

# Leadspace for Salesforce

---

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

Leadspace for Salesforce provides on-demand insights  
into **who** your ideal customers are, **where** they are located,  
**when** to reach out, and **how** to convert them.

This means:

- **More efficient and precise sales operations**—from territory planning, to lead-to-account matching and lead routing, to mapping account hierarchies.
- **More effective customer outreach & engagement**, leading to higher conversion rates and bigger deals.

Available  
natively in  
**Salesforce**

## LEADSPACE CUSTOMERS SEE INCREDIBLE BENEFITS:

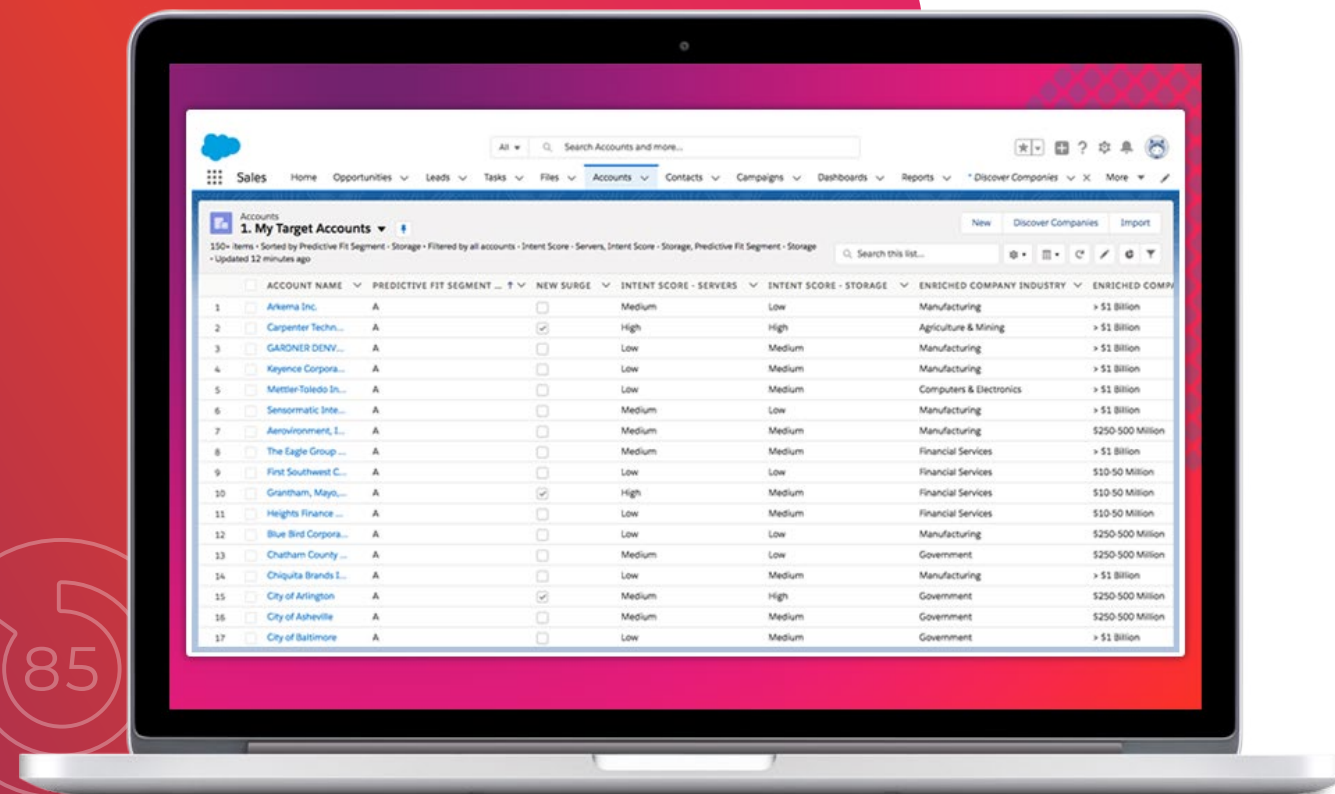
- **2x** global people coverage
- Identify & target ideal accounts and buying centers
- **+30% more accuracy** for firmographic, demographic & technographic signals
- **55% higher** win rate
- **>50% cost savings** on data spend
- **>10% higher** SAL-SQL conversion rate

# How Does It Work?

## STEP 01

### Define the Records to Enrich

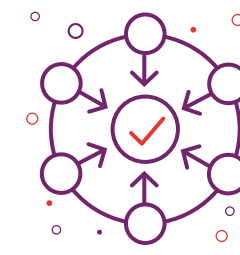
Select manually or from your Salesforce reports. You can enrich all fields, or select specific fields (e.g. email address, installed tech) or groups of fields (e.g. Contact Details, Firmographics).



