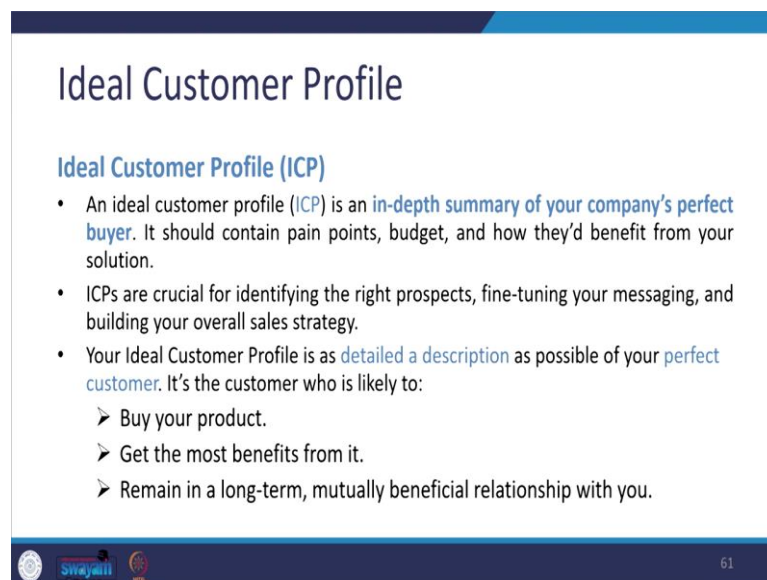


Strategic Sales Management
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Lecture - 29
Ideal Customer Profile

So, as we know the role of data in sales intelligence, now let us move one step further and define and create Ideal Customer Profile using sales intelligence. So, once we have that kind of a right robust real time data it is important to use that data very specifically to create a particular kind of you know profile that we call it as an Ideal Customer Profile that we continuously use in our sales intelligence to interact with.

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The slide is titled "Ideal Customer Profile" and contains the following text:

Ideal Customer Profile (ICP)

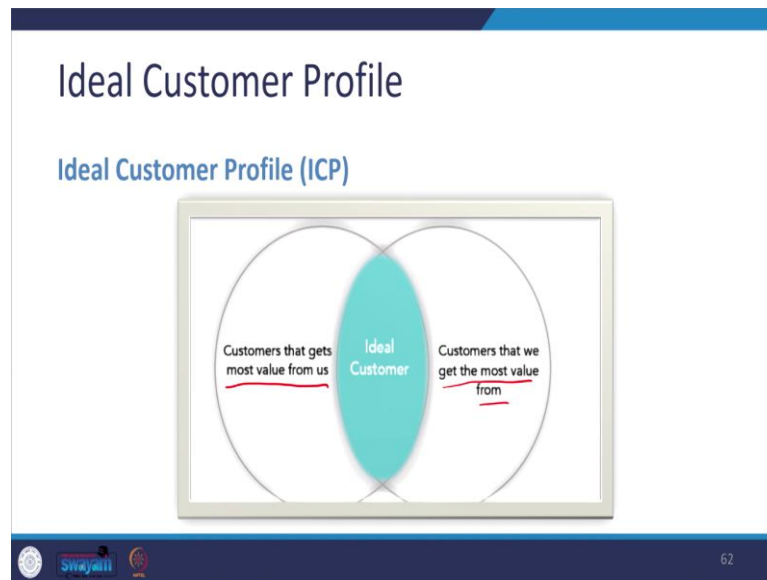
- An ideal customer profile (ICP) is an **in-depth summary of your company's perfect buyer**. It should contain pain points, budget, and how they'd benefit from your solution.
- ICPs are crucial for identifying the right prospects, fine-tuning your messaging, and building your overall sales strategy.
- Your Ideal Customer Profile is as **detailed a description** as possible of your **perfect customer**. It's the customer who is likely to:
 - Buy your product.
 - Get the most benefits from it.
 - Remain in a long-term, mutually beneficial relationship with you.

At the bottom of the slide, there are logos for "Swayam" and "IIT Roorkee" on the left, and the number "61" on the right.

So, ideal customer profile, an ideal customer profile is an in-depth summary of your company's perfect buyer. So, it should contain pain points, budgets and how they are benefit from your particular solution or product. So, ICPs again a short form for ideal customer profile are crucial for identifying the right prospects, fine-tuning your messaging and building your overall sales strategy.

So, your ideal customer profile is as detailed a description as possible of your perfect customer. It is the customer who is likely to buy your product, get the most benefit from it and remain in a long-term, mutually beneficial relationship with you.

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So, this is something what we can look at when we call it as an ideal customer profile. So, these are the customers that gets most value from us or service providers at the same time these are the same customers from where we get the most value from in terms of business or revenue. The intersection of this is nothing, but an ideal customer that we are talking about.

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Ideal Customer Profile

Ideal Customer Profile (ICP) ≠ Buyer Persona

- Your ICP is your perfect customer. There can be **only one**.
- You should have **several different buyer personas** - these are the people that can get value from your product, but might not be the absolute best fit.

