Revenue Radar™: TAM-to-Opportunity Prioritized Targeting

Improving the odds of closeable revenue by honing in on the right targets at the right time.

Leverage Predictive Fit, Persona and Intent models, along with your own engagement scoring, for true TAM-to-opportunity prioritization.

Leadspace: Revenue Radar

Revenue opportunity is a moving target. The 4 signals that matter.

Intent signals are typically the first signal that B2B companies look to identify interest. It's a core ABM (Account Based Marketing) company signal. It's a third-party signal that identifies the domains that are actively searching for a given topic. This service can be bought from many different providers – including Leadspace – and is available openly on the market to anyone – every one of your competitors can buy that same signal. Intent is most useful in identifying accounts that are "ready" to buy – assuming you've properly identified the right terms for your products and that you've kept them up to date. It's a great signal to narrow your TAM to a set of companies. But are the companies who are surging the right accounts for your company?

The best way to answer this question is through a company **Fit or propensity model** that identifies which of these intent-surging accounts are most likely for your company to close. Company Fit or propensity models compare your historical data and ICP against all the profiles within your TAM then use AI-algorithms to score them by a variety of buying signals to determine their propensity to buy your product right now – as well as indicating whether or not they're likely to buy in the future. Fit models are important to prioritize which account opportunities to spend expensive campaign dollars and sales resources. Accounts and opportunities that have both high Fit and Intent scores are the best candidates for high investment.

The next step is figuring out who are the right people in each of these accounts. A **persona model** is the best way to categorize buyer Fit. A persona model is built to look at the title, level, skills and expertise of a lead or contact and determine if they are a good fit to your ideal buyer profile. Many companies have products that span different buyer personas. When a lead comes in, it's useful to have a scoring model that assesses which persona that person best matches. This is important because there are often ambiguous job titles or levels throughout the world. By categorizing your database and incoming leads into personas, you can identify which product they may be most interested in and where they might be effective in the buying process.

Finally is that right person in that right and ready account actually ready? The best way to look at this is to understand what **engagement** he or she has had with your sales and marketing programs. Engagement scores from marketing scoring models are the best way to look at the readiness of that person. By looking at both the persona Fit and the engagement score of an individual, you can identify the people in your database or the readiness of an incoming lead to engage.
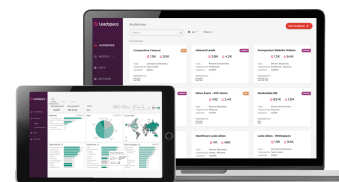
Leadspace Success Stories:

75% annual cost savings

2x lead-to-account matching

<90 second enrichment, scoring and routing to the appropriate sales team

5 data providers consolidated into a single source of truth for data

10,000 net-new ideal personas in target accounts

87% direct mail delivery rate

ABM team **saves 66 hours** per quarter

Better quality ABM target accounts

60% higher email open rate

2x increase in email reply rates

80% increase in lead funnel

75% increase in accepted leads

25% increase in Marketing Qualified Opportunities (MQOs)

Putting 4 Signals to Work

Leadspace

Revenue Radar takes standard profiling capabilities to the next level by determining which buying centers, accounts or people to focus on based on their likelihood to buy your product. This allows you to segment your company TAM by predictive Fit and intent scores. While basic or advanced profiling tools populate profiles with various types of firmographics and technographics such as company revenue, size, industry, sub industry, region, ownership, website technologies, installed base technologies, expertise, specialties, etc – Revenue Radar analyzes them as buying signals to generate algorithmic insights and drive you directly towards closeable business.

Most customers save over 50% on data costs when using Leadspace through a combination of eliminating data purchases and better leveraging their existing data service vendors.

4 Signals that Make up Leadspace Revenue Radar

Fit / Propensity

Model built from customer's historical conversion data set (opportunities). Applies scoring that indicates a company and/or person's likelihood to be a good target buyer. Use cases include propensity to buy, inbound lead conversion, higher LTV, upsell/cross-sell, etc.

Intent

Model that monitors accounts for intent (1st and/or 3rd party), and applies scoring based on the level of intent activity specific to customers' products/category.

Persona

Model that can be built based on standard or custom persona profiles to 1) score the existing database and inbound leads based on their closest persona fit, and 2) find net-new contacts within accounts that lack the right buyers using persona targeting.

Engagement

A scoring model that is built through either simple point scoring for engagement in a marketing program or interaction with website content. It is typically implemented within the Marketing Automation Platform (Marketo, Eloqua, Pardot, Hubspot, etc.) and the higher the score the more engaged the buyer.

Revenue Radar

What would it take for you to confidently and repeatedly deliver effective campaigns targeted at the best opportunities within your target market – at the lowest possible cost? This means identifying your Total Addressable Market (TAM), developing your Ideal Customer Profile (ICP), and comparing your ICP throughout your TAM to determine which opportunities to focus on, then getting the right campaigns in front of the right targets at the right time – as efficiently as possible. Doing this successfully means creating increasingly accurate, dynamic, and unified profiles of people, accounts and buying centers so we can properly prioritize and target opportunities with data-driven insurance that we're delivering the right message to the right people at the right time. By implementing a powerful Customer Data Platform (CDP) with profiling capabilities, you can easily create accurate and up-to-date unified buyer profiles – but once we've built these profiles, how do we determine which ones to spend money and time pursuing? How do we prioritize them?
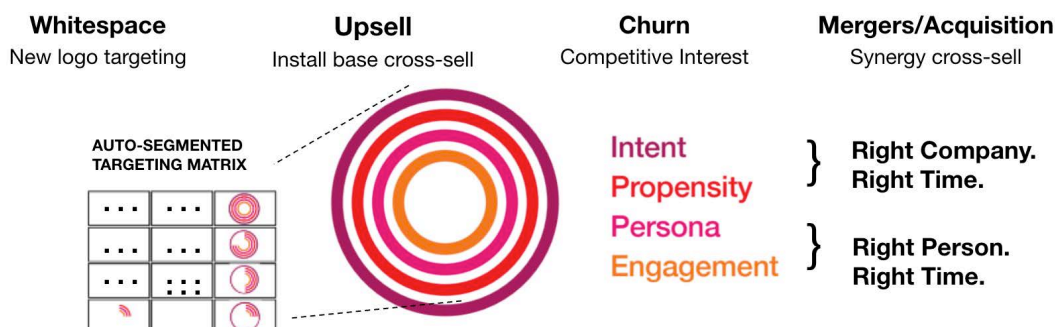
Putting the buying signals to work.

