



Leadspace for Marketing Automation

All the data and intelligence you need to execute highly targeted, personalized marketing campaigns.

A Marketing Automation Platform is critical for demand generation. But the sheer volume of data, often inaccurate or outdated, can hold you back.

Leadspace for Marketing Automation helps you reach and exceed your Marketing goals, by activating Leadspace B2B Customer Data Platform natively inside your existing Marketing Automation.

LEADSPACE CUSTOMERS SEE INCREDIBLE RESULTS:

onelogin

- **60% higher** email open rate
- **Doubled** email reply rate

RingCentral

- **>300% increase** in lead-to-opportunity conversions
- **>200,000** "cold" leads reactivated and qualified



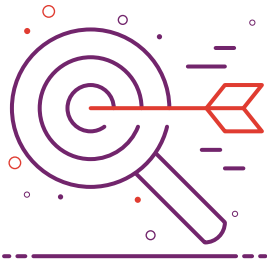
- **54% faster** conversions (inbound to Sales Accepted Lead)

Available natively
in **Marketo, Eloqua**
HubSpot & Pardot

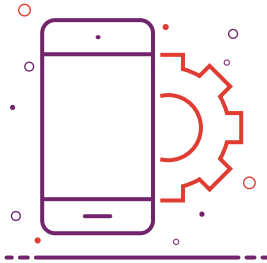


Leadspace provides on-demand insights into **who** your ideal customers are, **where** to reach them, and **how** and **when** to engage them.

This means:



Higher-impact,
more personalized
marketing campaigns



More efficient
marketing operations

Banish Your Data Woes — Improve ROI

Keep your Marketing database clean, relevant, actionable and up to date with real-time data enrichment—including firmographic, demographic and technographic data—while lead-to-account matching enables fast and efficient lead-routing and alignment with Sales.

So you can stop worrying about data and focus on running killer campaigns.

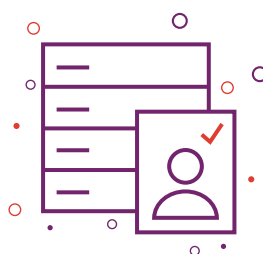
KEY BENEFITS



Real-time data enrichment improves Marketing efficiency and engagement rates



Industry-leading lead-to-account match rates and account hierarchies for optimal lead routing



80+ actionable data fields per record—including firmographics, demographics & technographics





“

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.

”

Eric Lewis

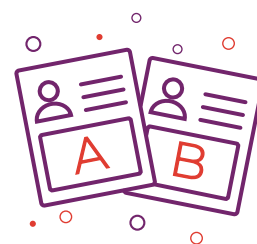
VP Demand Generation
RINGCENTRAL

Personalize Your Marketing — Make Every Engagement Count

Improve engagement rates with AI-powered customer fit and intent scores. Leadspace Predictive and Intent Scores prioritize accounts by propensity to buy and buying intent, while Leadspace Persona Scores rank each individual lead against your custom ideal buyer personas.

So you can run personalized campaigns that create real engagement and sales opportunities.

KEY BENEFITS



**AI-powered Predictive
and Persona Scoring**
to prioritize best-fit
customers



**Automated persona
segmentation**
for personalized
engagement at
every touchpoint

“

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

Excel at ABM— We'll do the Heavy-Lifting

Leadspace empowers you to identify the right people and buying centers, in the right accounts, and connects the dots with lead-to-account matching and site-level hierarchies. Then, using Predictive, Persona and Intent scores, you can personalize, segment, prioritize and time every Sales and Marketing activity just right.

So you can reach the right people, in the right accounts, with the right content, at the right time.

KEY BENEFIT



Intent Signals & Scores to time your outreach with the right value proposition to increase engagement & win rates

WHY LEADSPACE IS BETTER

Leadspace is the first Customer Data Platform for B2B Sales and Marketing.

Our mission isn't to sell you contact or account lists, but to provide you with a full, accurate picture of your target audiences.

Leadspace goes far beyond basic information like company size, industry and job title, to include highly granular, **revealing insights like:**



Custom Persona Scores identify your ideal buyer personas



Predictive & Intent Scores to let you prioritize and convert your ideal customers, by accurately predicting who's most likely to buy, and when



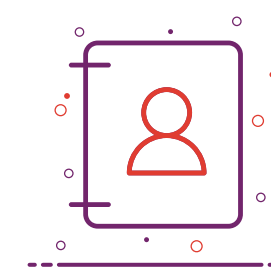
What technologies your prospects are using (Are they compatible with your offering? Are they using a competitor or a complementary platform?)



Lead-to-account matching and site-level hierarchies



Which leads/contacts have **moved jobs**



Up-to-date contact information

Supercharge your Demand Generation with Leadspace CDP

GET A DEMO