Customer Profile	Buyer Persona
Company Size: 250 ✓	Age: 45
Revenue: \$10M ✓	Occupation: CEO
Geography: US ✓	Status: Married
Technologies used: XYZ.com ✓	Goals: Scale company
Pain Points: High Barrier to Entry	Frustrations: Little to no time

So, ideal customer profile is not equal to buyer persona, in earlier modules you already learned what a buyer persona is, then how ideal customer profile is different from that.

Your ICP or ideal customer profile is your perfect customer and there can be only one right. You should have several different buyer personas there are the people that can get value from your product, but might not be the absolute best fit.

So, that there is a difference between ICP and buyer persona for example, a customer profile or ideal customer profile will talk about company size specific like 250 people, revenue having 10 million or more, established in US, having technologies used let us say sales force dot com or xyz dot com and then they have the very kind of you know specific pain points like high barrier to entry. So, that is kind of a particular problem is faced by this particular company which we are calling it as a ideal customer profile.

Whereas a buyer persona is mostly about kind of you know kind of you know template of identical people who will react similarly to a particular product or solution. So, for example, someone who is around 45 age is a CEO married, he is again having to his goal is to scale the company and there is a little or no time that is a particular problem he is facing. So, this is an example of buyer persona, but whereas, ideal customer profile will be one only that is the particular business that we are talking about.

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Ideal Customer Profile

Ideal Customer Profile (ICP) – Why do we need ICP?

- Your ICP tells everyone in your organisation who your best customer is - and therefore where to aim all their efforts.
- For sales - generate targeted leads, then reach them with a message that positions your product as the answer to their problems -> more revenue ✓ \$/€
- For Marketing - more narrowly targeted campaigns, crafting content that resonates with the person most likely to buy from you.
- For other departments - Product team adding new features / stop making changes that turn ideal customer away.

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So, your ICP tells everyone in your organization who your best customer is and therefore, where to aim all the efforts right. So, for sales - ICP generate targeted leads, then they reach them with the messages that position your product as well as answer to their problems which ultimately brings more kind of you know revenue right.

And then for marketing- ICP helps by narrowly targeted campaigns, crafting content that resonates with the person most likely to buy from. So, here you are actually talking about personalization. And then for other departments how ICP is important. So, once your other departments know what kind of ideal customer profile a business is having in their mind, the product team can add new features or stop making changes that turn ideal customer away.

So, once you know this particular is my ideal customer if you demand something extra in a particular product or solution, you can ask your product team to work on those solutions or new features or if your particular ideal customer is not interested in one of the part of the particular product or solution you can again take a different call and you can just get away or rid of those kind of you know features which actually turning away your ideal customers.

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Ideal Customer Profile

Ideal Customer Profile (ICP) – How to create ICP?

- Identify your super-users: Your ICP is likely to be a company (or group of companies) that already buy from you.
- Reach out to your customers: Look at your customer data to see who...
 - Spends the most money. *\$K -*
 - Uses your product the most. *-*
 - Gets the most value. *-*
- Analyse the data: *What commonalities unite your best customers?*
- Build your ICP template
- Improve your ICP

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So, ideal customer profile - how to create it? So, as we know the ideal customer profile can we create it? So, yes, so, there are steps different steps one must follow; first one is to identify your super users that is your existing customers. So, your ICP is likely to be a company that already buy from you right. So, look at your customer data to see who spends the most amount of money right, uses your product the most and gets most value from it.

So, if someone ticks all these brackets that particular business account or a firm is nothing, but your ICP or ideal customer profile and then you can work out on what commonalities unite your best customers right.

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Ideal Customer Profile

Ideal Customer Profile (ICP) – How to create ICP?

- Identify your super-users
- Reach out to your customers**
- Analyse the data
- Build your ICP template
- Improve your ICP

If you can narrow your base of super-users to around ten, interview them to discover why they love your product.

Specifically, find out...

- How they found you. ✓
- How they made the decision to purchase your product.
- How you solve their problems/provide them with tangible benefits.

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Second stage once you know this second stage is to reach out to your customers. So, if you identified a particular customer then reach out to them if you can narrow your base of super-users to around ten, interview them to discover why they love your product or solution.

And try to find out answers to questions like how they found you right, maybe someone said we found you from particular trade show; that means, a trade show is a good way of reaching out to your target audience.

Ask them how they made the decision to purchase your product right, is it a collective decision is it something which is influenced by top leadership or management and also ask them how you solve their problems and provide with intangible benefits. So, you can also know which kind of features or benefits you can focus upon when targeting the similar kind of companies in future.

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Ideal Customer Profile

Ideal Customer Profile (ICP) – How to create ICP?

- Identify your super-users
- Reach out to your customers
- Analyse the data
- Build your ICP template
- Improve your ICP

The information you glean from speaking with your existing customers can help you uncover some key trends or patterns which you can then use to repeat your success.

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Once you do that analyze the data, as I said you identified your super users you know narrowed down to let us say 8 or 10 kind of companies and you collected data, you ask them several questions, you have the data now, analyze the data, the information you glean from speaking with your existing customers can help you uncover some key trends and or even patterns which you can then use to repeat your success.

