



Guide to Leadspace Enrichment Fields

Category	Field Name	Description
Enrichment Insights:		
	Enrichment Status	<p>Person & Company Enriched = we found both the person and the company</p> <p>Company Enriched = we only found the company</p> <p>Person Enriched = we only found the person</p> <p>Not Enriched = we were unable to find either company or person.</p>
	Verified?	Whether or not we've been able to verify the person details either via social platforms or email validation (Verified, Not Verified). If we have been able to verify the person but see that they are at a new company, we will return a status of 'moved'
	Verification Source	If the person is verified, then indicated whether this was via social, email or both. Highest confidence is with both.
	Original Email Verification	In 'pinging' the email we can come back with a valid, invalid or unknown response. A recipient can set their email service to not receive pings, so this 'hidden' status is often the source of the majority of the Unknown
Scoring:		
	Person Score	A 'fit' score against the personas you have created. The scores can be 0,30,50,70,90 or -1
	Profile with Max Person Score	A text field that brings back the best persona for that lead based on all persona scores
	Predictive Score	Only if a predictive model has been built
Demographic:		
	Person Title	Person business title
	Person Department	Best fit department based on our title/department mappings, or can be mapped via value-mapping for custom title/department fits
	Person Level	Staff, Manager, Director, VP or C-level
Expertise:		

	Person Job Functions	Based on what we can find socially or via data sources such as jobsites. These could be for example Engineering, Sales or Software Engineering
	Person Technologies	Based on technologies that we have found the person references themselves using via social platforms, jobsites etc.
	Website Install Base	Premium feature: Ask your CSM for details.
Firmographic:		
	Company Size - Exact	Exact number of employees when available
	Company Size Range	Employee range - These ranges can be taken as is or mapped to a customer's set of ranges if desired
	Revenue	The revenue for the company.
	Industry, SIC, NAICS	Company Industry, SIC and NAIC codes
	Location	Company Location
Company Hierarchy:		
	LSID	A unique ID created by Leadspace that provides for lead to account matching and account to account matching
	LS Site Fields	The lowest level of the legal company tree.
	LS DU Fields	The highest domestic entity, known as Domestic Ultimate
	LS GU Fields	The highest global entity, known as Global Ultimate