

N3

Case Study

N3 Increases MQLs & Sales Connect Rates by 20% with Single Source of Truth for Data

The Customer

N3 is the leading outsourced, integrated sales and marketing execution firm.

The Challenges

N3 needed to clean up, enrich and scale their database with a reliable source of highly accurate, actionable data.

Messy Database Woes

N3 had aggregated millions of customer, prospect and partner records into a vast database for marketing and sales campaigns.

But missing, outdated and incorrect data was threatening to compromise their campaigns. N3 wanted to scale their highly valuable database, weeding out useless records and enriching the rest with highly actionable data.

Wanted: A Single Source of Truth

N3 was using multiple vendors to source their data for marketing and sales campaigns.

Managing and verifying so many data sources was time-consuming and costly— and the results were often unsatisfactory, including duplicate records, and conflicting or missing data. To scale their database effectively, N3 needed a single source of truth.

The Customer:



The Results:

20% more
Marketing Qualified

20% increase
in contact connect rate
for Sales Leads

Major improvement
in data quality

>100,000
net-new prospects and
visibility into target market

The Solution

LeadSPACE Customer Data Platform provided N3 with a single source of truth for data, on both existing customers and prospects, and net-new leads and accounts.

N3 used LeadSPACE's real-time enrichment to keep their data constantly up-to-date—including enriching new inbound leads—for the most relevant information on their customers and prospects.

N3 could also prospect intelligently and keep their pipeline filled with qualified leads, by using LeadSPACE's look-alike modeling capabilities to consistently source more prospects who resemble their best customers. The difference in data quality was so notable, that after just a few weeks N3 began sourcing all their data through LeadSPACE.

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How it Works:

Real-Time Data Enrichment

LeadSPACE cleaned up N3's database, de-duplicating data, updating obsolete data, and enriching every record with 80+ actionable data fields. N3 will never have to worry about data quality again, as new leads and accounts are enriched as they come in.

Single Source of Truth

LeadSPACE combines first-party data with third-party data from over 40 sources, plus unstructured data from the social and open web. Now N3 has all the data it needs, from just one source.

Discovering New, Qualified Audience

N3 used LeadSPACE to source >100,000 net-new, qualified prospects—including in verticals they hadn't sold to before—by understanding who their ideal customers are, and finding more just like them.



LeadSPACE is a uniquely robust solution for highly accurate, personalized data to build effective persona models. In part, that's because they simply have access to a lot more data than traditional vendors, but it's also to do with the visualization and accessibility of the data. LeadSPACE allows us to build out queries for net-new data and visualize and slice and dice it in any way we want.

Shannon Copeland

Chief Operating Officer

Contact us today. leadSPACE.com/contact-us

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