

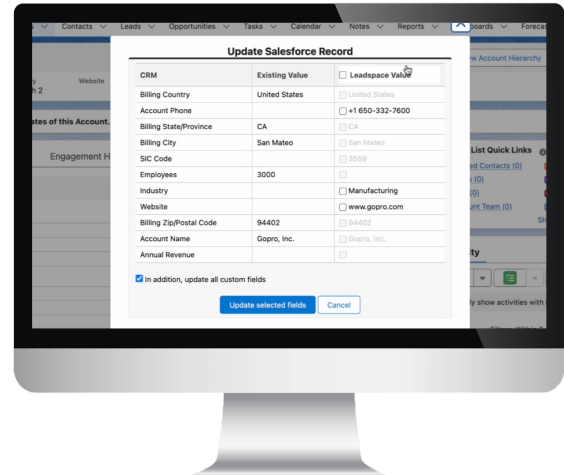
# Leadspace for Salesforce

Complete Records. Automatic Updates. AI Buying Signals.

Leadspace for Salesforce is an enterprise-class data management solution that natively integrates Leadspace's powerful B2B Graph into your Salesforce instance. Designed to enrich and unify Account, Contact, and Lead records with unmatched data coverage, this connector brings actionable insights and advanced segmentation to sales teams – right where they work.

## On-Demand Data Enrichment

Instantly enhance Account, Contact, and Lead records with accurate, current, and comprehensive information, leveraging Leadspace's proprietary databases.



## Multiple Enrichment Methods

- **Enrich Button:** Update on-demand at the record level
- **Event-Based Triggers:** Automatic enrichment tied to defined Salesforce activities
- **Periodic Syncs:** Schedule ongoing data refresh cycles
- **Run Once Syncs:** Bulk update for list imports or campaigns

## Lead-to-Account Matching & Hierarchy Mapping

Enables intelligent lead routing and territory planning by mapping leads to accounts, and visualizing account hierarchies for ABM (Account-Based Marketing).

ACCOUNT - SALESFORCE		
Account Hierarchy		
LS GU COMPANY NAME	LS DU COMPANY NAME	LS SITE COMPANY NAME
▼ Salesforce, Inc. <b>current</b>	Salesforce, Inc.	Salesforce, Inc.
Mulesoft	Mulesoft	Mulesoft
Salesforce, Inc.	Salesforce, Inc.	Tableau Software, LLC
Salesforce, Inc.	Salesforce, Inc.	Salesforce, Inc.
Salesforce, Inc.	Salesforce, Inc.	Slack Technologies, Inc.
Salesforce, Inc.	Salesforce, Inc.	Salesforce Maps
Salesforce, Inc.	Salesforce, Inc.	Heroku, Inc.
Salesforce, Inc.	Salesforce, Inc.	Demandware, LLC
> Salesforce, Inc.	Salesforce, Inc.	Implisit, Inc.
Salesforce, Inc.	Salesforce, Inc.	Tableau Software, LLC

## Intent & Predictive Scoring

Sales teams gain access to AI-powered fit, intent, and scoring directly in Salesforce for prioritizing outreach and engagement.

## Single Unified Customer View

Combines sales and marketing data for full prospect and customer visibility to drive personalized engagement at every touchpoint.

## Typical Use Cases

- ✓ Account and Lead enrichment for improved sales intelligence
- ✓ Identify and re-engage contacts who have changed companies
- ✓ ABM strategies and targeted outreach campaigns
- ✓ Territory, hierarchy, and lead routing optimization
- ✓ Automated pipeline data hygiene and record de-duplication

Leadspace Person Data	
Leadspace Verified	Verified
Enriched First Name	Michael
Enriched Last Name	Payne
Enriched Email	michael.payne@zenimaxonline.com
Enriched Phone	+1 410-935-2675
Enriched Title	Sr IT Manager - Global Infrastructure
Enriched Job Level	Manager

## Value Props

### Drive Efficiency

Streamline workflows from territory planning to lead qualification, with less manual data handling and improved operational precision.

### Increase Data Accuracy

Keep Salesforce records continuously up-to-date, boosting conversion rates and deal sizes by targeting the right prospects with the right message.

### Scale Personalization

Unify data from 1st, 2nd, and 3rd party sources for deeper segmentation and targeted outreach.

### Native Salesforce Experience

No need to leave your CRM – Leadspace insights are surfaced directly within Salesforce, maximizing user adoption and impact.

## Integration & Setup

### Admin Provisioning

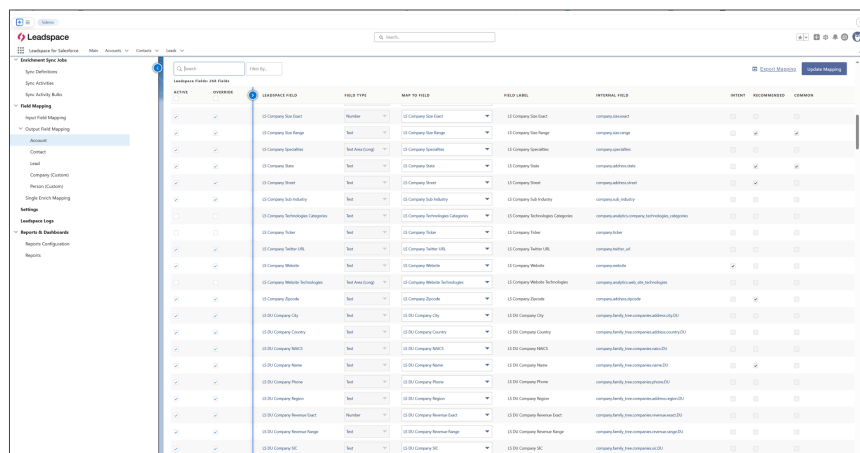
Requires a Salesforce administrator with proper credentials to install and authenticate the managed package.

### Simple Installation

Quick deployment via App Launcher with support from Leadspace customer success team.

### Custom Configuration

Flexible object mapping and field selection to meet your organization's data model and business requirements.



Area	Highlights
Enrichment Methods	Button, event-triggered, periodic, run-once syncs
Configuration	Authentication, sync control, logging, validation overrides
Custom Objects	Optional Company and Person objects to minimize custom field usage
Deduplication Logic	Email, LSID, name, website, city-based matching
Lead-to-Account Flow	Auto-linking of leads to existing accounts via LSID lookup
Intent Syncs	Weekly, intent-only updates post-Sunday refresh
Upgrade Tools	Dashboards, health checks, updated permission structures

\*Note: For organizations seeking advanced data orchestration, Leadspace supports additional integrations with HubSpot, Eloqua, Marketo, and Pardot.

- ✓ Enrich, score and route in >90 seconds
- ✓ 2x lead-to-account matching
- ✓ 30+ embedded 3rd-party sources

**Turn Leads Into Pipeline – Fast.**

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