

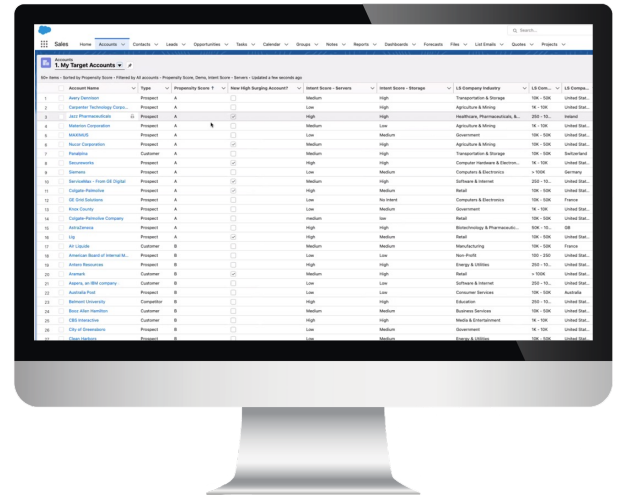
Leadspace Outbound TAM Development

Build smarter. Target faster. Sell more.

Outbound success starts with a clear, dynamic understanding of your Total Addressable Market (TAM). Leadspace helps you go beyond static lists by discovering, prioritizing, and activating your ideal buyers – across channels, in real time. With Leadspace, your TAM isn't just defined – it's actionable.

Overview

Leadspace's Outbound TAM Development solution gives go-to-market teams the intelligence and tools they need to build a high-converting outbound motion. Powered by our proprietary B2B graph and AI models, you can identify high-fit accounts and contacts, prioritize by buying intent, and activate audiences digitally – with precision and scale.



Four Core Use Cases & Capabilities:

Discover, Build & Activate TAM

Target Persona: RevOps (MOPs/SOPs), Sales

Capabilities:

- Company and contact discovery across global databases
- Ideal Customer Profile (ICP) modeling
- Net-new contact acquisition and TAM validation

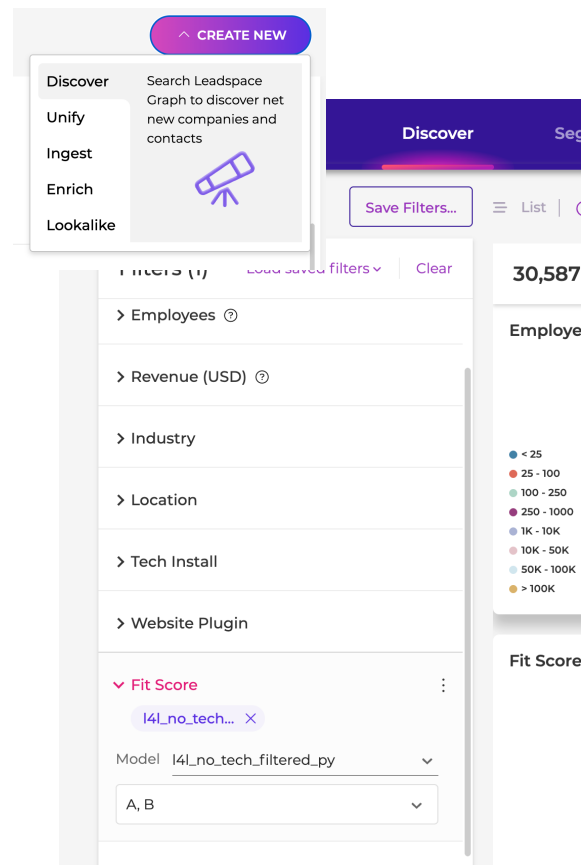
Value & Benefits:

Identify and expand your true total addressable market

- Eliminate gaps in coverage across key verticals or geos
- Equip outbound teams with the right targets from day one

Key Performance Indicators (KPIs):

- Outbound connect rate (% of calls/emails that result in engagement)
- TAM coverage rate
- % of net-new accounts/contacts added to CRM



TAM Prioritization

Target Persona: RevOps (MOPs/SOPs)

Capabilities:

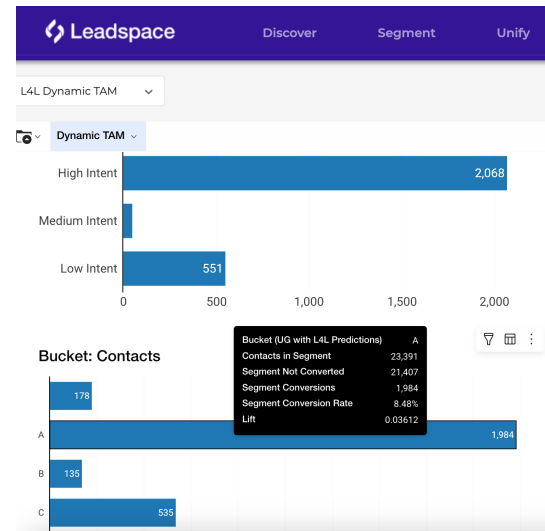
- Predictive fit scoring based on your historical wins
- 3rd-party intent scoring layered on top of firmographic and technographic data
- Dynamic segmentation by industry, size, tech stack, and more

Value & Benefits:

- Focus outbound and SDR efforts on accounts most likely to convert
- Reduce wasted touches on low-value or low-readiness accounts
- Improve pipeline quality and forecasting accuracy

Key Performance Indicators (KPIs):

- Inquiry → MQL rate (% of inbound inquiries advancing to MQL)
- Win rate by account tier
- Pipeline coverage from prioritized segments



Top Persona	Persona Score - Developers	Persona Score - IT Decision Makers	Persona Score - IT General	Persona Score - IT Operators
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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Digital Activation

Target Persona: DemandGen

Capabilities:

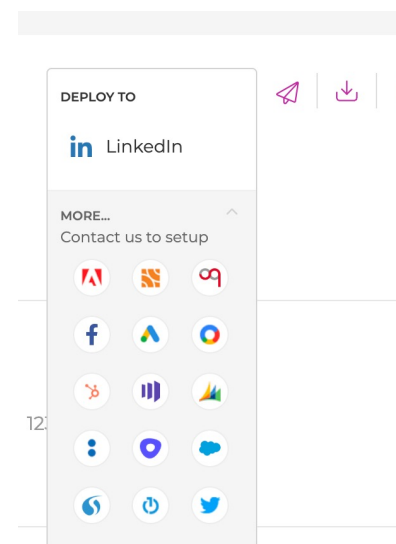
- Audience activation across programmatic and social channels
- Real-time audience syncing and segmentation
- Custom audience building based on ICP + intent signals

Value & Benefits:

- Activate high-fit audiences directly in the channels they engage with
- Improve ad efficiency with tighter targeting and lower wasted spend
- Accelerate pipeline generation from outbound digital programs

Key Performance Indicators (KPIs):

- Click-through rate (CTR)
- Cost-per-lead (CPL) by segment
- Form fill or engagement conversion rate



Digital Insights

Target Persona: DemandGen, MOPs, Sales

Capabilities:

- First-party intent tracking at both company and individual levels
- Engagement scoring across website, email, and campaigns
- Insight generation for dynamic content and outreach personalization

Value & Benefits:

- Uncover hidden buying signals earlier in the journey
 - Empower SDRs and AEs with timely, intent-rich insights
- Refine messaging and sequences based on what buyers are engaging with

Key KPIs:

- Intent signal volume (company/person)
- Engagement score lift from personalized outreach
- Conversion rate from high-intent segments

Why Leadspace?

- ✓ Unified view of accounts and contacts across 30+ B2B sources
- ✓ Real-time scoring, segmentation, and activation
- ✓ Built-in AI to model, prioritize, and expand your ideal audience
- ✓ Integrations with Salesforce, Hubspot, Marketo, Pardot, LinkedIn, Demandbase, and more
- ✓ Proven success with enterprise B2B leaders across tech, financial services, and SaaS

LS Intent Scoring SalesOps B	Account Fit For Leadspace
99	A
98	A
99	A
98	A
99	A
99	A
99	A
99	A

LS Intent Drivers SalesOps B
total addressable market,sales operations,revenue enablement,sales leads,sales funnel,crm best practices,data enrichment,sales growth,revenue operations (revops)
total addressable market,sales funnel,sales growth,sales pipeline,data quality,sales operations
sales operations,sales acceleration,sales productivity,sales prospecting,sales growth,sales pipeline,territory planning
sales operations,sales growth,sales pipeline,data driven sales,sales territory,sales and operations planning
sales operations,sales growth,sales pipeline,total addressable market,data quality,sales effectiveness,data driven sales
data driven sales,total addressable market,sales leads,data quality,sales analytics,sales growth,sales pipeline
data driven sales,total addressable market,sales leads,data quality,sales analytics,sales growth,sales pipeline
revenue enablement,data driven sales,crm management,account-based sales development (absd),sales growth,sales pipeline,sales territory,sales

Turn your TAM into pipeline. Fast.

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