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Ideal Customer Profile

Ideal Customer Profile (ICP) – How to create ICP?

- Identify your super-users
- Reach out to your customers
- Analyse the data
- Build your ICP template
- Improve your ICP

This is the stage where you bring your sales intelligence ICP to life.

Use the following criteria to define your ICP:

- Industry ✓
- Location ✓
- Company size ✓
- Budget ✓
- Buying process ✓
- Job title of decision-makers ✓
- Pain points ✓
- Business goals ✓
- Technologies already using ✓
- Other common attributes - LinkedIn ✓

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And then coming to the next stage that is build your ICP template. So, this is something what and kind of you know result or output of this particular stage wise process. So, this is the stage where you bring your sales into region ICP to life.

So, use the following criteria to define your ideal customer profile now mention their industry, location, company size, budget, buying process, job title of decision makers, pain points, business goals, technologies already they are using and other common attributes like their presence on LinkedIn for say.

And then based on this information this kind of template you can create which we are calling it as an ICP template. So, here for example, a particular company operating in financial legal or SaaS industry located in US having of like you know it is a funded startup less than 20 employees only budget is around 10000 dollars per month and the key decision makers are mostly CEO and sales managers, the pain points are generating high quality leads and they are losing time to data entry.

So, they are maybe having a manual kind of you know data database maintenance and all and then there was their business objectives and then notable attributes about that particular companies like they have a reputation as SaaS industry thought leaders or something like that.

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Ideal Customer Profile

Ideal Customer Profile (ICP) – How to create ICP?

- Identify your super-users
- Reach out to your customers
- Analyse the data
- Build your ICP template
- Improve your ICP

The needs of your customers and the wider market can change quickly.
Be aware of these changes and adapt your ICP to match.

Swayam 69

And once you have this template ready improve your ICP again and again. So, the needs of your customers and the wider market constantly changes. So, be aware of these changes and adapt your ideal customer profile to match these changes.

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Ideal Customer Profile

ICP Template – Important Attribute

External Attributes

- **What is the company size?**
 - Knowing the company's size helps you get an idea of your customer's problems and how you should proceed when targeting them.
 - Example: company X has 250 employees.
- **What is their annual revenue?**
 - Understanding their revenue might help you draft pricing for your services, and make an offer for a reasonable budget.
 - Example: company Y has a revenue of \$10M per year.
- **Where is the company located?**
 - Depending on where the company is located, you may face more barriers when selling your products or services, or incur higher costs.
 - Example: company Z has offices in both China and the United States.

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So, ICP template there are some important attributes there might be repetition, but this is more like in a detail what exactly we are doing here. First try to cover the external attributes. For example, what is the company size? Knowing the company size helps you get idea of customer's problems and how you should proceed with targeting them, like for example, company X has only 250 employees.

Then next attribute important is annual revenue, what is their annual revenue? For example, company Y has an annual revenue of 10 million dollars per year. So, this will helps you understand their revenue might help to draft pricing for your services what if their revenue is. So, less and your products are so pricey. So, it is nothing to waste time.

So, there is more question that you can ask is where is the company located? How this is important because depending on where the company is located you may face more barriers when selling your products or services or incur higher cost as well. So, that is why location is important say for example, companies that is in either China or they have both operations in China and US as well.

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Ideal Customer Profile

ICP Template – Important Attributes

The Problem

- **What specific problem are you trying to solve?**
 - What is your customer's problem? Rather than describing the tangible matter, explain how it affects their bottom line.
 - Example: my customer's website is riddled with translation issues that affect their sales (visitors leave the website / lose trust).
- **How aware is the customer?**
 - Is your ideal customer even aware that they have a problem?
 - For example, if they've never heard of SEO, are you going to send them an e-mail titled "SEO writing services"? Of course not! ✓
 - Likewise, even if the customer is problem-aware, they may not know that a solution exists for it.
 - Example: the customer is familiar with my solution, but their current provider is making a lot of mistakes / has an inferior product.
- **What technologies are they currently using?**
 - Know your competitors. But most importantly, know which competitor your ideal customer is using.
 - By utilizing this information, you can help your potential clients understand what's the difference between you and their current provider.
 - Example: the customer uses Lionbridge for translation needs, however, this company doesn't offer fast turnarounds.

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Next, once you listed down all the external attributes talk about the problems, what specific problems are you trying to solve? So, what is your customer's problem? Rather than describing the tangible matter, explain how it affects their bottom line right. So, it is not it is not good to retreat the same thing which your customer already knows. Help him realize that what particular pain point is affecting at what kind of you know revenue or model in which kind of an area or product line.

So, example my customer's website is riddled with translation issues that affect their sales; that means, visitors leave the website and loss lose trust. So, like you know losing out the traffic is what ultimately kind of pain point or problem that a particular customer is facing and then you need to realize a particular company that because of this you will get you know lesser leads in the pipeline that will again minimize the chances of getting those leads converted and getting the actual remaining.

