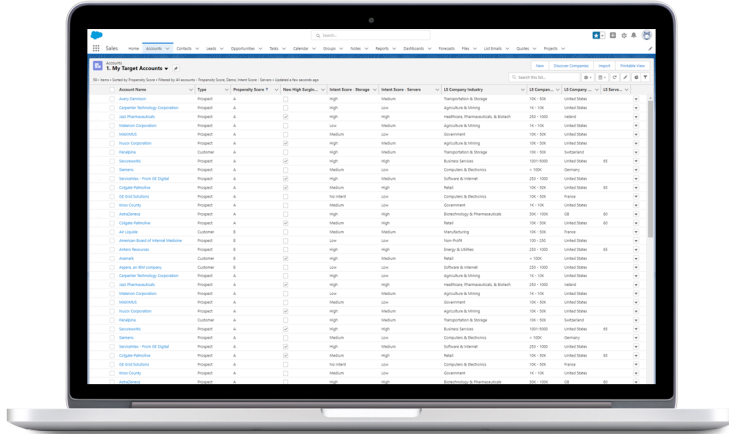


LeadSPACE for Salesforce

Close bigger, better deals and shorten
Sales cycles — without leaving your CRM



Our Secret Sauce: AI-Powered Buyer Personas

Rather than focus on a handful of superficial data fields like job title or industry, Leadspace uses Artificial Intelligence to combine a vast range of data—including our proprietary person-level data—into customized ideal buyer personas.

Leads and contacts are scored against these personas, so you know exactly who your best prospects are, and what will resonate with them.

Step 1: Understand Your Ideal Customer Profile

Leadspace AI identifies the key attributes of your target 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 in-market for your products and/or services, with **Intent Scoring**.
3. Pinpoint the key decision-makers and influencers within each target account, to create highly-personalized, targeted ad campaigns, with **custom buyer personas**.

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 2: Create Custom Audiences & Expand Your Research

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

Step 3:

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 for a particular product or service.

Step 4:

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 5:

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.



With Leadspace for Salesforce we're confident we're targeting the right prospects with the right offerings, throughout the Sales funnel.

Jon Jagelsky

Marketing Operations Manager
SOVOS

Close more deals, more quickly with Leadspace for Salesforce.

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