent our scoring model with Leadspace. Rather than focusing on the right level of engagement to AQL, we are piloting utilizing Leadspace data models across predictive, persona, and intent to deliver high fit AQLs – focusing on identifying the leads with the highest propensity to buy.”

### Lizzy Ragno

Marketing Transformation & Readiness, Adobe Digital Experience



## Adobe

- Advanced product scoring to fuel 30%+ growth
- Designed to double Sales Qualified Opportunities (SQO)
- Identifies the leads with >2x Lead Lift: 25% leads that drive 60%+ of business
- Maximized website conversion with form fill improvement
- Real-time sales visibility of scoring/enrichment (AEs/ BDRs)
- Custom persona campaign targeting, persona/product fit scoring
- Increased lead routing accuracy — lead-to-account matching and hierarchies
- Multiple websites, multiple CRM and MAP instances
- Products under management: 3 digital experience portfolios
- Profiles under management: Millions
- Roughly 2x lead funnel (AQLs)
- Roughly 2x increase in Marketing Accepted Leads (MALs)
- 25% increase in Marketing Qualified Opportunities (MQOs)

## Hewlett Packard Enterprise (HPE)

- Doubled matched records (20% to 40%)
- Enriched tens of thousands of records per month
- Reduced direct data contracts from 16 to 4 (Saving \$3M per year for >100% Leadspace ROI)
- Enriched existing marketing profiles in preparation for MAP migration
- Profiles under management: Millions
- Annual cost savings: 75%
- Doubled lead-to-account matching and marketing-generated pipeline
- Sub-90 second enriched, matched, scored and routed to appropriate BDR team

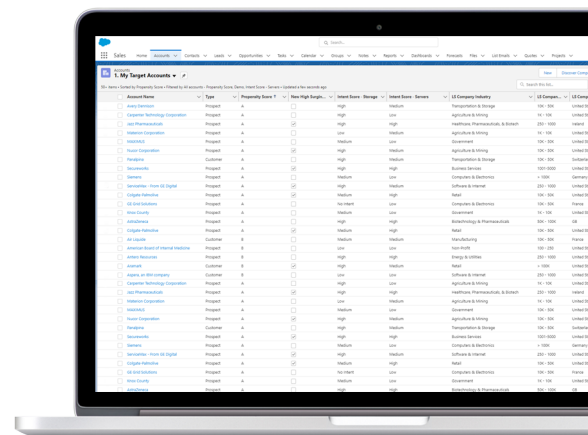


Leadspace has enabled us to build an efficient and scalable go-to-market.

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



## Professional & Enterprise Features

The Leadspace Profile Difference.

**Comprehensive. Open. Straightforward.**

Leadspace Active Profile Capabilities	Third-Party	First-Party	Activate in CRM	Activate in MAP	Activate to Ads or Other Platform	LS Studio
Firmographics	✓	✓	✓	✓	✓	✓
Demographics	✓	✓	✓	✓	✓	✓
Persona Library & Custom Persona	✓	✓	✓	✓	✓	✓
Technographics - Web Tech/SaaS	✓	✓	✓	✓	✓	✓
Technographics: Installed Hardware	✓	✓	✓	✓	✓	✓
Technographics: Installed Software	✓	✓	✓	✓	✓	✓
Unified Profiles	✓	✓	✓	✓	✓	✓
Profile Sync: Accounts	✓	✓	✓	✓	✓	✓
Profile Sync: Contacts	✓	✓	✓	✓	✓	✓
Profile Sync: Leads	✓	✓	✓	✓	✓	✓
Profile Sync: Prospects	✓	✓	✓	✓	✓	✓
Lead-to-Account Matching	✓	✓	✓	✓	✓	✓
Restful APIs	✓	✓	✓	✓	✓	✓
BYOL Data Partners	✓	✓	✓	✓	✓	✓
FIT: Business	✓	✓	✓	✓	✓	✓
FIT: Product	✓	✓	✓	✓	✓	✓
FIT: Sales Territory	✓	✓	✓	✓	✓	✓
Intent: Third-Party	✓	✓	✓	✓	✓	✓
Intent: First-Party	✓	✓	✓	✓	✓	✓
Intent: Interest	✓	✓	✓	✓	✓	✓
Intent: Engagement	✓	✓	✓	✓	✓	✓
Intent: Known	✓	✓	✓	✓	✓	✓
Intent: Anonymous	✓	✓	✓	✓	✓	✓
Custom TAM Analytics & Territory Planning	✓	✓	✓	✓	✓	✓
Custom Ideal Buyer Profile Analytics	✓	✓	✓	✓	✓	✓

Fit, Intent and Persona models available with Enterprise Packages.

### Data Partner Add-Ons:



Book a demo to discover how Leadspace can help you step up your sales and marketing game. **Contact us today.**

445 Bush Street, Suite 900, San Francisco, CA 94108 | 1-855-532-3772 | info@leadspace.com | Leadspace.com