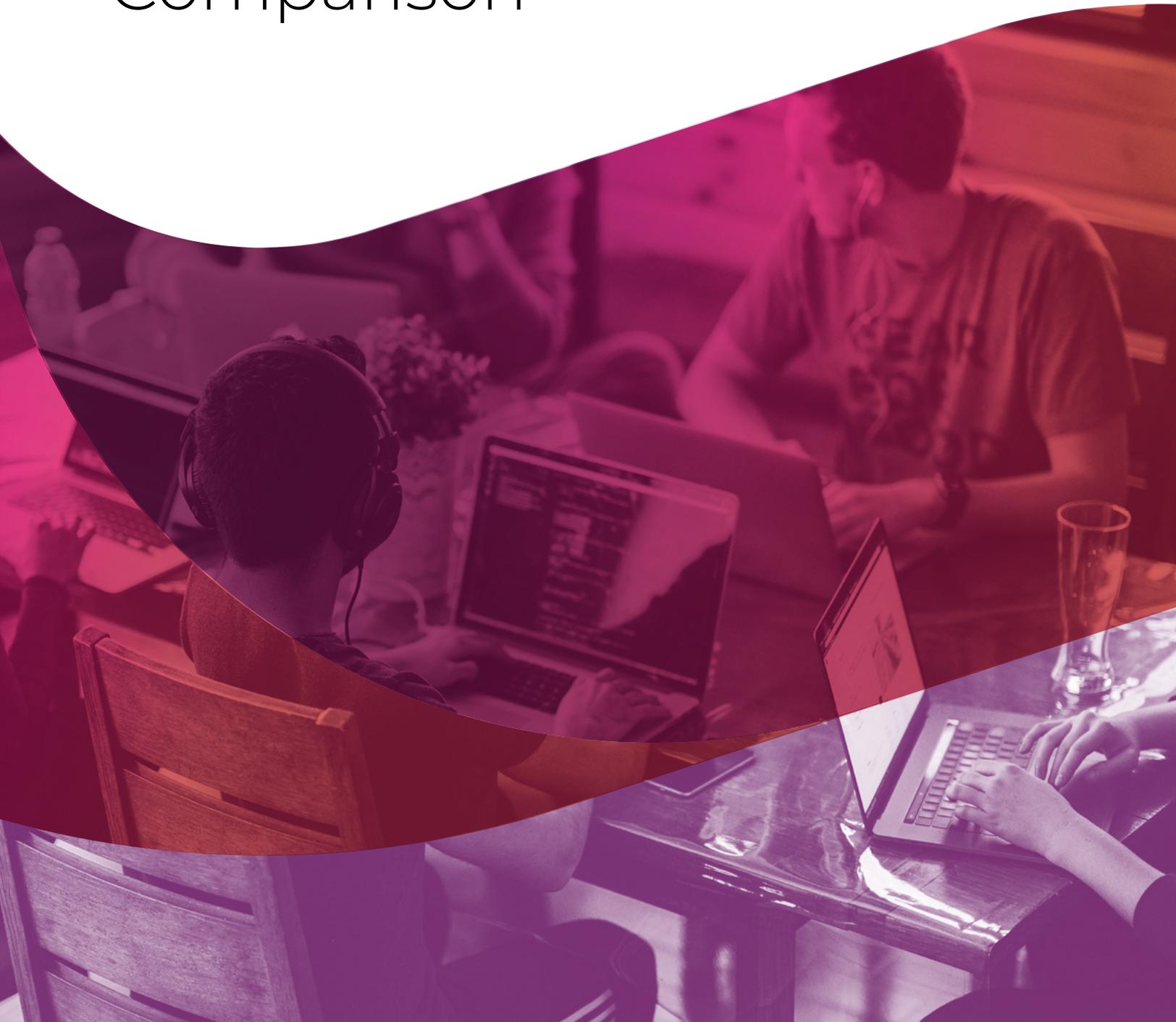




ICP and Buyer Persona: a Side-by-Side Comparison



What's the difference between an ideal customer profile and a buyer persona? Here's a quick side-by-side comparison of the two to help you determine which one to use in your digital marketing strategies.



IDEAL CUSTOMER PROFILE	BUYER PERSONA
1. Company size and revenue: to determine if the company can afford product/service	1. Company or department budget: to determine the ability to purchase
2. Job role: to identify the decision-maker	2. Job role/responsibility/seniority: to identify relative position in the organization
3. Buying cycle: to determine readiness to purchase (as determined by intent data)	3. Buying committee participation: to determine decision-making status
4. Focuses on the needs of the business to reduce wasted resources	4. Focuses on the customer to deliver a better experience
5. Used for account-based marketing and lead generation	5. Used for lead generation and marketing segmentation
6. Region/Country: for geo-targeting purposes	6. Geography: to localize marketing and promotions
7. Technologies used	7. Professional specialties and expertise
8. Trigger events: promotion, role switch, new team	8. Trigger events: new team, role switch, promotion
9. Objections: rates, C-suite, compatibility, multiple decision-makers, high risk, lack of knowledge, too complicated	9. Obstacles: cost, lack of knowledge, poor website design, lack of shipping options, not urgently needed, too complicated
10. Goals: growth, expansion, conversions, retention, employee churn, simplified processes	10. Goals: revenue growth, streamlined processes, better allocation of resources
11. Pain points: lousy vendors, inefficient systems/processes, customer acquisition/retention	11. Pain points: financial, productivity, convenience, long/confusing buyer journey

Collecting, storing, analyzing, and cleaning your data is key to perfecting your ICP and enhancing your marketing and sales initiatives. You can do this with a customer data platform.

WANT TO LEARN MORE ABOUT HOW IT WORKS?

Click here to learn how to [revolutionize the way you use customer data!](#)