Ask about; how aware is the customer? Is your ideal customer even aware that they have a problem? Most of the times business do not know a particular root cause of the problem and they are just identifying a solution which is not actually targeting the particular pain point or problem. So, for example, if they have never heard of SEO right, in this previous example because some customers website is riddle with kind of you know maintaining the kind of traffic to their web page and they have not heard of SEO.

Are you going to send them an email title SEO writing services? Of course, not right, because they do not realize that kind of you know connection between a particular finding that is happening on the website and particular cause of that particular problem. So, explain the customer about can make him familiar with your solution and make him realize that how particular SEO will help them to kind of you know avoid those kind of issues about losing out traffic on their website

Ask about; what technologies are they currently using? Collect data on this, know your competitors. But most importantly, know which computer your ideal customer is using and then by utilizing this information, you can help your potential clients understand what is the difference between you and their current provider. And then you can kind of you know have convincing kind of you know interaction with your customer.

For example, the customer uses line bridge for translation needs; however, this company does not offer fast turn or. So, maybe you can identify some cons of particular software that is already being used by customer X and then you said that you know as compared to this particular x y z software ours is the best in terms of these these these parameters.

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The slide is titled "Ideal Customer Profile" and contains the following content:

Ideal Customer Profile

ICP Template – Important Attributes

Buyer Personas

- **What title does your “contact person” hold?**
 - Are you trying to sell to HR, marketing, sales? Understand what position your buyer persona holds to make it easier to reach them.
 - Example: my buyer persona is Chief Financial Officer at Company Z.
- **What is their age/gender/education level?**
 - The more personal information about your buyer persona you can gather, the better.
 - Their background should not be underestimated, at this allows you to decide how to address them, as well as being more personal with them (if adequate).
 - Example: they are 45, male, and have completed a Bachelors Degree in Business Management.
- **On what channels can you reach them?**
 - This goes without saying: whether they hang out on LinkedIn, Twitter, or lesser-known forums, recognizing where to reach your buyer persona is a big step towards acquiring them as customers.
 - Example: my buyer persona is active on both LinkedIn and ProductHunt.

At the bottom of the slide, there are logos for Swayam and a page number 72.

And then buyer personas so, ICP template provides you buyer persona. So, what title does your “contact person” hold? What is their age, gender, education level? Right, because this background should not be underestimated at this allows you to decide how to address them right, when you are interacting with them you should know what their

kind of you know designation is, what at what level of organizational hierarchy they are working, how many employees or team members are reporting to them, that is all sort of information is very much required.

And again ask them; on what channels can you reach them? Right. So, identify channels through which a particular decision maker is available on. This goes without saying that whether they hang out on LinkedIn, Twitter or lesser- forums, recognizing where to reach your buyer persona is a big step towards acquiring them as customers right.

So, maybe you can find out that particular X customer is spending more time or the decision maker at that company is spend easily approachable on LinkedIn, use LinkedIn as a platform to get connect with him.

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The slide is titled "Ideal Customer Profile" and contains a section "ICP Template – Important Attributes". Underneath, it lists "The Solution" with three bullet points, each followed by a list of sub-points and an example.

- **How does your product, service, or software help?**
 - Something as simple as an elevator pitch is good enough to get started with this section.
 - What is it that your business really does? Rather than “we sell SEO services”, try to put the *benefit* or *value* at the center of the solution. If possible, be specific.
 - **Example:** we help customers get more organic traffic from Google.
- **What differentiates you from their competitor?**
 - Not overall, but *this specific competitor*. Why are you better than company ABC at solving problem XYZ?
 - **Example:** our translation app automatically detects duplicate segments and instantly updates new translations on your website, whereas company ABC still has to do those updates manually.
- **How does your solution fit into their current goals?**
 - This might be hard to figure out before having several meetings with your ideal customers, but still an excellent attribute to keep in mind.
 - **Example:** our project management app includes an auto-scheduler that helps XYZ.com keep on top of its content marketing strategy.

At the bottom left of the slide, there are logos for "Swayam" and "eGangotri". At the bottom right, the number "73" is displayed.

And finally, put forth your solution, how does your product service or software help? Something as simple as an elevator pitch is good enough to get started with this section. What is it that your business really does? Rather than “we sell SEO services” right, so, try to form your solution or pitch your solution around the problem that are faced by your customers.

What differentiates you from their competitors? Is again an important area to look for, so, not overall, but this specific competitor. Why are you better than company ABC as

solving problem XYZ? So, you need to communicate and convince the particular client when he is already using a particular competitor's products or services.

And then, how does your solution fit into their current goals? The most important part.

