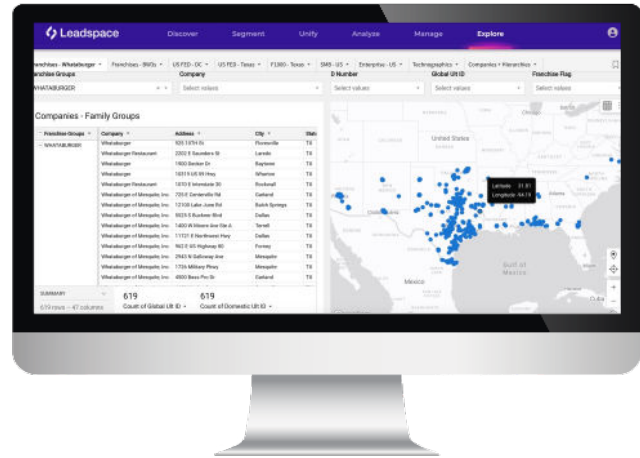


The Leadspace Studio

The All-in-One Targeting Command Center.

The Leadspace Studio is a B2B market segmentation tool that helps sales and marketing teams find, create and prioritize closeable business within a powerful, centralized and easy-to-use interface. The Studio allows your teams to discover and define your industry's Total Addressable Market and to create highly efficient marketing campaigns that target your ideal buyer profile. Your teams can search the graph, segment and score audiences and activate those segments across your marketing automation platforms and digital media channels. Ensure a better ROI on your marketing efforts with Leadspace Studio.



Operationalize your customer data in Studio.

Explore your B2B universe through the power of our AI-driven, data-agnostic Universal Graph. Leadspace uniquely ingests your first-party data, then unifies and enriches it with our 30+ embedded, curated third-party B2B sources to generate best-in-class buyer profiles for people, companies and accounts with hierarchy mapping.

Our data comes pre-blended and is automatically updated in real-time for a single, active source of truth for sales and marketing teams to understand and build audiences. When someone switches jobs or a company is acquired, it is reflected in their respective profiles.

Profiles. Contact Info.

120+ standard fields.

Company: parent/child, location, industry, intent, technographics, lookalikes, LinkedIn, Twitter, Facebook, verification status.

Person: department, title, LinkedIn, phone, cell, experience, persona business/personal email, verification status.

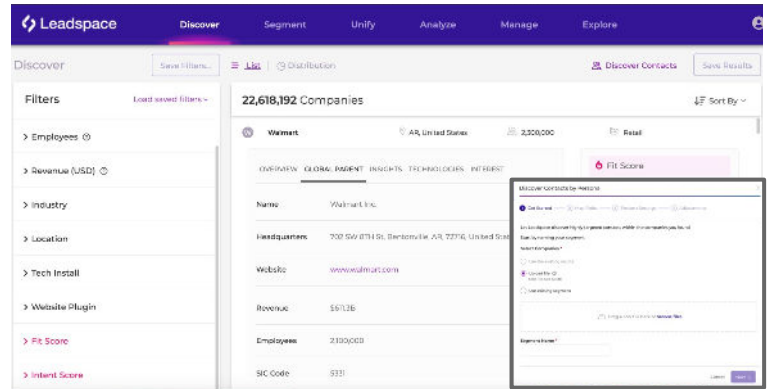
A B2B buyer profile is your single source of truth.

- ✓ The Studio brings the Leadspace B2B graph and your own first-party data together and connects them to your CRM to build a powerful system to uncover your TAM, ICP and much more to target closeable demand.
- ✓ Activate Leadspace enriched, segmented and scored customer data directly in systems of record (CRM/MAP) and systems of engagement (email, web and ad platforms) to align sales and marketing across all digital channels.
- ✓ Improve your go-to-market targeting with AI-recommendations to identify and focus on the best buyers: by Propensity, Persona and Intent.
- ✓ Leverages our Lookalike, Persona and Intent Model portfolio — Leadspace Revenue Radar continuously classifies and scores B2B sales pipeline aligning go-to-market strategy and execution with sales territories and total TAM.

Discover

Start your Studio experience in the 'Discover' tab, where you can explore your TAM in an organized, filterable view. Understand your market and discover people and companies by firmographics, technographics and AI-scoring models to visualize your whitespace.

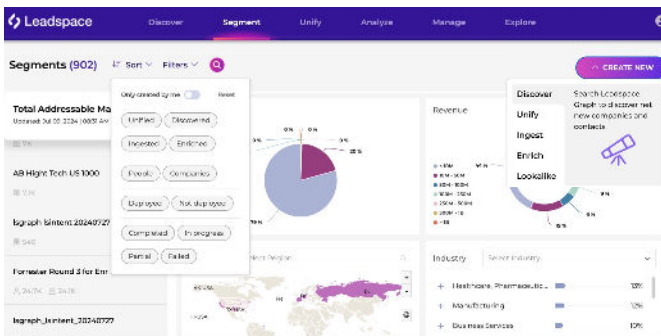
Explore profiles, set filters, map fields and build segments for enrichment.