In order to narrow TAM to the best possible opportunities, B2B leaders are activating each of these 4 models in order. It enables you to see your best targets and ensure you're achieving the highest possible close rates and the lowest possible costs to optimize your sales & marketing ROI. Continue to explore this Product Sheet for a deeper understanding of what they are and how they work together to automate your revenue.

Fuel and optimize your demand funnel with the best B2B buyer profiles enhanced by predictive fit, persona and intent models along with your own engagement scoring for true TAM-to-opportunity prioritization. See how Leadspace advanced profiling enables leading B2B companies to minimize spend and maximize ROI by equipping them with the tools necessary to proactively target the accounts and/or people with the highest propensity to buy.
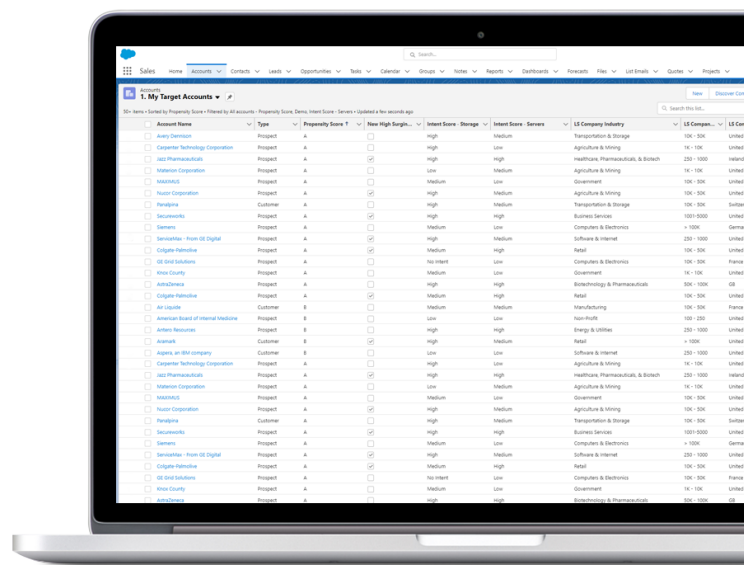
Revenue Radar ™

4-signal targeting system. Increases Sales Success Odds by up to 6X.

Whitespace	Upsell	Churn	Mergers/Acquisition
New logo targeting	Install base cross-sell	Competitive Interest	Synergy cross-sell

AUTO-SEGMENTED TARGETING MATRIX

Intent
Propensity
} Right Company. Right Time.

Persona
Engagement
} Right Person. Right Time.

*For insights and behavioral-based targeting, the top electrical component manufacturer in the world saw a 36% reduction in cost per lead (CPL), and a 57% increase in click-through rates (CTR), as measured by an independent third-party on an annual basis after implementing Leadspace's AI-driven propensity and predictive analytics models.

Revenue Radar: Fit

You've already discovered your TAM, identified your average deal size, and generated your buyer profiles – now you need to determine which companies to go after. This involves using your historical first-party data to develop an Ideal Customer Profile (ICP), then comparing it throughout your TAM by either basic firmographics, demographics, and tech install or ideally from an AI-based company Fit model. By determining how closely each target company matches, or fits your product, a Fit model predicts the increase or decrease in the odds of a successful conversion. This is the first stage of honing in on the best companies to target.

What is a Propensity / Fit Model?

A Predictive Fit Scoring model is a decisioning capability built from your historical conversion data set (closed/won opportunities) that leverages thousands of 3rd party data signals. It applies scoring that indicates a company's and/or person's likelihood to buy your product. This likelihood is termed conversion lift and parsed into lift buckets. Conversion lift is the multiple applied to the average conversion of your leads or opportunities. Leadspace Predictive Fit models categorize lift into four buckets – the top two buckets typically represent the 25% of the leads or opportunities that represent 50-80% of a positive conversion. Lift models can be configured for revenue, pipelines, or meetings/leads. It brings together firmographics, specialties and expertise, tech install, and technographics (and sometimes demographics, if it's a lead model) from the account or buyer profiles within your TAM. It then assigns predictive scores that represent how well they "fit" your product based on your historical data.

How is a Predictive Fit Model useful in detecting revenue opportunities?

Predictive Fit models enable us to go beyond reliance on subjective sales insights, static firmographic data, or potentially noisy intent data. Ultimately, when you analyze your own business you quickly realize that your opportunity conversion funnel follows the 80/20 rule – where about 20% of your prospect accounts leads to 80% of your wins and revenue. To nail down the right strategy here, you need to ensure your models are leveraging AI and machine learning, and utilizing thousands of critical signals to uncover the accounts that look like your best customers. Predictive Fit Models can be used to create equitable sales territories, prioritize ABM investment accounts, target high-cost media investments, score inbound leads for sales qualification, identify accounts for high lifetime value and to score install base accounts for upsell/cross-sell opportunity.