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Ideal Customer Profile

ICP – example

	No Fit	Workable Fit	Complete Fit	Score
Need	The prospect doesn't acknowledge the problem you solve. 0	The prospect acknowledges the problem but don't consider a solution a priority. 1	The problem exists and prospects are searching for solution. 2	
Time	Success can't be achieved by the prospect's or your deadline. 0	There is time to deploy your solution but little to no buffer. 1	There is time to deploy your solution and there is buffer for the unexpected. 2	
Success	The prospect has no direct or related success in this area. 0	Prospect has no relevant success but knows they're hiring you to learn. 1	Prospect has relevant experience necessary to assess your performance. 2	
Budget	Client/Customer cannot afford your solution and has no buffer for error. 0	Client can afford your profitable solution but has little to no buffer for error. 1	Client can afford your profitable solution and has buffer for the unexpected. 2	
Winners	Can't identify personal wins for Decision Makers and Influencers. 0	Personal wins are clear but Decision Makers or Influencers lose if you win. 1	Personal wins identified for all Decision Makers and Influencers. 2	

Source: The Five Abilities LLC

This might be hard to figure out before having a several meetings with your client, but still an excellent attribute to keep in mind.

So, for example, in a light at the end we can have an example of ICP. So, there are different parameters are there right. So, let us say need from that particular business, customer time, success, budget and winners.

And then you can have three kind of you know categories; no fit, workable fit and then complete fit right. So, for example, the prospect does not acknowledge the problem you solve right. So, if he is not acknowledging any problem that you solve; that means, it is a no fit for you. So, you assign 0 to him. The prospect acknowledges the problem, but do not consider a solution a priority you just cannot neglect that particular customer he might be get converted into a actual customer. So, assign him 1.

And the problem exist and prospects are searching for a solution, if this is the case you give him 2 out of 2 and then you mark the score here at the last kind of you know panel to get an aggregate score. So, there are different parameters for again let us say time,

whether the particular prospects or you know kind of the particular prospect can be converted into a final customer within a specific time or not.

Budget also; winners for example, cannot identify personal wins for decision makers and influencers to personal wins identified for decision makers and influencers. So, based on the interaction of your sales team with the customer you can assign different scores whether the particular customer fit is a workable fit or it is an absolute or complete fit based on that you can give scores and then you can have an aggregate score and then you can approach that particular client based on that particular ideal customer profile that is created.

Now, let us look at one of the example of how this ideal customer profile can help.

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Ideal Customer Profile

Case-based discussion:

Company:

- LiveRamp a company offering a data connectivity platform, was an early adopter of an account-based marketing (ABM) strategy. They knew that being able to target audiences and demand using an ideal customer profile was the way to reach and engage the right buyers at the right times.
- And they saw good results with ABM, but knew they had to level up to reach and engage new buyers as they expanded and added to their portfolio of offerings. Their ABM approach – and the tools they used – had to evolve into ABX – account-based end-to-end experiences.

ABM → ABX

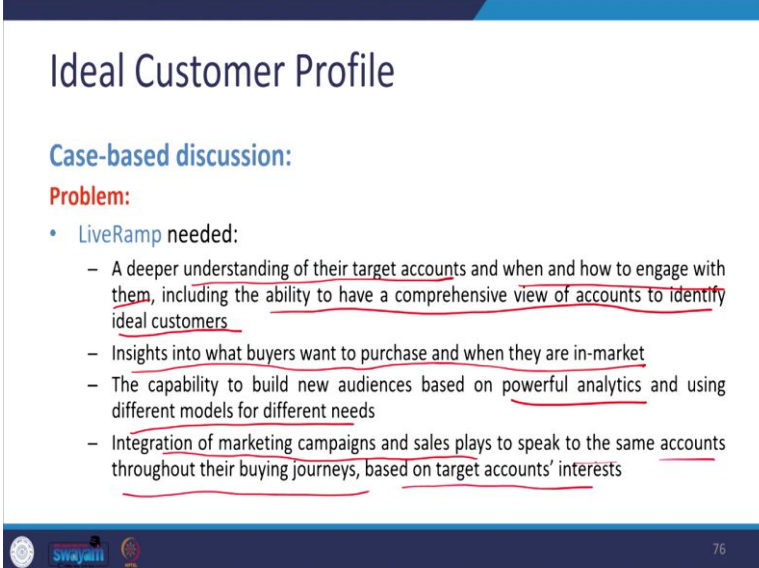
75

So, LiveRamp is a company in US offering a data connectivity platform, which was an earlier adopter of an account-based marketing. So, the particular LiveRamp company has already has account based marketing strategy in place at their company. They knew that they being able to target audiences and demand using an ideal customer profile was the way to reach and engage the right buyers at the time.

But they saw good results with ABM, but knew they had to level up to reach and engage new buyers. So, this LiveRamp is already having that ABM strategy at place and it is working fine, but they want to expand, they want to grow and that is why they need

something extra in this account right. So, their ABM approach and the tools they use had to evolve into ABX account based end to end experience. So, how to move from ABM account based management to account based experiences right that is that is what the kind of you know transition a particular company wants to make.

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The slide is titled "Ideal Customer Profile" and contains a "Case-based discussion:" section. Under "Problem:", it lists "LiveRamp needed:" with four bullet points. The text in the slide is underlined in red. At the bottom left, there are logos for Swigam and another organization. At the bottom right, the number "76" is displayed.

