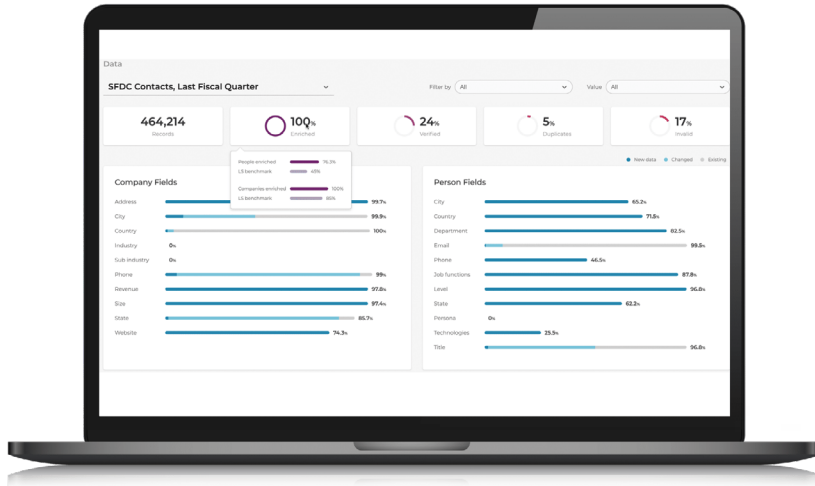# Leadspace for Account-Based Marketing

Drive high-impact ABM programs with the
Leadspace Customer Data Platform —
data, intelligence and action in one place.

Leadspace

Key Capabilities & Features

Select the right target accounts and the right people within those accounts, with real-time data enrichment, lookalike modeling, predictive scoring and custom buyer personas.

Omni-channel activation with direct integration into CRM, Marketing Automation, Digital Ad platforms and online forms.

Personalize your Sales & Marketing engagement with persona scoring and intent data & scores.

Real-time insights, analytics and recommendations through Leadspace's On-Demand panel.

Leadspace ABM Success Stories:

3x more sales opportunities

5 data providers consolidated into single source of truth for data

55% higher win rate with A & B-scored accounts

25% increase in pipeline quality

10,000 net-new ideal personas in target accounts

87% direct mail delivery rate

ABM team **saves 66 hours** per quarter

13% increase in target market reach with look-alike modeling

20% higher conversion rate

Automated target account-list building process

Better quality ABM target accounts

60% higher email open rate

2x email reply rates

Leadspace for ABM

Leadspace

Ingredients:

- Unrivaled third-party account & person data, from over 40 leading B2B data sources

- Artificial Intelligence (AI)

- Intent Data

- Direct integrations into CRM, Marketing Automation and Digital Ad platforms

- "Leadspace On-Demand" control panel

- Real-time analytics to optimize your data and campaigns, including database health and ICP analytics

Our end-to-end recipe to effective account-Based Marketing & Sales

Directions:

Select your target accounts

Step 1: Identify net-new accounts to expand your market reach. Use Look-alike Modeling to generate lists of new accounts that closely resemble your best existing customers. You can also use Intent Data and Scoring to find previously unknown accounts that are in-market for your product right now.

Step 2: Enrich your accounts in real-time, with unrivaled third-party data coverage. Leadspace goes far beyond basic firmographic data like company size, industry and revenue, to include more granular information like installed technologies, company expertise, and much more.

Step 3: Prioritize your target accounts using Predictive Account Scoring to score your accounts (both existing and net-new) against a customized Ideal Customer Profile (ICP). Your ICP can be based on any number of criteria: e.g. propensity to buy, likely deal size, likelihood to churn, etc.

Select the right leads & contacts within those accounts

Step 1: Enrich your lead & contact data with unrivaled 3rd-party data coverage, for a complete view of every individual person within your target accounts. Leadspace goes far beyond basic person-level data like job title, to include highly useful information like specific job roles & responsibilities, what technologies they use, expertise, specialties, and much more.

Step 2: Match leads to accounts with Leadspace lead-to-account matching. (Our unrivaled data coverage means our match consistently outperform point-solutions that rely solely on questionable first-party data for matching, like email address domains only.)

Step 3: Create Ideal Buyer Personas, to discover the key decision makers and influencers within each account. Use AI to create customized personas, or select from Leadspace's vast persona library. Like our data, Leadspace personas aren't based on superficial criteria like job titles— they're built by analyzing the "DNA" of your best customers, which includes a vast range of criteria.

Leadspace for ABM

Activate immediately—and make every engagement count

Step 1: Combine predictive, persona and intent scoring to reach the right people, at the right accounts, with the right content and message, at the right time.

Step 2: With real-time data on every prospect—including addresses and contact details—you can be sure your Marketing and Sales engagement will hit the mark.

Step 3: Execute your ABM programs immediately and directly via your existing Sales and Marketing channels. Leadspace CDP integrates seamlessly into your existing platforms—including CRM, Marketing Automation, Digital Advertising and online forms—giving you the power to do more with the tools you're already familiar with, rather than adopting yet another Marketing or Sales technology.

Measure and optimize your campaigns

Step 1: Keep your data constantly fresh, relevant and up-to-date with Database Health Analytics. Monitor your Sales and Marketing data quality in real-time—and fix any issues as soon as they crop up with on-demand enrichment.

Step 2: Identify the key attributes of your ideal customers and understand your total addressable market with ICP Analytics.

Step 3: Optimize ABM digital ad campaigns with in-depth analytics, to visualize how your audience matches across each destination, and closed loop feedback to analyze how your audiences perform over time. Increase conversion-rates, using real-time enrichment and lead-to-account matching to ensure optimal automated follow up for ad-sourced leads.

> Leadspace has enabled us to build an efficient and scalable go-to-market.
>
> With ABM, you have to build the data foundation, and Leadspace is the best partner to do that. We've looked at and used other tools, but Leadspace is definitely the most trusted source of data.
>
> **Jason Seeba**
> SVP Marketing and Revenue Operations, Dynamic Signal

Book your **free ABM consultation** to discover how Leadspace can take your ABM efforts to the next level.

445 Bush Street, Suite 900, San Francisco, CA 94108 | 1-855-532-3772 | info@leadspace.com | Leadspace.com