

# LeadSPACE for SmartForms

You don't have to choose between inbound lead quantity and quality.

Improve conversions and get better quality leads by injecting the power of the LeadSPACE CDP into your web forms.

SmartForms validates and enriches every lead from your website forms, in real-time, so you can make your forms as short as possible and still get all the information you need!



## Key Benefits:

**Increase pipeline** and conversion rates.

**Decrease cost** per lead.

**Improve lead quality** and value.

**Build** better lead nurturing and lead scoring models.

**Optimize & speed up** lead routing to Sales.

**Improve** customer experience.

## How it Works

Just add a single line of JavaScript and hidden fields into your online forms, and you're good to go!

SmartForms automatically appends the data needed to segment, route and score your leads quickly and efficiently, in real-time. To help you get the most accurate lead and account identity, SmartForms includes validation elements like IP address lookup, proprietary company name type-ahead selector, and phone number area code geo-location.

Prospects get the streamlined experience they expect. You get increased conversions by reducing the amount of fields on your form, while still getting the accurate data you need as you tap into Leadspace Customer Data Platform's unrivaled B2B data coverage.

## The Results

Prospects get a streamlined experience. You get increased conversions by reducing the amount of fields on your form — while still getting all the data you need.

Increased lead volume and **doubled form completions**

**34% increase** in lead conversions

Book your **free ABM consultation** to discover how Leadspace can take your ABM efforts to the next level.

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