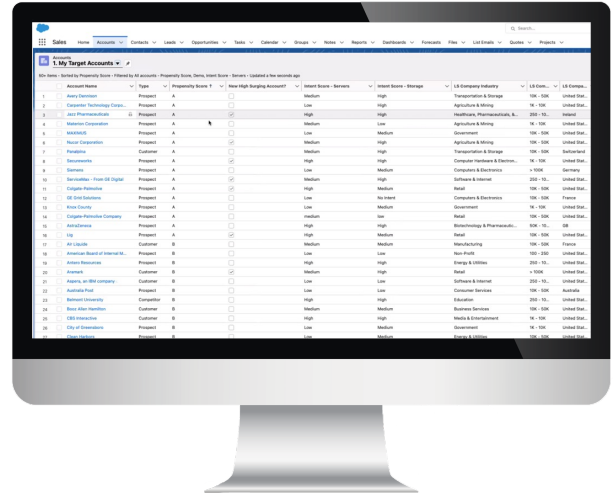


# Leadspace Inbound Lead Management

Automatically Match, Enrich, Score, and Route Inbound Leads in Real-Time

In today's B2B buying landscape, speed isn't just a competitive advantage – it's everything. According to LeadConnect, 78% of buyers purchase from the vendor that responds to them first. Yet for most organizations, that critical window of opportunity is lost due to incomplete data, routing delays, and misaligned processes. Leads pile up. Sales reps chase ghosts. And high-intent buyers move on immediately.

Leadspace's Inbound Lead Management solution enables B2B revenue teams to verify, enrich, score, and route every inbound lead within seconds – not hours or days. Whether a lead fills out a form using a personal email or provides only minimal details, Leadspace uses AI-driven enrichment and real-time matching to fill in the blanks – adding firmographics, validating contact info, and identifying the buyer's fit and intent.



From there, we score and segment the lead based on custom Persona, Intent, and Fit models – automatically routing it to the right rep or team based on your specific business logic. No more manual triage. No more missed opportunities. Just faster response times, cleaner pipelines, and higher conversion rates from day one. When you respond fast – and respond smart – you win more.

## Lead Qualification & Routing

Automatically qualify, segment, and route in real-time.

### Challenges Solved:

- Leads with missing or outdated information delay follow-up.
- Wasted effort on junk records and duplicate entries.
- Manual routing processes slow down response time.

### Solution Highlights:

- Real-time Company & Person Enrichment
- Email Validation, Social Verification & Deduplication Flags
- Plug & Play MAP Integrations + SmartForms

### Business Value:

- Higher lead conversions and sales opportunities
- Improved segmentation for targeted campaigns
- Enhanced operational efficiency in Marketing Ops

### Key KPIs:

- % of Leads Auto-Routed
- Lead Routing Accuracy
- SLA Compliance & Avg. Response Time
- Manual Hours Saved in Lead Ops

### Leadspace Person Data

Leadspace Verified

Verified

Enriched First Name

Michael

Enriched Last Name

Payne

Enriched Email

[michael.payne@zenimaxonline.com](mailto:michael.payne@zenimaxonline.com)

Enriched Phone

+1 410-935-2675

Enriched Title

Sr IT Manager - Global Infrastructure

Enriched Job Level

Manager

## Lead Contactability

Email validation and premium mobile numbers so you can actually connect.

### Challenges Solved:

- Inability to reach qualified leads due to poor contact data
- Bad emails hurt deliverability and engagement
- Time wasted researching contact details

### Solution Highlights:

- Email Validation
- Premium Mobile Phone Append

### Business Value:

- Increased MQL conversions via multichannel outreach
- Better engagement with email campaigns
- Improved sender reputation and email deliverability

### Key KPIs:

- Contactability Rate
- Speed-to-Connect
- MQL-to-SQL Conversion
- Lead-to-Meeting Ratio
- Call Connection Rate

Contact

Company Social Media

LS Company LinkedIn Profile

Phone

Phone

Mobile

Do Not Call

Company Phone

LS Company Phone

LS Person Mobile Phone 1

LS Person Mobile Phone 2

LS Person Mobile Phone 3

LS Person Phone

Email

Email

Alternate Email

LS Person Email

Email Opt Out

## Lead Prioritization

Predictive Fit, Intent, and Persona Scoring to focus on what matters.

### Challenges Solved:

- Poor lead quality hitting MQL status
- Ideal buyers overlooked due to misaligned scoring
- Disconnect between marketing signals and sales priorities

### Solution Highlights:

- Predictive Account Fit Models
- 3rd Party Intent Signals
- Persona Scoring for Role-Based Relevance

### Business Value:

- Faster sales cycles by surfacing high-fit leads
- More precise MQL → SAL handoffs
- Alignment on buyer personas and lead quality

### Key KPIs:

- Inquiry-to-MQL Conversion Rate
- Lead Scoring Accuracy
- Persona Conversion Rate
- Opportunity Creation
- Avg. Sales Cycle Length