Revenue Radar: Fit

Leadspace Predictive Fit Overview

With Leadspace, B2B marketers can discover and operationalize their TAM and ICP from a single source of truth, within an integrable point-and-click platform, optimized to save on licenses, high skill resources, and custom implementations – all while quickly reducing their data integration technical debt. Once you've discovered your TAM, buyer profiles are automatically created at the person, account, and buying center levels. Sales and marketing teams can amplify buyer profiles across their TAM with Leadspace Predictive Fit scores.

With Leadspace Predictive Fit, each buyer profile within your TAM is assigned a propensity bucket (A, B, C or D), where a value of "A" represents that the profile best matches your historic success – indicating high propensity. The "A" bucket represents scores for the top 5%, "B" the next 20%, "C" the next 60% and D the bottom 15%. It is common to see a 3-6X conversion lift (3-6X the average conversion level) for the "A" bucket. The best FIT models reflect the 25% of the business that represents 60-80% of the revenue or positive outcome.

🔥 Fit Score	
LTV	A
Servers	C
Storage	C

🔥 Intent Score	
TEST	NO INTENT
Intent Servers	NO INTENT
Intent Storage	NO INTENT

Once developed, Leadspace Predictive Fit models are integrated into Leadspace Studio for campaign segment creation, used inline for lead enrichment and scoring and optionally integrated into Salesforce or other tools for prioritized account or opportunity pursuit. For companies with multiple product lines and buying centers, individual product Fit models are used to score "sister" division or product line install bases for cross-sell. They can be tuned to identify whitespace or new logos. Or they can be targeted at particular geographies.

With Leadspace Predictive Fit, sales and marketing teams can leverage AI, ML and custom modeling to prioritize ABM account selection and garner actionable insights surrounding data-driven next-best actions. This enables them to gain a competitive advantage in determining who their best customers are, understanding their whitespace opportunities, and in turn, dramatically improving the effectiveness of their sales and marketing programs for revenue optimization. Fit can minimize your regular external firmographics augmentation signal purchases with more accurate scoring at a fraction of the cost.

And finally, scoring predictions and recommendations are delivered in real-time and models are updated and refreshed on an annual or bi-annual cadence. Not everyone wants your product, but by segmenting and prioritizing your TAM by propensity scores, you can direct your sales and marketing resources at the ones who do so you can target the right companies - before your competitors do!

Revenue Radar: Fit

Key Features & Use Cases

- Visualize your territory, industry, and geography strategy with Leadspace Predictive FIT to identify the highest historically-returning market segments.

- Master Your Whitespace: Leverage Leadspace TAM and ICP to understand your most attractive whitespace then laser-focus campaign segment members by targeting your best lookalike accounts and personas. Take the guesswork out of identifying the top strategic accounts for investment by focusing on those who are most likely to buy your product.

- Funnel Optimization: Optimize your marketing and sales engagement with Leadspace Predictive Fit and Intent scores to prioritize the top 25% of leads that deliver 60-80% of your business.

- AI-Defined Territories & Accounts: Turbocharge your growth strategy to identify the highest-returning market segments and optimize territory assignments to maximize sales effectiveness. Put the right account contact details, buying signals and propensity-to-buy scores directly in front of your reps to prioritize leads and opportunities in their pipeline.

- From TAM-to-Opportunity: Enhance your active profiles – enabling your marketing team to create complete buyer profiles. Leverage decisioning models to quickly seek out and achieve closeable business and take the guesswork out of identifying the top strategic accounts for investment by focusing on those who are most likely to buy your product.

- Align your Sales and Marketing teams account priorities for better communication in pursuit of a common goal / target.

- Advanced Profiling for ABM to pursue and optimize high-spend retargeting campaigns, early funnel scoring prioritization, high-touch proactive nurturing, lookalike messaging, and vertical- and/or persona-based.

- Advanced Profiling for Account and Lead Scoring to pursue and optimize account selection and prioritization, lead scoring & conversion, bigger deals (LTV), cross-sell/upsell, and retention. Key capabilities include being powered by CDP data & activation, actionable model insights, adaptive model refresh, and segment normalization.

- Advanced Profiling for Inbound and Outbound Lead Prioritization enables you to prioritize outreach to Accounts based on predictive fit, weekly intent surges, and product-specific intent scores.

Leadspace B2B Radar Success Stories:

36% reduction in cost per lead (CPL)

57% increase in click-through rates

75% annual cost savings

<90 second enrichment, scoring and routing to the appropriate sales team

10,000 net-new ideal personas in target accounts

87% direct mail delivery rate

ABM team **saves 66 hours** per quarter

60% higher email open rate

2x increase in email reply rates

80% increase in lead funnel

75% increase in accepted leads

25% increase in Marketing Qualified Opportunities (MQOs)

Revenue Radar: Fit

Best Practices

With a CDP solution you can turbocharge your growth strategy with Predictive Fit models to identify the highest-returning market segments and optimize territory assignments to maximize sales effectiveness. Put the right account contact details, buying signals and propensity-to-buy scores directly in front of your reps to prioritize leads and opportunities in their pipeline.

With a CDP, you can master your whitespace by leveraging TAM and ICP to understand your most attractive whitespace then laser-focus campaign segment members by targeting your best lookalike accounts. Also use this to understand renewals, upsell and new logo strategies and to determine resource allocation.

