# 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

#### 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



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		Keyence Corpora	A		Low	Medium	Manufacturing	> \$1 Billion
		Mettler Toledo In	A		Low	Medium	Computers & Electronics	> \$1 Billion
		Sensormatic Inte	A		Medium	Low	Manufacturing	> 51 Billion
		Aerovironment, L.	A		Medium	Medium	Manufacturing	\$250-500 Million
		The Eagle Group	A		Medium	Medium	Financial Services	> \$1 Billion
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1		Heights Finance	A		Low	Medium	Financial Services	\$10-50 Million
2		Blue Bird Corpora	A		Low	Low	Manufacturing	5250-500 Million
3		Chatham County	A		Medium	Low	Government	\$250-500 Million
4		Chiquita Brands I	A		Low	Medium	Manufacturing	> \$1 Billion
5		City of Arlington	A	1	Medium	High	Government	\$250-500 Million
5		City of Asheville	A		Medium	Medium	Government	\$250-500 Million
,		City of Baltimore	A		Low	Medium	Government	> \$1 Billion

# 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.

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Jon Jagelsky

Marketing Operations Manager SOVOS

# 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 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



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be enriched when

### 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.







#### 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 areas a particular company specializes in



Which leads/contacts have moved jobs



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



#### What technologies

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



Up-to-date contact information

# Close More Deals, More Quickly with Leadspace for Salesforce

**GET A DEMO** 