Top Persona	Persona Score - Developers	Persona Score - IT Decision Makers	Persona Score - IT General	Persona Score - Sales
IT Decision Makers	0	90	90	30
Storage	0	70	90	70
IT Decision Makers	0	70	70	0
IT Decision Makers	0	90	0	30
Storage	0	70	90	30
Servers	0	0	50	70
Servers	0	70	70	30
IT Decision Makers	0	90	0	30
IT Decision Makers	0	90	70	30
IT Decision Makers	0	70	0	70
IT General	0	0	50	30
IT Operators	30	0	70	90
Servers	0	70	90	70
Servers	0	0	50	70
IT Decision Makers	0	90	70	30
IT General	0	0	90	30
IT Decision Makers	50	0	90	0
IT Decision Makers	0	90	90	30
IT General	0	0	50	30
Servers	0	70	90	50
IT Decision Makers	0	90	90	0

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LS Intent Drivers SalesOps B	LS Intent Level SalesOps B	LS New High Intent SalesOps B	LS Intent Scoring SalesOps B	Account Fit For Leadspace
total addressable market,sales operations,revenue enablement,sales leads,sales funnel,crm best practices,data enrichment,sales growth,revenue operations (revops)	HIGH	No	99	A
total addressable market,sales funnel,sales growth,sales pipeline,data quality,sales operations	HIGH	No	98	A
sales operations,sales acceleration,sales productivity,sales prospecting,sales growth,sales pipeline,territory planning	HIGH	No	99	A
sales operations,sales growth,sales pipeline,data driven sales,sales territory,sales and operations planning	HIGH	No	98	A
sales operations,sales growth,sales pipeline,total addressable market,data quality,sales effectiveness,data driven sales	HIGH	No	99	A
data driven sales,total addressable market,sales leads,data quality,sales analytics,sales growth,sales pipeline	HIGH	No	99	A
data driven sales,total addressable market,sales leads,data quality,sales analytics,sales growth,sales pipeline	HIGH	No	99	A
revenue enablement,data driven sales,crm management,account-based sales development (absd),sales growth,sales pipeline,sales territory,sales	HIGH	No	99	A

## Custom Lead Management

Real-time Lead-to-Account matching & custom routing logic.

### Challenges Solved:

- Orphaned leads and misrouted inbound contacts
- Disconnected 1st-party data in MAP or CRM
- Inability to prioritize high-value or ABM-tier leads

### Solution Highlights:

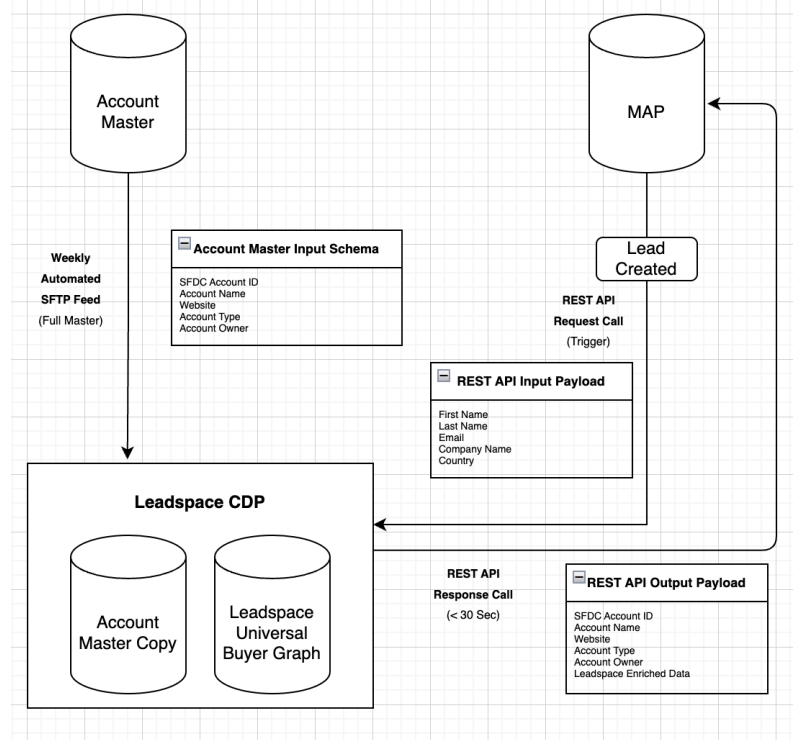
- Real-time Lead-to-Account Matching
- Custom Data Ingestion (CDI) for enriched routing based on 1st-party attributes (e.g., ABM tier, product purchased)

### Business Value:

- Superior customer experience for high-value accounts
- Accurate routing using your own business logic
- Solid foundation for ABM success

### Key KPIs:

- Lead-to-Account Match Rate
- Routing Accuracy by Owner or Territory
- % Reduction in Orphan Leads
- Time Saved in Manual Matching
- Inbound-to-Pipeline Velocity



## Why Leadspace?

Whether you're struggling to connect with your leads, wasting time on manual processes, or lacking the insight to prioritize the right accounts – Leadspace helps you solve all of it. With real-time enrichment, predictive scoring, and custom logic powered by your data, you'll convert more inbound leads, faster.

### Leadspace Revenue Outcomes:

- ✓ Achieve <90s enrichment, scoring and routing
- ✓ Experience 2x lead-to-account matching
- ✓ Capture more pipeline from your existing demand
- ✓ Cut response times from hours to seconds
- ✓ Prioritize high-fit accounts that are ready to buy
- ✓ Scale revenue with consistency and precision
- ✓ Align marketing & sales on shared goals and real-time data

**Optimize your inbound lead management today.**

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