A powerful CDP solution enables you to enhance your active profiles with Fit models to automate insights – enabling your marketing team to create complete buyer profiles. Leverage decisioning models to quickly seek out and achieve closeable business and take the guesswork out of identifying the top strategic accounts for investment by focusing on those who are most likely to buy your product.

Conclusion & Next Steps

Now that you've determined the companies within your TAM who need your product (highest predictive Fit scores), you need to determine which of the companies are actually ready to buy. This means determining their intent at the product level – ensuring it's the right time for the right company. Check out Revenue Radar Step 2: Intent to see how you can further optimize your road to revenue using Intent Models.
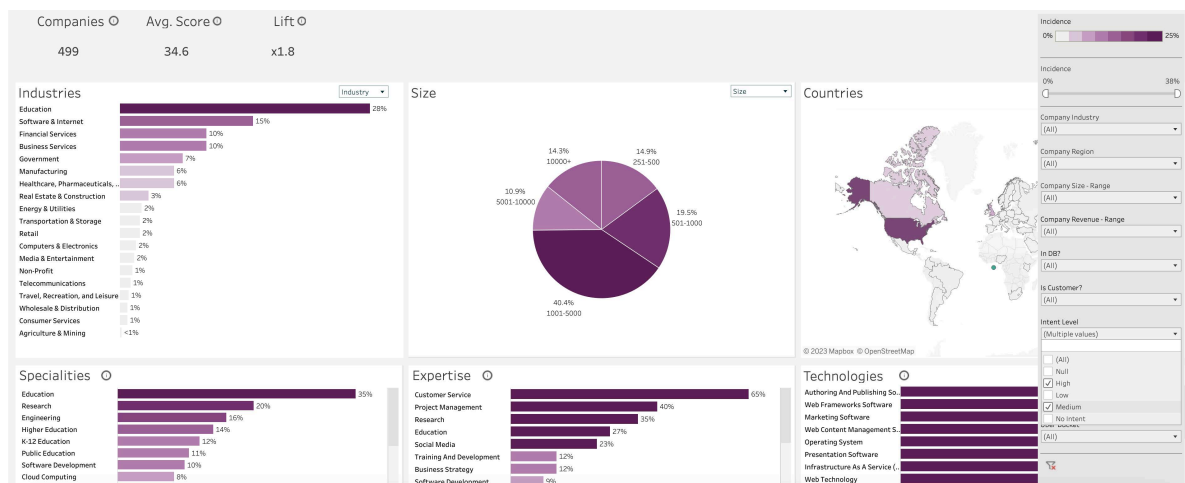
Revenue Radar: Intent

Once you've used a Predictive Fit model to determine the companies within your TAM who need your product (highest Fit scores), you need to determine which of the companies are actually ready to buy. This means determining their intent at the product level – ensuring it's the right time for the right company. We can determine intent by a company's search activities. Most of you are buying weekly intent feeds delivering the names of companies who are searching for the terms that you prioritized – and they are typically categorized by low, medium or high intent. By merging this data with the account propensity or Fit scores you can get a view of how a company is not only the right company but a ready company. Knowing that a company's employees have been actively searching in your field of expertise with either new high intent or sustained intent enables you to focus your efforts on the best companies that are truly ready to buy.

What is an Intent Model?

An Intent model monitors user interest (first- and third-party, known and unknown), and applies scoring based on the level of intent activity specific to customers' products/category.

How is an Intent Model useful in detecting revenue opportunities?

Intent is a great way to time your engagement with companies that are expressing in-market buying signals in your products and solutions. However, it's really easy to over-index on intent and just end up with more noise than results, because not every company that expresses interest is the right company for your business. While over-relying on intent often leads to sales reps chasing potentially bad accounts and deals, or spending excessive money on ads that are targeting companies that just aren't the right fit, it is particularly effective to apply Intent Models to the accounts that you already know are the best fit for you (the ones that look like customers who have bought specific products, have led to your biggest deals, or have generated the most LTV (lifetime value), etc). A company might show high intent, but they're not a good match for your product overall – pursuing such a lead can be a waste of time and resources. But if you've already used Fit models to determine that a company needs your product (and is able to buy it), you can further filter by intent to find the companies who are ready and willing to buy your product. Intent models compound the success of your Fit models, further increasing the odds of achieving closeable business as you focus sales and marketing efforts in order of likelihood to buy – enabling you to achieve ROI faster and more efficiently for overall revenue optimization.

