Leadspace

Building B2B Buyer Profiles

The goal? To deliver effective campaigns targeted at the best opportunities within our Total Addressable Market (TAM) – at the lowest cost.

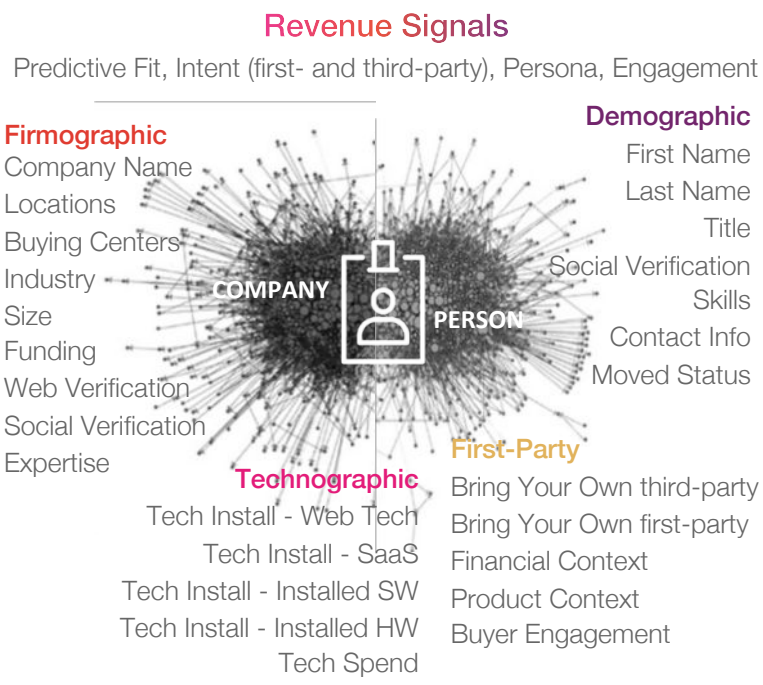
Doing this successfully **starts with creating complete, accurate, dynamic and unified buyer profiles** of people, accounts and buying centers so we can properly prioritize and target opportunities with data-driven assurance that we're delivering the right message to the right people at the right time. Unfortunately, building robust buyer profiles is a complex, cumbersome process – *and it usually isn't cheap*.

Meanwhile, your data is decaying. Data decay is an issue that every company faces – especially after the pandemic. As the business environment restructures itself in the post-pandemic era, a new symptom is spreading among companies: millions of workers are quitting their jobs. People and companies change constantly. Companies make acquisitions, people change jobs, and intentions are dynamic. This means your buyer's data changes every day – but does your database reflect that? Is the data you use to drive your business as accurate as the day you procured it? Historically, achieving that high-quality, up-to-date B2B buyer data has been much easier said than done.

It takes a village of data to populate all the fields that our sales & marketing teams need to effectively understand our buyers.

Unfortunately, legacy approaches are riddled with obstacles…

- Buying data from multiple vendors – siloed data.
- Discrepancy between data sources
- Manually unifying, deduping and updating.
- Blank cells, outdated information, stagnant profiles.
- Data blending and account matching is cumbersome and error-prone.
- Sales & Marketing operating from different data.
- Inability to support all opportunities within an account at scale.
- Operational skills and training across vendors/sources.
- Intent & Technographic signals that are not integrated into CRM systems.



In comes **Leadspace Revenue Profiling.**

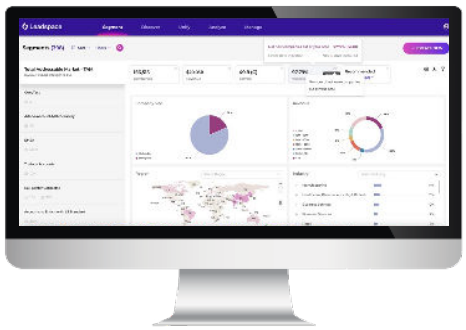
Your single source of truth for **B2B buyer data**.

Leadspace

Get More. Spend Less.

Leadspace Revenue Profiling

The breadth of our third-party data is best-in-class. Our data comes pre-blended and is automatically updated – no more siloed data! Your sales, marketing and product teams can operate in alignment from the same data. When someone switches jobs or a company is acquired, it will be reflected in their buyer profiles.



Generally, **our customers save over 50% on data costs** through a combination of eliminating data purchases and better leveraging their existing data service vendors. They're able to automate the cumbersome, error-prone processes most data users endure today.

Give us 30 minutes of your time and we'll show you how to replace all of your current data vendors for less than half of the price you're spending on firmographics, technographics and intent today. So, if you're sick of spending a fortune on data and you want something much better, *let's talk*.

Intent.

15 Categories. 188 sub-categories. 8100+ topics.

- 30 most popular Leadspace Intent Models preconfigured in Studio and for enrichment.
- Custom Intent models offered.
- Max Intent scoring included.
- Metro Intent indexed and published.
- Leverage multiple sources of Intent data.

Tech Install. Web Install.

90+ Categories. 18,000+ Technologies.

- 25 tech install topics offered complimentary for up to 1M profiles/year.
- >25 tech install and profiles extra cost – very affordable.
- Web tech, SaaS, installed software and installed hardware technologies.
- Technology insights as part of TAM/territory configuration and scoring models that can also blend first- and third-party profile information.

30 Intent Models Including:

AdTech	Data Center	Email Marketing
Cloud	eCommerce	Emerging Tech
Sales	Networking	IT Management
Content	Analytics	Biz Services
Security	Enterprise	Strategy/Analysis
CRM	Telecom	Operating Systems
Social	HR Tech	Data Management
Services	Channels	Product R&D
Hiring	Technology	Biz Solutions

3000+ Technologies Across 90+ Categories.

Analytics	eCommerce	Data Warehouse
Content	Sales Tools	Web Infrastructure
Marketing	CRM Servers	Business Tools

30+ B2B Sources
200M+ Companies
700M+ Contacts

The best data.
The best profiles.
The best matching.
The best prices.

- ✓ Firmographic, technographic, intent data
- ✓ 30+ embedded third-party sources
- ✓ Fully embedded and pre-blended
- ✓ Multi-source unification and curation
- ✓ Automatically ingest and unify first-party data
- ✓ Full ICP & TAM discovery and exploration
- ✓ People, company and buying center profiles
- ✓ Cross-signal analysis with confidence scores
- ✓ Premium offerings, 120M+ mobile numbers
- ✓ Active profiles – continuously updated
- ✓ Profile Health Reports and TAM analytics
- ✓ Best lead-to-account matching
- ✓ Segment activation and deployment
- ✓ Full enrichment across 200+ fields
- ✓ Full CRM and MAP integrations
- ✓ Point-and-click business user interface
- ✓ User-friendly – no training required
- ✓ DUNS & personal email matching

Schedule your session today! info@leadspace.com | (855) 532-3772