Ideal Customer Profile

Case-based discussion:

Problem:

- LiveRamp needed:
 - A deeper understanding of their target accounts and when and how to engage with them, including the ability to have a comprehensive view of accounts to identify ideal customers
 - Insights into what buyers want to purchase and when they are in-market
 - The capability to build new audiences based on powerful analytics and using different models for different needs
 - Integration of marketing campaigns and sales plays to speak to the same accounts throughout their buying journeys, based on target accounts' interests

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So, what they are required, what are they needed? So, a deeper understanding of their target accounts right that is the first important thing they are looking for and when and how to engage with them. So, not just information how to engage the particular kind of you know target accounts in a timely manner that is also one thing that they required. Including the ability to have a comprehensive view of accounts to identify ideal customers right. So, they have to have kind of you know comprehensive view line of one stop solution for all the kind of you know accounts in one go.

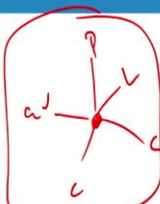
So, they need insights into what buyers want to purchase and when they are in-market right. So, they want to know those triggers and spikes. So, the capability to build new audiences based on powerful analytics and using different models for different needs and they also require integration of marketing campaigns and sales. You know so, as to speak to the same accounts throughout their buying journeys, based on the targets accounts' interest.

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Ideal Customer Profile

Case-based discussion:

Solution: Gain a Single Source of Truth for Marketing



Customer Data Platform (CDP) from D&B Rev.Up ABX helped LiveRamp to build their ideal customer profile and have a single source of truth for account data, as well as creating target segments, activating across channels, and prioritizing inbound leads.

- With that single source of truth, they then had the power to:
 - Learn:** Unify data for a single source of truth and create ideal customer profiles that let them create company maps of accounts for true understanding of their buyers
 - Target:** Use AI-driven modeling to create audience segments for different purposes, such as industries, business size, or solution interests for more focused campaigns and sales plays
 - Engage:** With more comprehensive and insightful data, LiveRamp could craft more relevant messaging to capture attention and convert buyers
 - Measure:** Use data to understand each point in their buyers' journeys so they could efficiently and effectively deliver marketing campaigns and sales plays

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So, there are multiple needs or multiple requirement or multiple pain points we can say they are facing. So, these are the problems. So, what is the solution then? The solution is to gain a single source of truth for marketing. What is single source of truth for marketing? Is something like everything at one place all the data relating to prospects leads customers right, everything competitors and then events everything at one place that is what we are talking about as a single source of truth for marketing.

So, what LiveRamp actually require is a customer data platform. So, they actually took help from D and B that is Dun and Bradstreet, ABX which help them LiveRamp to build their ideal customer profile. So, how this particular CDP kind of you know tool provided by Dun and Bradstreet a famous strategy consultant help LiveRamp to build their ideal customer profile ICP right. So, that is where they kind of you know help them.

And have a single source of truth for accounts data, as well as creating target segments, activating across channels and prioritizing in boundaries. So, this CDP that is a customer data platform provided by Dun and Bradstreet bring different kind of solutions to the same set of problems. So, with that single source of truth then they had the power to. So, see what LiveRamp was able to do after implementing these customer platform. So, the particular CDP unified data for a single source of truth and create ideal customer profile that let them create company maps of accounts.

Then targeting also the particular use of Ai-driven modeling to create audience segments for different purposes, such as industries, business size, solution interest and all. The

particular CDP or customer data platform also help LiveRamp to engage more effectively because it provides more comprehensive and insightful data LiveRamp could craft more relevant messaging to capture attention and convert more bias from its pipeline.

And finally, the particular CDP or customer data platform from D and B helped LiveRamp to kind of you know measure those kind of results as well effectively. So, for example, they use data to understand each point in the buyer journey so they could efficiently and effectively deliver marketing campaigns and sales place. So, it is more about planning the entire sales process. So, that is how the CDP help LiveRamp.

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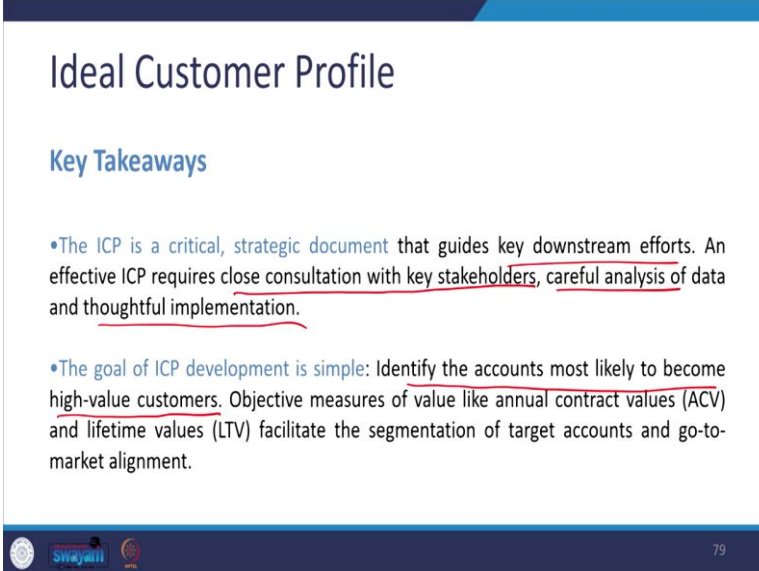
The slide is titled "Ideal Customer Profile" and contains a "Case-based discussion:" section. Under "Results:", there are two main bullet points. The first bullet point states: "LiveRamp was able to uncover a new universe of accounts and engage with the right buyers at the right times with multitouch campaigns and sales plays." The second bullet point is "The company saw:" followed by three sub-bullets: "2X increased reach", "Higher engagement, with a response or interaction from 33% more of their reached target accounts", and "4X more MQLs (Marketing Qualified Leads)". There are red checkmarks next to the sub-bullets and red underlines under "multitouch campaigns and sales plays" and "33% more of their reached target accounts". The slide footer includes a Swajali logo and the number 78.