Revenue Radar: Intent
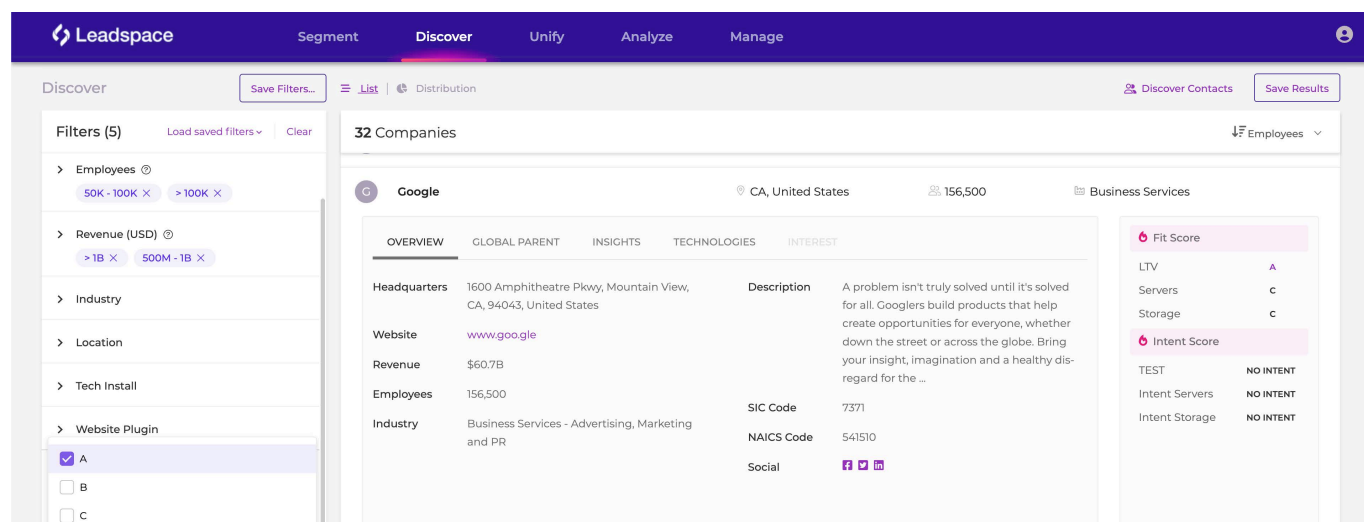

Leadspace Intent Overview

With Leadspace, once you've discovered your TAM, buyer profiles are automatically created at the person, account, and buying center levels. Sales and marketing teams can then amplify buyer profiles across their TAM with Leadspace Predictive Fit scores, and amplify them even more with Leadspace Intent.

With Leadspace Intent, each buyer profile within your TAM is assigned an Intent score (High, Medium, Low, or No Intent), where a score of "High Intent" represents that people from that account have demonstrated intent by searching for terms relevant to your product that you've determined ahead of time.

The best intent signals are targeted at specific market segments. Market segments that can be identified by the patterns of terms that they are using to conduct online searches. It's useful to align your intent model with SEO/SEM keywords. Branded terms (like your company name or a competitor's name), product categories, event signals (headquarters move or business milestone), competitive categories (competing or adjacent categories sold against or with your product) are all words that can be chosen to identify a product or region-specific intent signal. The highest intent signal can be the name of your own company or product.

Leadspace Intent signals can be used to determine the next best product of interest for an install base account or the first product in a new logo. They can be used to monitor churn risk to a competitor or early interest in potential new or adjacent businesses. Because Leadspace Intent is deployed within Leadspace Studio, it can be used to filter campaign segments for both Intent and Fit level to identify the best accounts that are ready for investment.

And finally, scoring predictions and recommendations are delivered in real-time and models are updated and refreshed on a quarterly or as-needed cadence. Not everyone wants your product, but by segmenting and prioritizing your TAM by intent scores (on top of propensity scores), you can direct your sales and marketing resources at the ones who do so you can target the right companies at the right time - before your competitors do!

Revenue Radar: Intent

Key Features & Use Cases

- Enabling inbound leads to be directly routed to sales or specific nurturing streams based on intent scores. Utilizing AI-driven intent scoring to enable customer success to proactively improve customer retention and prevent churn.

- Improving BDR outbound and digital marketing conversion rates by utilizing AI/ML-driven intent scoring models to more intelligently curate ABM audiences and improve ad bidding strategies.

- AI-Defined Account Pursuit: Turbocharge your growth strategy with Fit and Intent models to identify the highest-returning accounts to maximize sales effectiveness. Put the right account contact details, buying signals and propensity-to-buy scores directly in front of your reps to prioritize leads and opportunities in their pipeline.

- From TAM-to-Opportunity: Enhance your active profiles with Fit and Intent models to automate insights – enabling your marketing team to create complete buyer profiles. Leverage decisioning models to quickly seek out and achieve closeable business and take the guesswork out of identifying the top strategic accounts for investment by focusing on those who are most likely to buy your product.

- Advanced Profiling for Product or Account Intent to pursue and optimize monitoring target accounts for in-market buying signals, uncovering and targeting potential opportunities before competitors, and improving sales and marketing intelligence for more timely and effective outreach.

- Key capabilities include being powered by CDP data & activation, having multi-source aggregation, and topic/trigger weighting.

- Buying Signals (Intent) – identify unique, actionable buying signals using Leadspace proprietary data blended with traditional "intent data" at the individual and company level.

- Advanced Profiling for Inbound and Outbound Lead Prioritization enables you to prioritize outreach to Accounts based on predictive fit, weekly intent surges, and product-specific intent scores.

Leadspace is a TRUE data partner for our B2B Software Business.

