# Do your Sales and Marketing teams have target buyer personas? What makes an ideal buyer persona for your business?

## The Value of Buyer Personas

Having accurate buyer personas is critical particularly in our era of hyperpersonalization. Before you can sell, you need to know who your content and campaigns are supposed to be talking to, including what painpoints they have, and how best to engage them.

This is even truer for Account-Based Marketing, where Marketing and Sales need to identify the right people within their target accounts who can make or influence a sale—or in bigger companies, who comprise the buying committee—and engage them in a personalized way.

## Not All Buyer Personas Are Created Equal

Many companies are using job titles alone to classify their personas. The thing is, your buyers aren't 2-dimensional job titles! They're real people, working in complex organizations, with a range of skills, experience, authority, budget, technologies and many other factors that can influence their "fit" as a customer.

Leadspace takes a unique approach to building buyer personas, to ensure they truly represent your ideal buyers.

Leadspace Customer Data Platform combines Artificial Intelligence (AI), unparalleled third-party B2B data coverage, and proprietary person-level data, to uncover the DNA of your ideal buyers—including job functions, seniority, specialties, expertise, budget, installed technologies and more.

Your ideal buyer personas can then be used to scoreyour databases and find net-new contacts and leads that closely match those personas.

# Leadspace Personas

### Extensive Library
Select from library of 80+ B2B personas, or create custom personas using AI to analyze your data.

### Comprehensive B2B Data Coverage
30+ sources, including top tier firmographics, technographics, intent, and proprietary person-level data.

### Up-to-Date Sources
Real-time data enrichment and AI to score your entire database by profiles, and populate target accounts with the right people.

### Efficient Sharing
Synced automatically into your existing Sales and Marketing databases, to avoid duplications and data silo.

### Smart Filters
Leadspace AI **sees through superficial variations in job titles,** so you only need a few profiles.

# Other Vendors

Select list of contacts and leads using manual, basic filters like "job title".

Single data source.

Rule-based scoring to compile list of contacts and leads by job title.

Generates a list that you download, then have to import into CRM and/or Marketing Automation.

Need to manage dozens of "personas" to account for the many variations of the same titles (e.g. VP Information Technology, Director of IT, SVP IT, etc.)