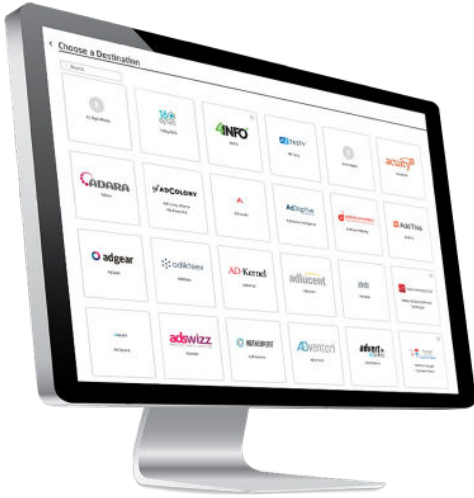# Leadspace For Ads

Launch highly-precise digital ad campaigns for a cohesive, personalized customer experience.

Leadspace provides a dynamic 360-degree view of your B2B customers and prospects, and the environment they live in so you can easily create highly-personalized ad campaigns and boost ROI.

Discover your Ideal Customer Profile (ICP) and explore your Total Addressable Market (TAM). Analyze dynamic B2B profiles for people, companies and accounts with hierarchies. Score them with predictive AI models. Build custom audience segments and activate them across leading ad platforms. Use analytics to monitor and optimize your campaigns over time.

Step 1: Understand Your Ideal Customer Profile.

Leadspace leverages AI to identify the key attributes of your target audience:
- Uncover previously unknown insights on the segments of your business with the greatest potential to drive revenue and understand which accounts to prioritize via Predictive Scoring.
- Identify which accounts are currently in-market for your products and/or services, with Intent Scoring.
- Pinpoint the key decision-makers and influencers within each target.

Step 2: Create Custom Audiences & Expand Your Research.

- Target & prioritize the right companies, with Predictive Account Scores and Intent Data & Scores.
- Personalize your content and campaigns to the right personas with Leadspace's proprietary AI Buyer Personas & automated persona segmentation.
- Leverage Leadspace's look-alike modeling, powered by AI, to find net-new accounts which closely resemble your best customers, and prioritizes those accounts with Predictive Scoring.

Step 3: Enrich, Score & Personalize.

- Leadspace Customer Data Platform (CDP) provides unrivaled B2B data coverage.
- Each record is enriched with 80+ data signals, scored against your buyer personas and predictive models, and automatically segmented and prioritized for various engagement channels — so you can easily personalize content and playbooks for each segment.
- Leadspace Intent Scores & Signals provide a crucial additional level of intelligence, by showing which of your target accounts are currently in-market for a particular product or service.

Step 4: Activate Across Multiple Ad Platforms.

Use Leadspace to deploy the custom audience segments you've built across multiple ad platforms with seamless integrations for easy execution.

Step 5: Optimize Your Campaigns.

- In-depth analytics give you insight into how your audience matches across each destination, allowing Leadspace to analyze how your audiences perform over time.
- Increase conversion-rates, using Leadspace real-time enrichment and lead-to-account matching to ensure optimal automated follow up for ad-sourced leads.

Our Secret Sauce?

AI-powered Buyer Persona

Rather than focus on superficial data fields like job title or industry, Leadspace uses AI to combine a vast range of data – including our proprietary person-level data – into customized ideal buyer personas. Leads and contacts are scored against these personas, so you know exactly who your best prospects are, and what will resonate with them.

Intent

15 Categories. 188 sub-categories. 14,000+ topics.
•30 most popular Intent models.
•Custom Intent models offered.
•Metro, Max, and Product-Level Intent.

Tech Install / Web Install

90+ Categories. 18,000+ Technologies.
•25 complimentary topics.
•Web tech, SaaS, installed software and hardware tech.

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, social IDs.
•**Person:** department, title, social IDs, phone, cell, business/personal email.

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

Drive Revenue. Leverage the most robust, dynamic B2B buyer profiles available with hierarchies for personalized digital ad campaigns.

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WAVE STRONG PERFORMER 2024
B2B Revenue Marketing Platforms

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WAVE STRONG PERFORMER 2024
Marketing And Sales Data Providers For B2B

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