We have been able to validate, enrich, segment, and accurately present our datasets at the account and contact level. Our relationship started with simple data needs and turned into a true vision for our customer and prospect base.
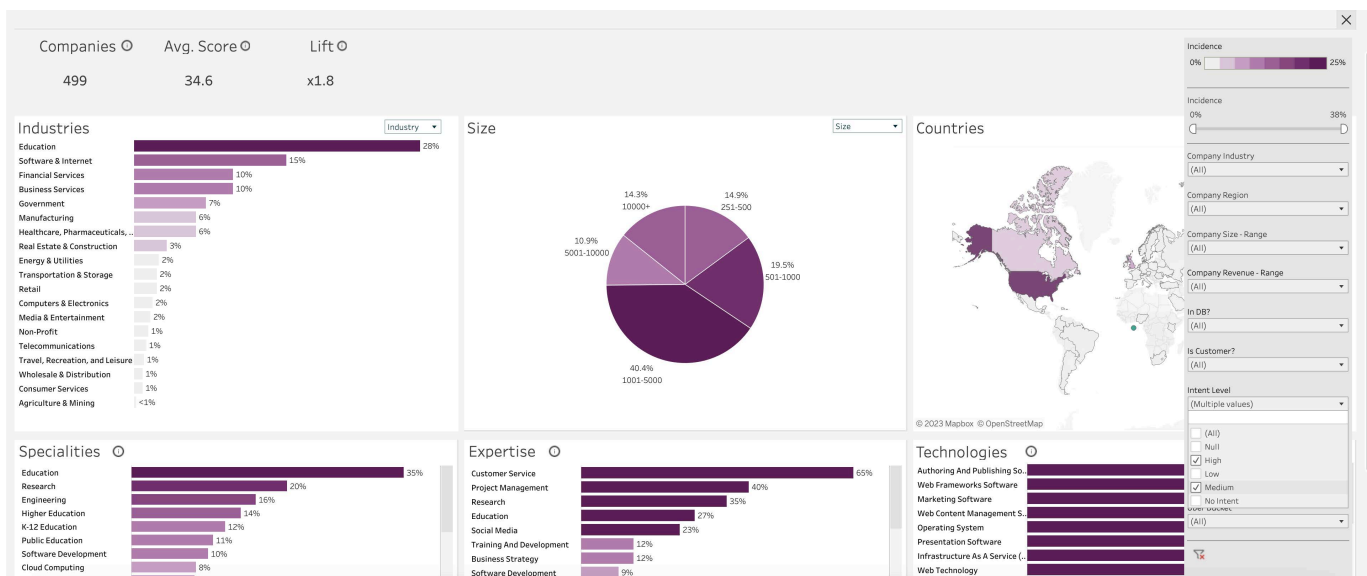
Revenue Radar: Intent

Best Practices

With a CDP solution you can turbocharge your growth strategy with Intent (and Fit) models to identify the highest-returning market segments and optimize territory assignments to maximize sales effectiveness. Put the right account contact details, in-market intent buying signals and propensity-to-buy scores directly in front of your reps to prioritize leads and opportunities in their pipeline.

Identify the right and ready ABM accounts for each territory or campaign. Match your weekly intent vendor signals to the ICP criteria for each of your Salesforce accounts and integrate account AI models and intent signals directly into Salesforce to prioritize accounts by Fit and Intent or readiness. Update this weekly as intent signals and topics change every week.

A powerful CDP solution enables you to enhance your active profiles with Intent (and Fit) models to automate insights – enabling your marketing team to create complete buyer profiles. Leverage decisioning models to quickly seek out and achieve closeable business and take the guesswork out of identifying the top strategic accounts for investment by focusing on those who are most likely to buy your product.

Conclusion & Next Steps

Now that you know which companies need your product Predictive (Fit model), and which of those companies have been actively searching for your kind of product (Intent model), now you need to figure out who are the right people to pursue within those companies. This involves scoring people by their Persona. Check out Revenue Radar Step 3: Persona to see how you can further optimize your road to revenue using Persona models.

Revenue Radar: Persona

Once you've used a Predictive Fit model to determine the companies within your TAM who need your product (highest Fit scores), and have determined which of those companies are actually ready to buy (Intent scores), now you need to figure out who are the right people to pursue within those companies. This involves scoring people by their Persona. Does their role at the company line up with the personas of your historical successes? Is their persona typically responsible for making decisions to buy your type of product or service? Who makes purchasing decisions at the company? Or who might see the value in your product and bring it up the chain of command quickly and effectively? With a Persona score, you can narrow in on the department, level, right job title, role or expertise to go after by identifying the right person in that company who is most likely the right contact for your type of product.

What is a Persona Model?

A Persona model uses AI-analytics and Machine Learning to determine your ideal personas to target. These models are built on standard or custom persona profiles to score the existing database and inbound leads based on their closest persona match, and find net-new contacts within accounts that identify the right buyers using persona scoring.

How is a Predictive Fit Model useful in detecting revenue opportunities?

After determining which companies fit your ICP and have expressed intent in your type of product, you need to establish where those buying centers are. We all know how complex it can be to navigate the underlying hierarchies of large enterprises – trying to penetrate accounts with layers of subsidiary and parent-child relationships, with offices distributed across different geographies, that poses a really complex challenge. In order for your ABM efforts to succeed here, you'll need a data asset that can provide true visibility into identifying both where the key buying centers are located, how they're connected, and where the true decision makers and buying committees actually exist – being able to navigate profiles throughout hierarchies at person, account, and buying center levels.