So, results for LiveRamp is that LiveRamp was able to uncover a new universe of accounts and engage with the right buyers at the right times with multi touch campaigns and sales plays. That is what offering that is what the advantage of bringing that CDP or customer data platform into the picture.

So, the companies saw two times increase in reach, companies saw higher engagement, with response or interaction from 33 percent more of their reach target accounts and four times improvement in marketing qualified leads right. So, MQLs Marketing Qualified Leads. So, that that kind of benefits were happened for LiveRamp when they adopt that you know kind of you know website or CDP from Dun and Bradstreet. So, as to so that

they can create ideal customer profile template and then approach that particular ICP across sales departments.

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The slide is titled "Ideal Customer Profile" and features a "Key Takeaways" section. It contains two bullet points. The first bullet point states: "The ICP is a critical, strategic document that guides key downstream efforts. An effective ICP requires close consultation with key stakeholders, careful analysis of data and thoughtful implementation." The second bullet point states: "The goal of ICP development is simple: Identify the accounts most likely to become high-value customers. Objective measures of value like annual contract values (ACV) and lifetime values (LTV) facilitate the segmentation of target accounts and go-to-market alignment." The slide footer includes a Swajal logo and the number 79.

Ideal Customer Profile

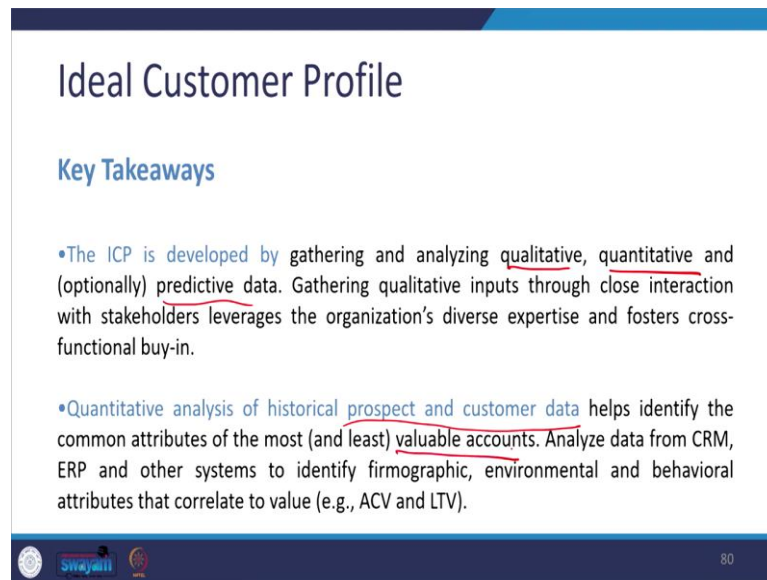
Key Takeaways

- The ICP is a critical, strategic document that guides key downstream efforts. An effective ICP requires close consultation with key stakeholders, careful analysis of data and thoughtful implementation.
- The goal of ICP development is simple: Identify the accounts most likely to become high-value customers. Objective measures of value like annual contract values (ACV) and lifetime values (LTV) facilitate the segmentation of target accounts and go-to-market alignment.

So, the key takeaways from this is that the ICP is a critical, strategic document that guides key downstream efforts, what you are going down going to do down the line it is. An effective ICP requires close consultation with key stakeholders, careful analysis of data and thoughtful implementation.

The goal of ICP development is simple to identify the accounts most likely to become high value customer that is the single most objective of performing this exercise of creating ICP. The objective measures of value like annual contract values and lifetime values facilitate the segmentation of target accounts and go to market alignment.