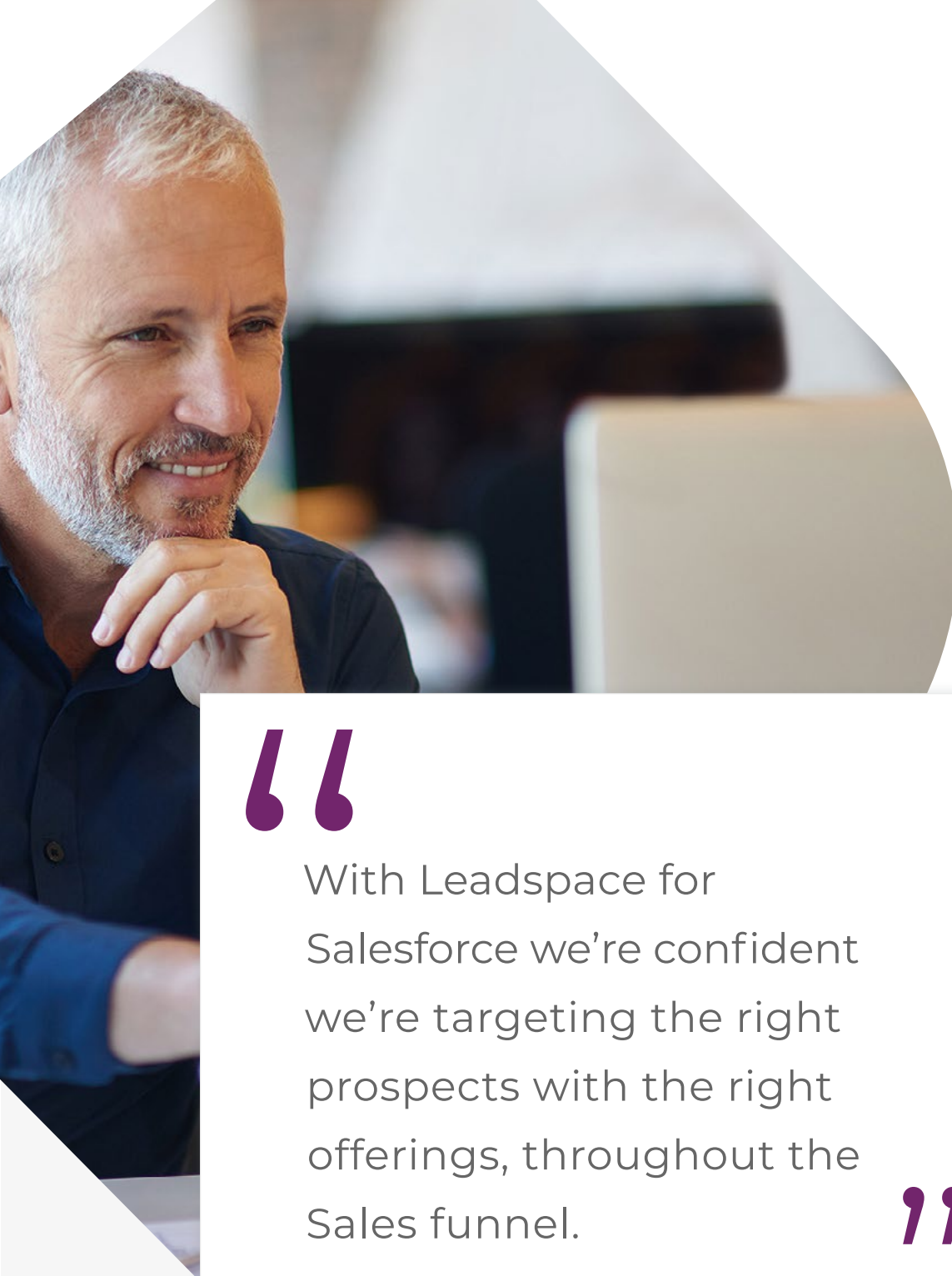
## KEY BENEFITS



Your **1st-party data** combined and verified with 40+ 3rd-party sources



**Clean and enrich your CRM** with real-time, accurate data (>80 highly actionable fields of company and person data)



“

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

## STEP 02

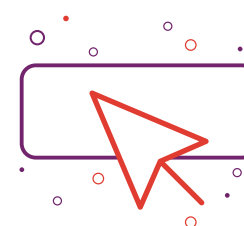
# Select When to Enrich Records

**On-Demand:** immediately

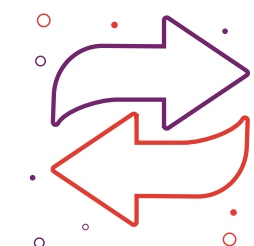
**Periodic:** Schedule it daily, weekly, monthly, quarterly, or every 6 months

**Event Based:** Choose a trigger event (e.g. if a new lead is created, if an email changes)

## KEY BENEFITS



**On-demand enrichment**  
of Contacts, Leads  
and Accounts



Enriched records  
**synced directly** into  
your Salesforce



## STEP 03

## Let Leadspace do the Heavy-Lifting

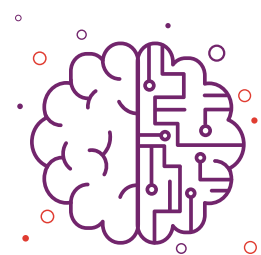
Leadspace whips your data into shape—appending >80 highly actionable data fields, predictive scores, persona scores and intent scores to each record.

You'll receive an email notification after each enrichment is completed. Depending on the amount of data, this can take anything from a few minutes to one day.

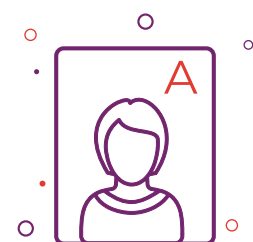
Check your activity report to see which records have been enriched, when, and by which team member.

For the **Event Based setting** the relevant record will be enriched when triggered

### KEY BENEFITS



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



**Persona Scoring** for more precise, personalized segmentation



**Intent Signals & Scores** to accurately time your outreach with the right value propositions to increase 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:**



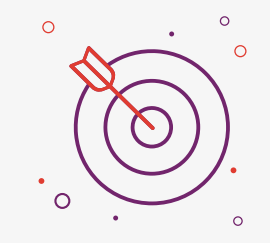
**Job responsibilities**  
(because “job title”  
doesn’t tell you enough)



**Persona, Predictive  
& Intent Scores,**  
powered by Artificial  
Intelligence—so you  
can zero-in on your  
ideal customers and  
predict who is 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?)



What areas a  
particular company  
**specializes in**



Which leads/contacts  
have **moved jobs**



**Up-to-date** contact  
information

# Close More Deals, More Quickly with Leadspace for Salesforce

GET A DEMO