Instead of just relying on a potentially fuzzy/generic signal like job title, a Persona model enables you to identify and target your key buyers using a much wider breadth of insights such as title, level, dept, job functions, technology expertise. Additionally, applying exclusion logic and adding weights to individual signals enables you to both prioritize the right buyers, as well as ensure you're reaching out to them with the right message that's tailored to them.
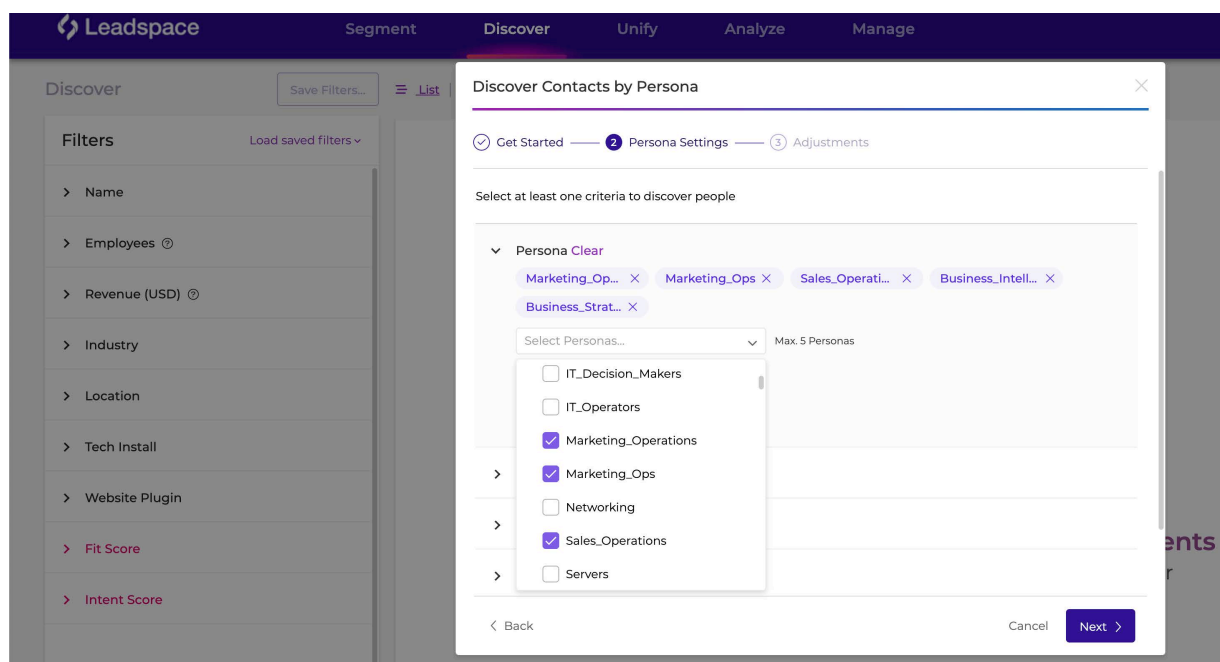
Revenue Radar: Persona

Leadspace Persona Overview

With Leadspace, once you've discovered your TAM, buyer profiles are automatically created at the person, account, and buying center levels. Sales and marketing teams can then amplify buyer profiles across their TAM with Leadspace Predictive Fit and Intent models, and compound their effectiveness even more with the Leadspace Persona model.

With Leadspace Persona, each buyer profile within your TAM is assigned a Persona score (0-100), where a higher score represents a closer match to the level, skills, department and buying center of that profile to your ideal persona. There are over 80 off-the-shelf personas in the Leadspace Persona Library. They range across all departments and job functions in the most popular B2B buying centers. Custom persona models can also be built for specific buyer use cases.

Leadspace Persona is embedded in Leadspace Studio to create net new campaign members for advertising or digital campaigns. Our persona-matching scores make it easy to match content accordingly for the targeted nurture programs and content syndication. They can also be used to score entire databases to categorize prospects, leads and contacts into actionable content campaigns. When integrated into Salesforce or Dynamics, sales professionals can assess the best persona from ambiguous titles to understand the best lead or contact to pursue in an account.

And finally, scoring predictions and recommendations are delivered in real-time and models are updated and refreshed on a quarterly or as-needed cadence. Not everyone wants your product, but by segmenting and prioritizing your TAM by Persona scores (on top of Predictive Fit scores and Intent scores), you can direct your sales and marketing resources at the ones who do so you can target the right type of people at the right time - before your competitors do!

Revenue Radar: Persona

Key Features & Use Cases

- Enabling inbound leads to route directly to sales or specific nurturing streams based on Persona.

- Recommending content stream by persona, or product best offering typically in cross/up-sell scenarios.

- Advanced Profiling for ABM to pursue and optimize high-spend retargeting campaigns, early funnel scoring prioritization, high-touch proactive nurturing, lookalike messaging, and vertical- and/or persona-based. Key capabilities include identification of buying propensity, in-market company or product interest, persona-scoring for specialist reps, and efficient account & contact targeting.

- Personalization Science: Add the personal touch to your unified profiles – create the best buyer profiles from engagement to personas. Leverage personal demographics and buying behaviors from social signals and interests to statistically assign personas instead of nondescript job titles.

- Master Your Whitespace: Leverage Leadspace TAM and ICP to understand your most attractive whitespace then laser-focus campaign segment members by targeting your best lookalike accounts and personas.

- Funnel Optimization: Optimize your marketing and sales engagement by leveraging AI predictive models to accurately prioritize the top 25% of leads that deliver 60-80% of your business. Create and activate precision segments with engagement and other account or buyer personalization to optimize conversion rates.

- Leverage Leadspace ICP and Persona to identify the right ABM accounts and fuel high-performing lists based on lookalike buyer demographics, interests and job titles.

- Laser focus campaign segment members with Leadspace Persona by leveraging our 80 off-the-shelf personas or create your own custom personas. Our persona-matching scores make it easy to match content accordingly for the best program results around.

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.

Revenue Radar: Persona

Best Practices

Identifying the right and ready contacts for each territory or campaign. Match your Marketo, Pardot or Hubspot scores against your Salesforce prospects and accounts, then use persona scoring with engagement scoring to identify the best engaged contacts/prospects to go after. Use this to lower regional sales and marketing list buys.

With a CDP you can add the personal touch to your unified profiles, creating the best buyer profiles from engagement to personas as you automatically leverage profiles with personal demographics and buying behaviors from social signals and interests to statistically assign personas instead of nondescript job titles. This further enables you to optimize your marketing and sales engagement by leveraging AI predictive models to accurately prioritize the top 25% of leads that deliver 60-80% of your business. You would also be able to create and activate precision segments with engagement and other account or buyer personalization to optimize conversion rates.

