

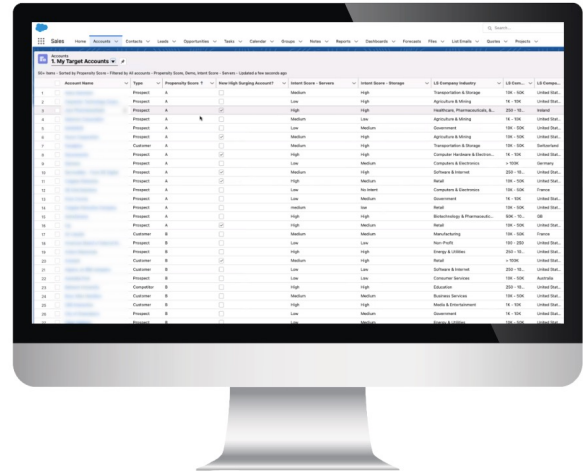
Leadspace Platform Overview

Unify Your Data. Accelerate Your Pipeline. Win More Business.

In B2B sales and marketing, data should be your competitive edge – not your biggest obstacle. But for most revenue teams, bad data is silently eroding pipeline, slowing down sales cycles, and hiding high-value opportunities in plain sight.

Disjointed CRMs, fragmented marketing systems, incomplete lead records, and static TAM lists leave your teams flying blind. And in today's AI-driven GTM landscape, that's not just inefficient – it's dangerous. Leadspace exists to solve this.

We're not just another data provider – we're the AI-powered Customer Data Platform built for B2B teams, by B2B data experts. Our platform unifies, enriches, scores, and activates your buyer data in real time, across every GTM motion – from inbound lead management to outbound TAM development to full-scale data hygiene.



1. Data Management

Fix the foundation – unify and enrich your customer data across systems.

If your data isn't clean, complete, and connected, every go-to-market motion suffers. Leadspace's Data Management solution ensures your CRM and marketing automation platforms are populated with the most accurate, enriched, and operational data available – continuously.

- **Real-time and scheduled enrichment** from 30+ premium embedded B2B data sources
- **Unified 360° profiles with hierarchy mapping** and buying group visibility
- **Predictive fit and intent scoring** to prioritize accounts most likely to convert
- **Direct integrations** with Salesforce, Marketo, Hubspot, and more
- **Cross-system Identity Resolution** to eliminate duplicates and connect fragmented data

Outcome: Clean, trusted, AI-ready data that powers smarter decisions and better GTM alignment.

Enrich | People | Map Fields

File Type

Select File

3 Map Fields

Map your field names to the corresponding Lead

Map at least first name, last name and company name

Leadspace Fields	File Fields
Person first name	<input type="text"/>
Person last name	<input type="text"/>
Person email	<input type="text"/>
Person LinkedIn profile	<input type="text"/>
Company name	<input type="text"/>
Company website	<input type="text"/>
Company LinkedIn profile	<input type="text"/>
Company country	<input type="text"/>
Company state	<input type="text"/>
Company city	<input type="text"/>
Person Title	<input type="text"/>
Company address	<input type="text"/>
Company postal code	<input type="text"/>
Company phone	<input type="text"/>
UGID	<input type="text"/>

+ Add custom field

Discover

Unify

Ingest

Enrich

Lookalike

Leverage Leadspace Graph to enrich and score your people and company data

< Back

Cancel

Enrich

2. Inbound Lead Management

Respond faster. Convert higher. Route smarter.

78% of buyers purchase from the first vendor to respond – but too often, inbound leads are missed, misrouted, or ignored due to incomplete data and manual processes. Leadspace automates the entire inbound workflow so your team can strike while the lead is hot.

- ✓ **Instant enrichment and validation** of inbound leads (even from personal emails)
- ✓ **AI-driven lead scoring and persona modeling** to identify best-fit buyers
- ✓ **Real-time lead-to-account matching** and custom routing logic
- ✓ **Operational metrics** like SLA compliance, response time, and MQL-to-SQL conversion

Outcome: Reduced response times, higher lead quality, and faster pipeline creation – all in under 90 seconds.

3. Outbound TAM Development

Stop guessing. Prioritize the accounts that will actually buy.

Static TAM lists are yesterday's strategy. With Leadspace, you can dynamically discover, build, prioritize, and activate your ideal Total Addressable Market – using AI-driven intelligence trained on your success patterns.

- ✓ **ICP modeling and TAM expansion** across global datasets
- ✓ **Predictive fit and intent scoring** to surface high-conversion accounts
- ✓ **Hierarchy and persona-based segmentation** for outbound precision
- ✓ **Digital activation** across social, programmatic, and ABM platforms

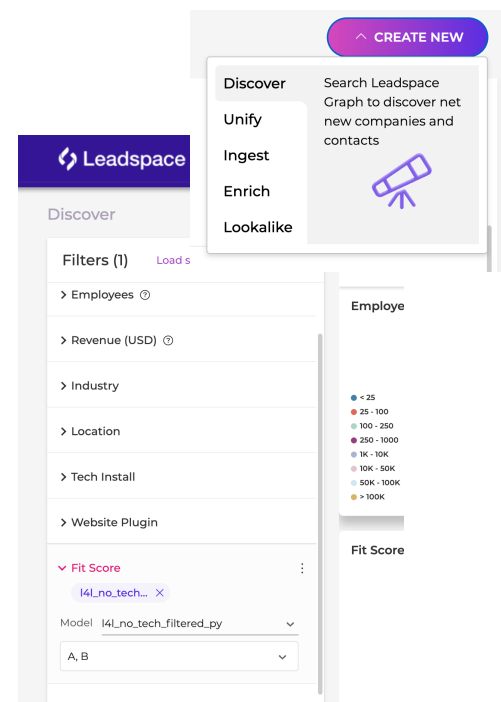
Outcome: A constantly optimized TAM that drives more pipeline with fewer wasted touches.

Why Leadspace?

- ✓ Unify and enrich your 1st- and 3rd-party data with our 30+ embedded B2B sources
- ✓ Complete, dynamic profiles for companies and people with hierarchy mapping
- ✓ Best-in-class Identity Resolution (Forrester-recognized)
- ✓ Embedded AI for scoring, routing, and segmentation
- ✓ Real-time integrations across your GTM stack
- ✓ Trusted by enterprise leaders in tech, SaaS, financial services, and beyond

Leadspace Person Data

Leadspace Verified
Verified
Enriched First Name
Michael
Enriched Last Name
Payne
Enriched Email
michael.payne@zenimaxonline.com
Enriched Phone
+1 410-935-2675
Enriched Title
Sr IT Manager - Global Infrastructure
Enriched Job Level
Manager



**Get there first
with Leadspace.**

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