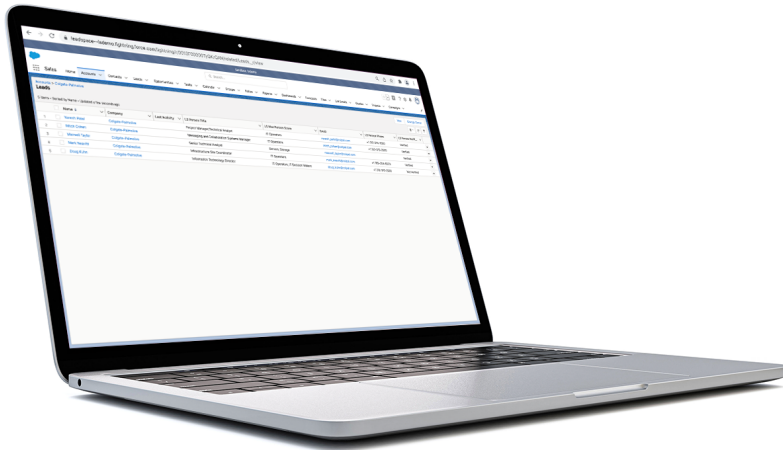


Lead-to-Account Matching

Get the full picture.

Execute intelligent ABM, route leads faster and more accurately, and connect your salespeople with the right people at the right companies by automatically connecting account data to leads.

Why You Need Lead-to-Account Matching



Lead-to-account matching helps you take control of your Sales and Marketing data.

This means:

It provides a clearer understanding of your customers, by ensuring leads and contacts are matched to the right accounts.

Without an effective matching system, processes like lead routing and qualification suffer, friction between your Sales and Marketing teams increase—and, of course, account-based marketing is impossible. The only alternative is doing the entire process manually—a time-consuming, tedious, inefficient process which all but guarantees mistakes along the way that can trip you up later on.



LeadSPACE systematically helps us find and prioritize the right people in our target accounts. We can map our universe – one of the core tenets of our account-based marketing strategy at Bloomreach.

Jason Seeba

Chief Marketing Technologist, Bloomreach

Companies driving success with LeadSPACE Lead-to-Account Matching:

Saved 65 hours per sales rep each quarter

Eliminated multiple account owners

2x increase in inbound lead conversions

Leads converted 54% faster

Top Benefits of Lead-to-Account Matching

Sales-Marketing Alignment

Ensure leads are routed to the correct account owners, reducing a common source of Sales-Marketing friction. Leads that Marketing spent time and resources to obtain are less likely to fall into the abyss and Sales is happy that Marketing is generating demand in the accounts they care about.



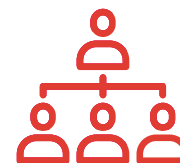
Account Penetration

On the flip-side, Sales and Marketing need to know which individuals to engage within their target accounts. Lead-to-account matching helps complete the full picture for each account, ensuring accounts are populated with the right people.



Visible Engagement

It takes numerous touch points over several different individuals to close a deal, and all these people are most likely talking to each other by the water cooler. Lead-to-account matching provides visibility into sales and marketing engagements with all parties at the account level; for example, who's downloading content from your website, who attended an event, or who responded to an SDR email. Being able to connect the different engagements across the account in this way helps you guide prospects through the buyer journey, via more targeted, personalized follow-ups.



Customer Experience

Create a smoother, more personalized customer experience, by knowing the full context of the individual you're talking to. Having multiple different reps contacting different people at the same company, or obsolete information on where a particular person is working, can frustrate customers and prospects—not to mention your sales reps themselves

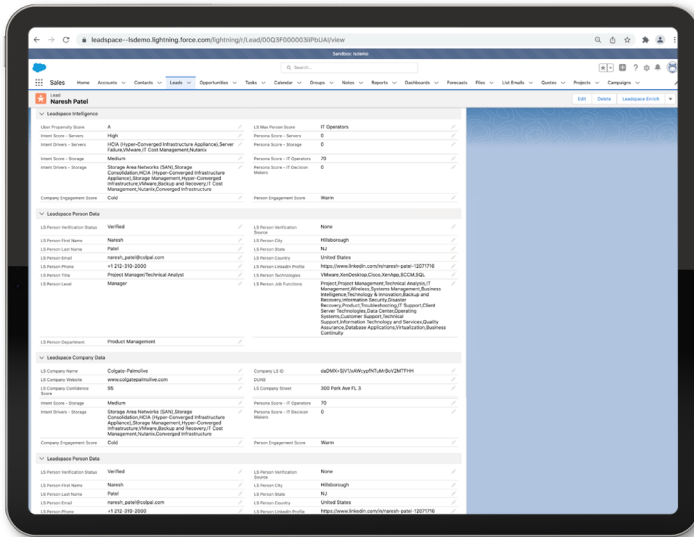


Sales Efficiency

Remove many of the obstacles to Sales efficiency, like cluttered CRM data, multiple account owners and account duplication. In most CRMs, leads and contacts are separate, while only contacts are associated with accounts. This can cause duplication of accounts if the SDR or Sales rep doesn't know that there's already an existing account that the lead is associated with. With lead-to-account matching, you can see if the lead belongs to a new or existing account, and the right customer and internal stakeholders who might already be involved.



How Leadspace Lead-to-Account Matching is Better



With Leadspace, we have built the next generation of demand generation technology and process. Our top priority is delivering great leads to our sales team. Leadspace gives us a huge competitive advantage, now and for the future.

VP of Demand Generation

Leadspace lead-to-account matching offers a much higher level of accuracy than other matching solutions. That's because Leadspace is a Customer Data Platform (CDP), not an ABM or data point solution.

Leadspace CDP is built on the most robust and open B2B data engine on the planet. Beyond bringing together multiple sources of account and contact data, we also offer a proprietary and customizable mapping of B2B personas that goes beyond job title into expertise, specialties, technology products, and much more. New leads or contacts can be enriched as soon as they enter your CRM with our native integrations, or via our SmartForms product, which automatically enriches leads through your online forms.

Enriching and improving lead and account records in this way means we have much more data available for matching leads to the right accounts. That's why Leadspace consistently outperforms point-solutions that rely solely on questionable first-party data for matching, like email address domains only.

Learn more about the most accurate lead-to-account matching solution around.

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