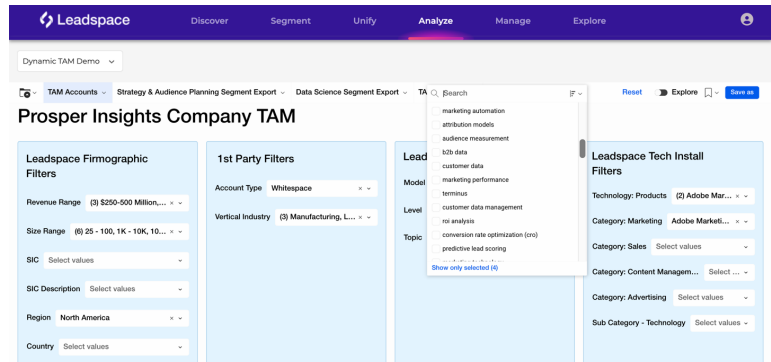


Leadspace TAM Discovery

Define your market and prioritize real opportunities.

Most teams think they know their TAM (Total Addressable Market). The truth is, they're only seeing the visible slice – the accounts already in their CRM, or those found through static firmographics.

Leadspace TAM goes deeper. It builds a dynamic, data-rich view of your entire market universe – the companies and buying groups that truly fit your Ideal Customer Profile (ICP).



Your TAM is more than a number. It's your roadmap for growth.

- ✓ How big your market really is.
- ✓ Which accounts are most likely to buy.
- ✓ How much of your TAM is already engaged or penetrated.
- ✓ Where your next best opportunities are hiding.

That means better targeting, better prioritization, and better execution across every GTM motion. With unified data from over 30 trusted sources, you can define, size, and prioritize your market in real time – not just estimate it once a year.

Key Capabilities

Unified Market View: Connect and deduplicate every account across systems to reveal your complete, addressable universe.

ICP Definition & Scoring: Model your ideal customers based on firmographic, technographic, and intent signals – then score every account in your TAM.

Dynamic Market Sizing: Quantify and segment your market by fit, intent, region, industry, or product line – and update continuously as markets shift.

Prioritization & Activation: Rank and route high-fit accounts directly into your CRM, marketing automation, and ABM systems for activation.

TAM Intelligence Dashboard: Visualize coverage, penetration, and whitespace across your total market – and align sales, marketing, and RevOps to the same definition of “the market.”

Precise Segmentation: Search, explore, and filter the people and companies across your TAM to build precise, active segments for multi- and cross-channel activation.

30+ Sources.

800M+ People. 240M+ Companies.

Core Business Outcomes

- ✓ Increased pipeline coverage and predictability
- ✓ Improved territory and account prioritization
- ✓ Faster time-to-revenue for new markets or segments

Operational and GTM Efficiency

- ✓ Unified, deduplicated market view across systems
- ✓ Improved alignment between sales and marketing
- ✓ Reduced manual data management effort
- ✓ More effective outbound targeting
- ✓ Enhanced GTM segmentation and personalization

Strategic Impact

- ✓ Market penetration visibility
- ✓ Expansion opportunity discovery
- ✓ Revenue potential quantification

How It Works.

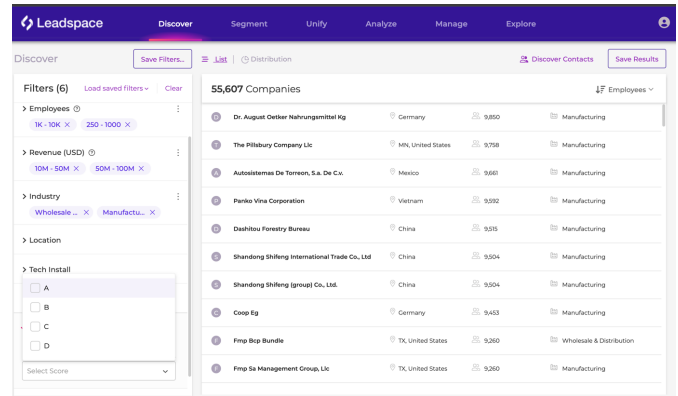
Data Aggregation: Ingests and unifies data from 30+ sources, combining social, legal, credit, and customer data for full TAM coverage.

Hierarchies & Account Mastering: Applies business-centric hierarchy modeling and mastering, enabling territory planning, lead routing, and accurate assignment.

Predictive Modeling & Scoring: Prioritizes TAM with AI-based predictive fit and intent scoring, surfacing high-value accounts.

Buying Group Identification: Enables programmatic activation and outreach, targeting decision-makers at key account nodes for maximum engagement.

Dynamic Insights: When a person changes jobs (or any field value changes) their unique buyer profile will be automatically updated in our Graph, and the new value will be synced across your existing data systems (CRM, MAP, etc.) with “moved” or “changed” flags – so you know when data changes.



Outcomes

Increased pipeline coverage and predictability

Improved territory and account prioritization

Faster time-to-revenue for new segments

Higher marketing efficiency and ROI

More accurate forecasting

Improved alignment across GTM teams

Projected KPIs / Impacts

+30% qualified pipeline within identified TAM

20–40% higher conversion rate on high-fit accounts

50% reduction in time-to-launch new markets

50% Lower cost per opportunity through smarter targeting

Forecast accuracy improved by 30% through unified TAM visibility

Shared TAM definitions reduce lead rejection rates by 80%

The Leadspace TAM Experience.

Expanded TAM Visibility: Enables identification of new market segments, upsell/cross-sell opportunities, and key buying groups, resulting in improved pipeline growth and market expansion.

Improved Targeting & Personalization: Granular account hierarchies allow highly relevant messaging and outreach, maximizing conversion and engagement rates.

Reduced Data Errors & Silos: Unified and mastered account data reduces duplication, misalignment, and erroneous market entries, enhancing campaign performance and reporting accuracy.

Optimized Outbound & Digital Programs: More efficient use of resources and improved ROI through segment-focused outbound efforts and digital activation.

Start growing into your market.

info@leadspace.com | (855) 532-3772