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Ideal Customer Profile

Key Takeaways

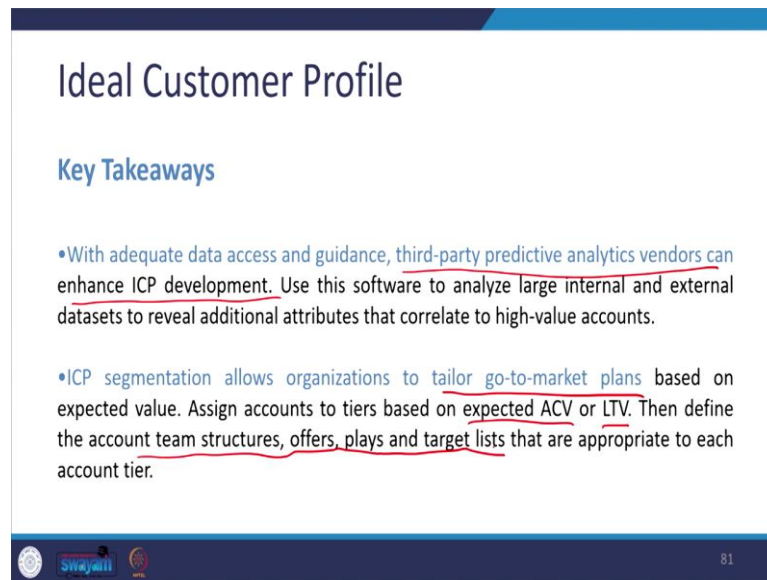
- The ICP is developed by gathering and analyzing qualitative, quantitative and (optionally) predictive data. Gathering qualitative inputs through close interaction with stakeholders leverages the organization's diverse expertise and fosters cross-functional buy-in.
- Quantitative analysis of historical prospect and customer data helps identify the common attributes of the most (and least) valuable accounts. Analyze data from CRM, ERP and other systems to identify firmographic, environmental and behavioral attributes that correlate to value (e.g., ACV and LTV).

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The ICP is again development of by gathering and analyzing qualitative, quantitative and optionally sometimes predictive data as well. Quantitative analysis of historical prospect and customer data helps identify the common attributes of the most valuable account. So, it is important to identify the common attributes.

So, that it is similar to what we are going to talk about the buyer persona. So, those ICPs or the companies which are matching the similar kind of ICP template that we have created we can use that data from CRM, ERP and other systems and then channelized our efforts to convert or focus on those particular leads.

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Ideal Customer Profile

Key Takeaways

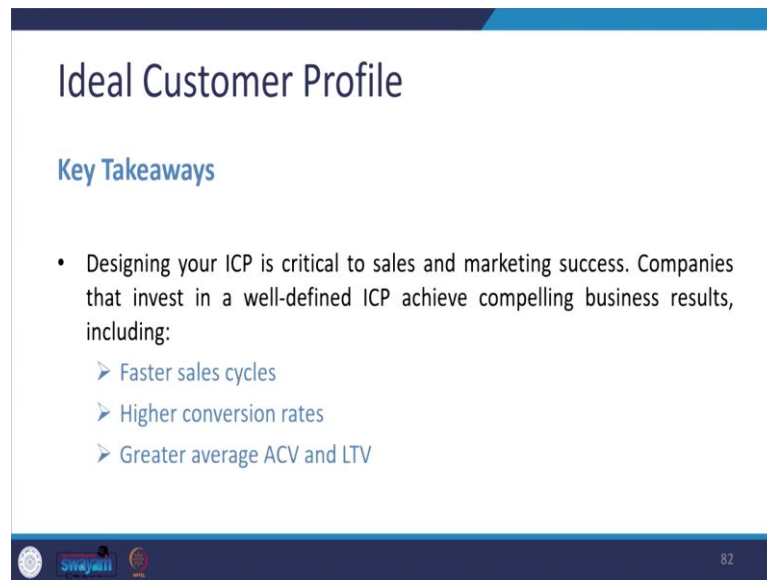
- With adequate data access and guidance, third-party predictive analytics vendors can enhance ICP development. Use this software to analyze large internal and external datasets to reveal additional attributes that correlate to high-value accounts.
- ICP segmentation allows organizations to tailor go-to-market plans based on expected value. Assign accounts to tiers based on expected ACV or LTV. Then define the account team structures, offers, plays and target lists that are appropriate to each account tier.

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With adequate data access and guidance third-party predictive analytics vendors can enhance ICP development also. It is not like you are creating ICP in house you can take you know kind of you know help from other kind of third party predictive analytics also to improve on your ICP.

Remember the last step that we saw in ICP creation process to improve it again and again right. So, ICP also helps you segmentation and in terms of organization to tailor their go to market plans based on expected value. So, assign accounts to tiers based on expected ACV or lifetime values and then define the account team structures, offers, plays and target lists that are appropriate to each account here.

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The slide features a dark blue header with the title 'Ideal Customer Profile' in white. Below the title, the section 'Key Takeaways' is highlighted in blue. A bullet point states that designing an ICP is critical to success, with three sub-points: faster sales cycles, higher conversion rates, and greater average ACV and LTV. The footer contains a Swajati logo and the number 82.

Ideal Customer Profile

Key Takeaways

- Designing your ICP is critical to sales and marketing success. Companies that invest in a well-defined ICP achieve compelling business results, including:
 - Faster sales cycles
 - Higher conversion rates
 - Greater average ACV and LTV

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And then finally, designing your ICP is critical to sales and marketing success. Companies that invest in well-defined ICP achieve compelling business results or success.

So, for example, in creation of you know faster cycle sales cycles, higher conversion rates and greater average ACV and LTV also. So, that comes to third objective of this week of defining and creating ideal customer profile using sales intelligence software.