

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

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		~ Typ				New High Surging Account?		Intent Score - Storage ~	LS Company Industry ~	LS Com V	LS Compa	
	Avery Dennison	Pro	spect				Medium	High	Transportation & Storage	10K - 50K	United Stat.	
	Carpenter Technology Corps	Pro	spect	A			Low	High	Agriculture & Mining	1K - 10K	United Stat.	
	Jazz Pharmaceuticals	i Pro	spect			2	High	High	Healthcare, Pharmaceuticals, &	250 - 10	ireland	
	Materion Corporation	Pro	spect				Medium	Low	Agriculture & Mining	1K - 10K	United Stat.	
	MAXMUS	Pro	spect				Low	Medium	Government	10K - 50K	United Stat.	
	Nucor Corporation	Pro	spect	A		2	Medium	High	Agriculture & Mining	10K - 50K	United Stat.	
	Panalpina	Cut	tomer				Medium	High	Transportation & Storage	10K - 50K	Switzerland	
	Secureworks	Pro	spect	Α		2	High	High	Computer Hardware & Electron	1K - 10K	United Stat.	
	Servers	Pro	spect	Α			Low	Medium	Computers & Electronics	> 100K	Germany	
	ServiceMax - From GE Digital	Pro	spect			2	Medium	High	Software & Internet	250 - 10	United Stat.	
	Colgate-Palmolive	Pro	spect	A		2	High	Medium	Retail	10K - 50K	United Stat.	
	OE Orid Salutions	Pro	spect	Α			Low	No Intent	Computers & Electronics	10K - 50K	France	
	Knox County	Pro	spect				Low	Medium	Government	1K - 10K	United Stat.	
	Colgate-Palmolive Company	Pro	spect	A			medium	low	Retail	10K - 50K	United Stat.	
	AstraZeneca	Pro	spect	A			High	High	Bistechnology & Pharmaceutic	50K - 10	68	
	Lip	Pro	spect	A		2	High	Medium	Retail	10K - 50K	United Stat.	
	Air Liguide	Out	tomer	8			Medium	Medium	Manufacturing	10K - 50K	France	
	American Board of Internal M	Pro	spect				Low	Low	Non-Profit	100 - 250	United Stat.	
	Antero Resources	Pro	spect				High	High	Energy & Utilities	250 - 10	United Stat.	
	Aramark	Cus	tomer	8		2	Medium	High	Retail	> 100K	United Stat.	
	Aspera, an IBM company -	Cus	tomer				Low	Low	Software & Internet	250 - 10	United Stat.	
	Australia Post	Pro	spect				Low	Low	Consumer Services	10K - 50K	Australia	
	Belmont University	Cor	opetitor	8			High	High	Education	250 - 10	United Stat.	
	Booz Allen Hamilton	Cus	tomer				Medium	Medium	Business Services	10K - 50K	United Stat.	
	CBS Interactive	Cut	tomer				High	High	Media & Entertainment	1K - 10K	United Stat.	
	City of Greensboro	Pro	spect	8			Low	Medium	Government	1K - 10K	United Stat.	
	Clean Harbors		spect				Low	Medium	Energy & Utilities	10K - 50K	United Stat.	







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 highpropensity 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

> Tech Install ANALYTICS ×	:
> Website Plugin	
> Fit Score I4I_no_tech ×	÷
✓ Intent Score Leadspace ×	÷
Model Leadspace_B	~
High	~

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 → SALESFORCE Account Hierarchy				
LS GU COMPANY NAME	LS DU COMPANY NAME	LS SITE COMPANY NAM		
✓ Salesforce, Inc. current	Salesforce, Inc.	Salesforce, Inc.		
Mulesoft	Mulesoft	Mulesoft		
Salesforce, Inc.	Salesforce, Inc.	Tableau Software, LLC		
Salesforce, Inc.	Salesforce, Inc.	Salesforce, Inc.		
Salesforce, Inc.	Salesforce, Inc.	Slack Technologies, Inc.		
Salesforce, Inc.	Salesforce, Inc.	Salesforce Maps		
Salesforce, Inc.	Salesforce, Inc.	Heroku, Inc.		
Salesforce, Inc.	Salesforce, Inc.	Demandware, LLC		
> Salesforce, Inc.	Salesforce, Inc.	Implisit, Inc.		
Salesforce. Inc.	Salesforce Inc	Tableau Software 11C		



Account and/or Person 360 View

Target Persona: Sales Operations (SOPs)

Capabilities:

- Cross-system data unification
- Custom data ingestion from 1st- and 3rdparty 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

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

Revenue Signals

Predictive Fit, Intent, Persona, Engagement



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?

info@leadspace.com (855) 532-3772