



ICP Template





Developing your ideal customer profile is essential for a successful ABM marketing campaign, but that doesn't mean it has to be a hard process.

To build an ICP that truly reflects the “DNA” of your ideal customer, you'll need much more granular data than what you have right now in your CRM or Marketing Automation. However, you probably have enough to make a start, or at least know some of the key criteria you want to focus on. Use this template to clarify the thoughts and insights of your marketing and sales team. Once that is done, a basic ideal customer profile should emerge.

Here's the information you need to gather to make that happen.

1. IDENTIFY YOUR BEST CURRENT ACCOUNTS

List 5-10 of your top-tier accounts, choosing the ones that are most beneficial to your company overall.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

2. IDENTIFY YOUR DREAM CUSTOMER WISH LIST

List 5-10 accounts you'd like to have in a perfect world. (Think big here; the sky's the limit.)

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

3. IDENTIFY THE CHARACTERISTICS THAT ARE COMMON TO THE TWO LISTS ABOVE

Based on the accounts you have identified above, list the characteristics that are common to all these accounts. Use the following factors to determine commonalities.

Industries Represented

1. _____
2. _____
3. _____
4. _____
5. _____

Company Size

Small business
Mid-Level business
Enterprise-Level business

Geographical Locations

Global
Regional
Local

Annual Revenue

\$1 M
\$10 M
\$100 M
\$101+ M

Budget

Less than \$1M
\$1 M to \$5 M
\$5M to \$10 M
Greater than \$10 M

TECHNOLOGIES USED

Choose technologies that are currently used by the companies that either integrate with your product or service or that attempt to deliver a similar product or service to yours.

1. _____
2. _____
3. _____
4. _____

Number of Employees

Less than 100

100 to 1,000

1,000 to 10,000

10,000+

Roles/Function

C-Suite

Mid-Level Manager

Department Head

Frontline Manager

Key Decision Makers/Stakeholders

Owner

CEO

CFO, CIO, CMO

Influencers

Managers

Department Heads

VPs

Employee Focus Groups

Innovation Teams

Level of Technology Maturity

New to Digital Technology

Some level of maturity, but still using manual processes

Digitally mature

Digitally mature and looking to build on a current martech stack

Major Pain Points

Inefficient processes or workflows

Difficulty transitioning to digital processes

Inability to increase revenues or desire for greater revenue growth

Scaling difficulties

Regulatory compliance issues

Other

Business Goals

Increase revenue

Streamline processes

Build new processes or capabilities

Buying Roadblocks

Budgeting constraints

Regulatory compliance issues

Lack of executive buy-in

Decision paralysis

Lack of clarity regarding ownership of decision authority

Channels Used for Communication/ Education

Website

Trade Show materials

Social Media Marketing

Cold calls

Completing this customer profile is only the first step to improving your marketing and sales campaigns. Now, you need a way to enhance your data and analytics and centralize your ICP.

You can do that with Leadspace's customer data platform.

WANT TO LEARN HOW?

[CDP: Is it Really Your Single Source of Truth for Sales and Marketing?](#)

You can learn more by watching
our free webinar on
**CDP: Is it Really Your Single Source of
Truth for Sales and Marketing?**

Free webinar