

Leadspace Buyer Profiles

Every go-to-market motion starts with knowing who your best customers are – and who looks like them.

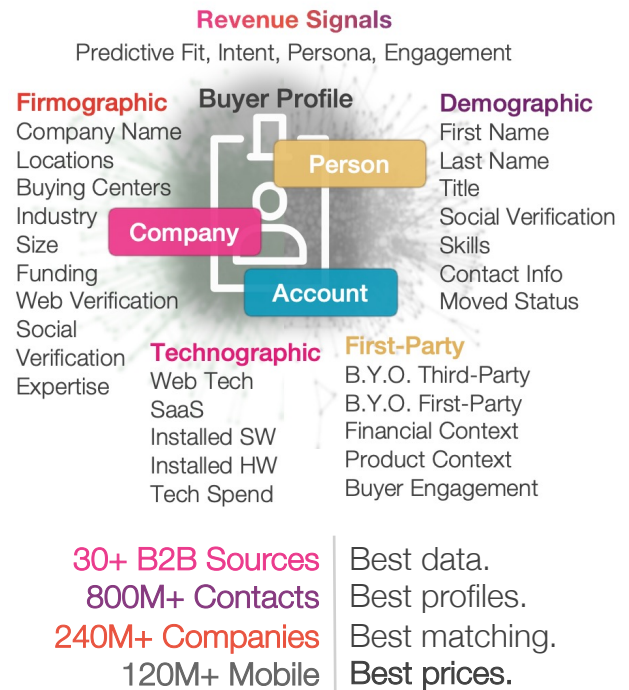
Unfortunately, building accurate, scalable buyer profiles requires massive volumes of data – and keeping that data current and synchronized across systems is a constant, cumbersome, and resource-dependent struggle.

Most GTM teams are stuck:

- Managing disconnected data from multiple vendors
- Spending too much on enrichment that quickly goes stale
- Lacking visibility into hierarchies, personas, and intent signals
- Struggling to turn static data into actionable intelligence

By combining advanced field-level Waterfall Logic, identity resolution, data agnostic unification, enrichment APIs, AI-driven scoring, and 30+ embedded B2B data sources, Leadspace helps you identify, prioritize, and engage the right accounts and personas – at scale.

Leadspace's *dynamic* buyer profiles are the foundation for smarter outbound strategy.



Intent.

15 Categories. 188 sub-categories.
14,000+ topics.

- 30 most popular Intent models.
- Custom Intent models offered.
- Metro, Max, and Product-Level Intent indexed and published.
- **Person-level Intent signals.**
- Explore Intent trends over time!

Tech Install. Web Install.

90+ Categories.
18,000+ Technologies.
• 25 complimentary topics.
• Web tech, SaaS, installed software and installed hardware technologies.
• Explore Tech Trends over time!

Personas.

80 off-the-shelf personas.
• Easy custom personas.
• Beyond job title - skills, expertise, buying authority.

Profiles. Contact Info.

120+ standard fields.
• **Company:** parent/child, location, industry, LinkedIn, Twitter, Facebook, verification status.
• **Person:** department, title, LinkedIn, phone, cell, business/personal email, verification status.

The foundation of your GTM.

- ✓ *Field-Level Waterfall Logic behind the scenes*
- ✓ Premium Hierarchy mapping data
- ✓ Explore Intent & Technographic trends over time
- ✓ Discover your ICP, explore and filter your TAM
- ✓ Identify Buying Teams with signals beyond job title
- ✓ Profile Health Reports and TAM analytics
- ✓ Build and deploy dynamic segments
- ✓ Full enrichment across 120+ fields
- ✓ DUNS, LinkedIn and personal email matching
- ✓ AI-scoring models for Fit, Intent, Persona and Lookalike
- ✓ Synchronize data across existing systems (CRM/MAP)
- ✓ AI-Ready customer data

Our customers experience:

- 2x lead-to-account matching
- ABM team saves 66 hrs/quarter
- Cut processing cost 30-70%
- Cut data procurement cost 50%
- 90 second enrich, score, route
- 2x increase in email reply rates
- 10,000 net-new persona contacts
- 80% increase in lead funnel
- 75% increase in accepted leads
- 36% reduction in CPL

↑ **80%** Pipeline Growth

↑ **25%** Conversion Rates

↑ **35%** Lifetime Value

8X+ ROI

Don't just buy data – get intelligence.

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