# Leadspace Data Management

Clean. Complete. Connected.

In today's revenue environment, dirty data equals lost revenue. Leadspace's Data Management solution helps B2B go-to-market teams unify, enrich, and maintain accurate customer data across systems – so sales and marketing can move faster, prioritize better, and engage smarter.

Overview

Leadspace is the AI-powered Customer Data Platform for B2B, built to unify fragmented systems and enable dynamic, real-time decision-making. Our Data Management solution delivers continuous data health and intelligence, leveraging our proprietary graph powered by 30+ embedded B2B data sources.

From enrichment and prioritization to hierarchy mapping and 360 views, Leadspace ensures your CRM and Marketing Automation data stays accurate, actionable, and always-on.
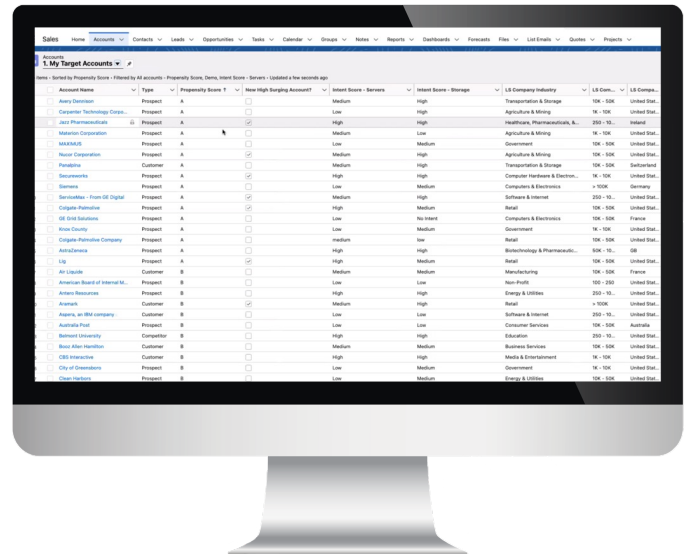
Core Use Cases & Capabilities:

Database Enrichment

Target Persona: RevOps (MOPs/SOPs)

Capabilities:
- Real-time, on-demand, and scheduled enrichment at the account, contact, and company level
- Updates across CRM and MAP platforms
- Embedded data from 30+ curated B2B sources

Value & Benefits:
- Ensures your records are always accurate and complete
- Minimizes manual updates and inconsistencies
- Enables better segmentation, personalization, and campaign performance

Key Performance Indicators (KPIs):
- Data completeness score (% of records with required fields populated)
- Enrichment freshness rate
- Match rate improvement

Database Prioritization

Target Persona: RevOps, Sales, DemandGen

Capabilities:
- Predictive Fit Scoring and 3rd-party Intent Scoring
- Prioritization of records based on likelihood to buy
- Integration into lead scoring and routing flows

Value & Benefits:
- Focus sales and marketing efforts on high-propensity accounts
- Improves pipeline quality and conversion rates
- Reduces wasted budget on low-fit targets

Key Performance Indicators (KPIs):
- % of pipeline from prioritized accounts
- Win rate by score tier
- Campaign performance lift from high-fit segments

Account Hierarchies

Target Persona: Sales Operations (SOPs)

Capabilities:
- Automatic mapping of corporate hierarchies
- Mastering and linking of parent/child account records
- Buying group identification

Value & Benefits:
- Clear visibility into complex account structures
- Reduces duplicate outreach and account confusion
- Enables more strategic ABM and account planning

Key Performance Indicators (KPIs):
- High-priority account coverage (% of target accounts with full hierarchy mapped)
- Account-based campaign response lift
- Duplicate reduction rate

Account and/or Person 360 View

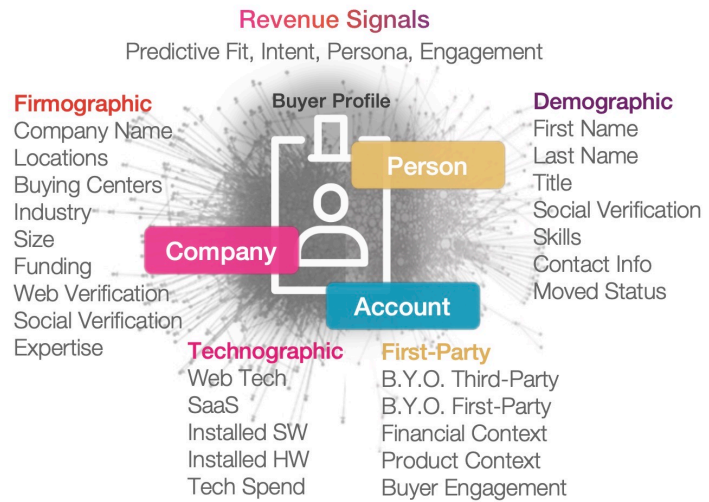Target Persona: Sales Operations (SOPs)

Capabilities:
- Cross-system data unification
- Custom data ingestion from 1st- and 3rd-party sources
- Entity resolution and profile stitching

Value & Benefits:
- A unified, holistic view of accounts and contacts across CRM, MAP, and external systems
- Reduces data silos and gaps
- Improves decision-making for ABM, sales planning, and personalization

Key Performance Indicators (KPIs):
- % of accounts/contacts unified across systems
- Increase in sales and marketing team data confidence
- Time saved by ops teams

Revenue Signals
Predictive Fit, Intent, Persona, Engagement

Buyer Profile

Firmographic
Company Name
Locations
Buying Centers
Industry
Size
Funding
Web Verification
Social Verification
Expertise

Demographic
First Name
Last Name
Title
Social Verification
Skills
Contact Info
Moved Status

Person

Company

Account

Technographic
Web Tech
SaaS
Installed SW
Installed HW
Tech Spend

First-Party
B.Y.O. Third-Party
B.Y.O. First-Party
Financial Context
Product Context
Buyer Engagement

Other Premium Data Add-Ons

Target Persona: RevOps, Sales

Capabilities:
- Technographics
- Franchise flags
- Premium mobile numbers, email quality signals, and buying roles

Value & Benefits:
- Enriches profiles with high-value targeting attributes
- Supports refined segmentation, lead scoring, and outreach
- Enhances personalization and improves contactability

Key Performance Indicators (KPIs):
- Technographic coverage rate
- Valid contact rate
- Email deliverability improvement

Why Leadspace?

- ✓ Proprietary B2B Graph with 30+ embedded data sources
- ✓ Real-time sync with Salesforce, Pardot, Marketo, HubSpot, and more
- ✓ Purpose-built for B2B go-to-market teams
- ✓ Scalable across millions of records
- ✓ Trusted by top enterprise brands to power sales and marketing performance

Ready to clean your data, boost pipeline quality, and move faster?

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