Leadspace for Ads

Drive targeted, impactful digital ad campaigns, for cohesive, personalized customer experience.

Create custom audiences with Leadspace data and AI — then activate across leading ad platforms, to reach 400+ end-destinations. Use analytics and closed-loop feedback to monitor and optimize your campaigns over time.

How Does it Work?

Step 1: Understand Your Ideal Customer Profile

Leadspace AI identifies the key attributes of your target audience:

1. Uncover previously unknown insights on the segments of your business with the greatest potential to drive revenue, and know which accounts to prioritize via **Predictive Scoring.**

2. Identify which accounts are currently in-market for your products and/or services, with **Intent Scoring.**

3. Pinpoint the key decision-makers and influencers within each target account, to create highly-personalized, targeted ad campaigns, with **custom buyer personas.**

Key Benefits

Target & prioritize the right companies, with Predictive Account Scores and Intent Data & Scores

Target & personalize your campaigns to the right personas with Leadspace's proprietary AI Buyer Personas & automated persona segmentation

Step 2: Create Custom Audiences & Expand Your Research

Leadspace uses look-alike modeling, powered by AI, to find net-new accounts which closely resemble your best customers, and prioritizes those accounts with **Predictive Scoring.**

Our Secret Sauce:

AI-Powered Buyer Personas

Rather than focus on a handful of superficial data fields like job title or industry, Leadspace uses Artificial Intelligence to combine a vast range of data—including our proprietary person-level data—into customized ideal buyer personas.

Leads and contacts are scored against these personas, so you know exactly who your best prospects are, and what will resonate with them.

Step 3: Enrich, Score & Personalize

Leadspace Customer Data Platform (CDP) provides unrivaled B2B data coverage. Each record is enriched with 80+ data signals, scored against your buyer personas and predictive models, and **automatically segmented and prioritized for various engagement channels** — so you can easily personalize content and playbooks for each segment.

Leadspace Intent Scores & Signals provide a crucial additional level of intelligence, by showing which of your target accounts are currently in-market for a particular product or service.

Step 4: Activate Across Multiple Ad Platforms

Leadspace for Ads can deploy your custom audiences across multiple ad platforms, with **over 400 end destinations.**

Key Benefit

Easy execution, with seamless integrations into leading ad platforms.

Step 5: Optimize Your Campaigns

In-depth analytics give you insight into how your audience matches across each destination, while closed-loop feedback allows Leadspace to analyze how your audiences perform over time.

Increase conversion-rates, using Leadspace real-time enrichment and lead-to-account matching to ensure optimal automated follow up for ad-sourced leads.

Key Benefit

Increase conversion rates by optimizing & automating campaign follow-up for ad-sourced leads, using real-time data enrichment & lead-to-account matching.

Drive revenue with personalized digital ad campaigns.
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