Segment

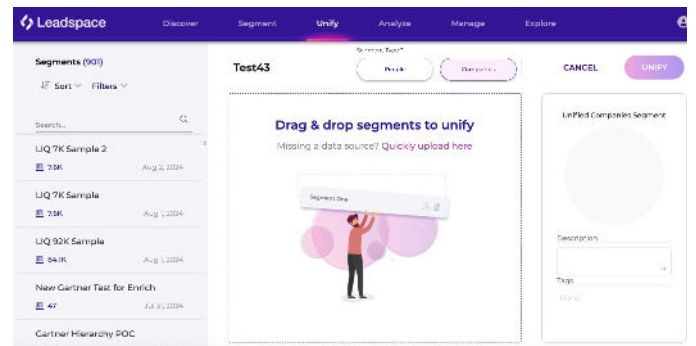
Click the 'Segment' tab to access all your segments to modify, activate and analyze their success to tailor them to perfection at scale. Know your scores on campaigns and improve them.

Activate B2B target market segments across your social, advertising or email channels, and marketing automation systems. Directly launch LinkedIn Campaign Manager against the segment. Use our LiveRamp connection to engage with Facebook, digital marketing platforms or other advertising avenues. Keep campaigns in their lanes!



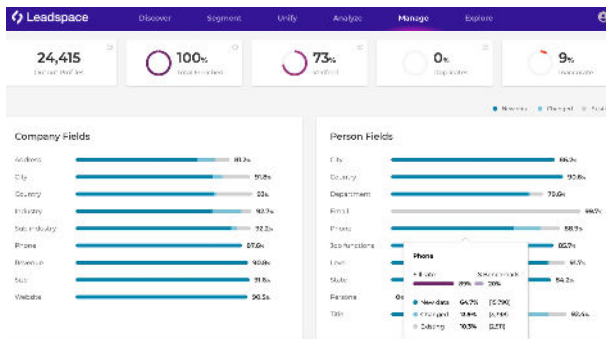
Unify

Click the 'Unify' tab to add first-party data segments for unification. Simply drag and drop files your disparate, multi-source person or company data to automatically ingest it into the Graph and map the output enrichment fields you want to see.



Manage

Click the 'Manage' tab to access Profile Health Reports to see fill rates and benchmarks for company and person fields across your data. Understand the amount of new data, changed data, and existing data specific to each field. See enrichment rates, verification, duplicates and inaccuracies provide complete visibility into your data's health as we ingest and enrich it.



Company TAM



Person TAM



Analyze

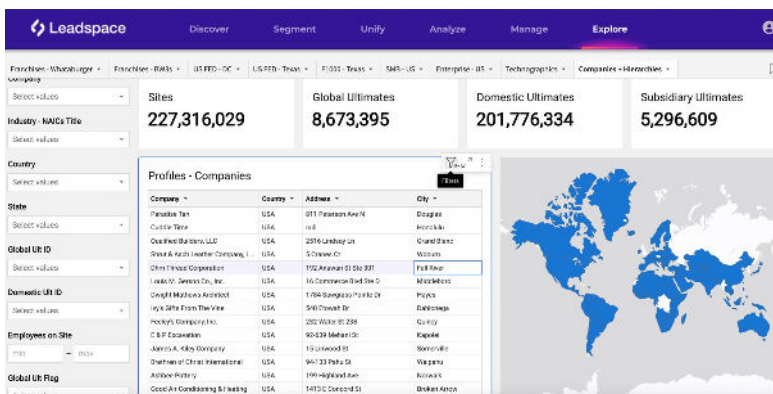
Click the 'Analyze' tab to dig into your TAM. Filter your TAM by model scores, firmographics and technographics to identify and understand your whitespace opportunities and achieve valuable insights around your existing market.

Know the scores on your campaigns and improve them. The Studio offers several standard and custom analytical views of your data, segment performance, Ideal Buyer Profile, Total Addressable Market and more.

Explore

Click the 'Explore' tab to access Unlimited marketing exploration with quick-start Market Activation Packs (MAPs) – the industry's first visual profiling tool to explore, map and activate 360-degree slices of the most popular territory/audience segments.

Access highly-specific market segments with people, companies, and hierarchies to visualize and explore territories, identify decision-makers, and convert whitespace by targeting accounts and personas with the highest potential.



The **LeadSPACE Studio** is your all-in-one targeting command center for identifying closeable business. Explore, discover, score, segment, activate and analyze the people and companies across your Total Addressable Market in a single, user-friendly interface to optimize your TAM-to-opportunity pipeline. The underlying data is pre-blended and consistently updated, ensuring your sales and marketing teams are looking at the most accurate, robust and dynamic 360-degree profiles available. Not everyone wants your product, but you can find the ones that do in Studio.

It's as easy as...

1 Create your TAM by configuring region, industry, company size, technographics and deal size.

2 Discover contacts within your TAM by filtering hundreds of millions people by persona, department or contact availability.

3 The result? Your Buyer Audience. And an engine to score, discover and scale look-alike demand for your target market.

- 30+ B2B Sources
- 200M+ Companies
- 700M+ Contacts
- 120M+ Mobile #

- The best data.
- The best profiles.
- The best matching.
- The best value.

Let's meet.

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