Conclusion & Next Steps

Now that you've used a Predictive Fit model to determine the companies within your TAM who need your product (highest Fit scores), have determined which of those companies are actually ready to buy (Intent scores), and figured out who are the right people to pursue within those companies (Persona scores) — the final step in perfecting your revenue radar is to figure out if those personas, or specific people at the company are also ready to buy. Check out Revenue Radar Step 4: Engagement to see the final step to optimizing your road to revenue using an Engagement model.

Revenue Radar: Engagement

Now that you've used Leadspace predictive models to determine the companies within your TAM who need your product (highest Fit scores), have determined which of those companies are actually ready to buy (Intent scores), and identified if they are the right Persona, you can move onto the final step of perfecting your Revenue Radar – applying an Engagement model. An Engagement model enables you to figure out if those personas, or specific people at the company, are also ready to buy. This means scoring their engagement at the person-level, using your marketing automation platform – Marketo, Eloqua or Pardot for example.

Has that individual been on your website? Who specifically has been searching for your type of content? Who specifically has engaged with your previous marketing efforts? With this final piece of information, you can focus on the right people from the right companies who are ready, able, and eager to buy your type of product or service – ensuring you don't waste time, money and effort chasing down leads that aren't likely to close.

> "We are looking to reinvent our scoring model with Leadspace. Rather than focusing on the right level of engagement to AQL, we are piloting utilizing Leadspace data models across predictive, persona, and intent to deliver high fit AQLs – focusing on identifying the leads with the highest propensity to buy."
>
> Top-10 Enterprise Software Company

What is an Engagement Model?

An Engagement scoring model is a tool that monitors and scores engagement (account and lead objects), and applies scoring based on the specific user actions and web activity specific to customers' products/category.

How is a Predictive Fit Model useful in predicting revenue?

An engagement model measures the amount of effort and time that someone has spent on your website, in your events or in meetings. Engagement is best used in context – is this person at a company with a high Predictive Fit? Has that company exhibited Intent for your products? Is this individual a persona that matches the type of buyer that is likely to have the budget and need for your product? If the profile of that person is a great fit for these first three signals, buyer engagement shows that he or she is warmed up and showing buying interest.

Not all engagement is scored the same in most engagement models. For example if someone clicked on an email they might only receive a few points. If they downloaded high value content more points. If they attended a webinar and stayed, still higher. And if they raised their hand to be contacted by a sales professional even more.

According to a recent marketing leadership conference survey, more than 80% of companies use engagement models alone to score leads. Engagement models can often be very noisy as they can be used by non-buying researchers, competitors or job seekers. Engagement models used in the context of the other three Revenue Radar signals are a great indicator of enthusiastic buyers who are the right fit for you selling team.

Revenue Radar: Engagement

Use Cases

Laser focus campaign segment members with Leadspace Persona scoring by leveraging our 80 off-the-shelf personas or create your own custom personas – then filter in even further to exactly the "ready" person with Engagement scores.

Optimize your ABM investments with Engagement to intelligently segment your audience by channel and then activate them in Leadspace Studio for closeable demand.

Leverage Leadspace Personas with Engagement to populate and design customized persona-based buyer journeys and engage top prospects with relevant and compelling content through the right channel, at the right time.

Put Leadspace for Salesforce to work to deliver the right account contact details, buying signals and propensity-to-buy scores and an understanding of their individual level of engagement directly in front of your reps to prioritize leads and opportunities in their pipeline.

Best Practices

Identifying the right and ready contacts for each territory or campaign. Match your Marketo, Pardot or Hubspot scores against your Salesforce prospects and accounts, then use persona scoring with engagement scoring to identify the best engaged contacts/prospects to go after. Use this to lower regional sales and marketing list buys.

With a CDP you can add the personal touch to your unified profiles, creating the best buyer profiles from engagement to personas as you automatically leverage profiles with personal demographics and buying behaviors from social signals and interests to statistically assign personas instead of nondescript job titles. This further enables you to optimize your marketing and sales engagement by leveraging AI predictive models to accurately prioritize the top 25% of leads that deliver 60-80% of your business. You would also be able to create and activate precision segments with engagement and other account or buyer personalization to optimize conversion rates.

Revenue Radar: Engagement

Conclusion

Account targeting is easy once you have models. Have you created a model, or is it at least in your head? What are the buying signals that matter? How many lookalikes are in the world? Which territory is your next best place? Better sales account targets are all about "lift" – propensity, persona and intent. How does industry, persona, tech install, engagement or company specialty fit in? Are you doing territory and ABM investment tiering based on GTM science?

With account targeting, you can prioritize account assignments by tiering accounts into categories by closeable odds (the right accounts) and accounts that are showing intent and engagement (the ready accounts). With the right CDP solution, you can utilize AI-predictive models to filter your TAM further by technographics, Fit, Persona, and Intent. This enables you to plan territories and target accounts beyond just job titles, locations, and company size, as it algorithmically determines who is likely to close and where to focus your sales and marketing efforts. In short, utilizing a CDP solution enables you to bring predictive models into your TAM to automatically determine account readiness, giving you the information you need to achieve closeable business as you target the right people, in the right company, with the right outreach, at the right time.

Now that you've used a Predictive Fit model to determine the companies within your TAM who need your product (highest Fit scores), have determined which of those companies are actually ready to buy (Intent scores), figured out who are the right people to pursue within those companies (Persona scores), and figured out which specific people at the company are ready to buy (Engagement) – you've automated your Revenue Radar!

Contact us to schedule a demo and hop on the *fastest* road to revenue today with Leadspace Revenue Radar!