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Sample B2B
Segmentation Guide

B2B segmentation can be a gold mine for marketers, but only if done properly. In this guide, we'll cover the best data to use for segmenting your ABM campaigns.

Deciding Which Groups to Target

As you're developing your customer profiles and target lists, you'll want to consider which groups will benefit your business the most.

Segmenting is about serving your audience and growing your company. If you feel a particular group has higher revenue potential, you may want to go after them instead of a lower-potential customer group.

Generally speaking, you should segment campaigns based on:

- **Firmographics:** Company size, industry, annual revenue, region, etc.
- **Behavior:** How have they interacted with your content, website, sales teams, etc.?
- **Needs:** Are they looking for specific products or features, or showing intent on a certain topic?
- **Sophistication:** Are there technologies that if in use would make them a likely target?
- **Tiers:** Rank customers based on their revenue potential and how well they match your sales and marketing strategies.

Of course, this isn't an all-inclusive list of segments you can use, but this should get you started on the right path.

Use the Data to Develop Customer Profiles?

Once you have your company-level segments created, it's time to develop customer profiles at the person level. You can take multiple approaches with this. For instance, you can create:

- **Simple Personas:** People filtered by specific criteria (or combination of filters) like job function, title, or seniority.
- **AI Personas:** People who likely fit a profile based on AI analysis of a mix of attributes like job function, skills, expertise, technology use, seniority, etc.
- **Buying Groups:** Combinations of personas normally involved together in a buying process.

Simplify Your B2B Segmentation Process

Before you dive into your B2B segmentation, you want to ensure you have the right tools to simplify the process. Using a CDP like Leadspace can help save you time, effort, and money. When used correctly, it can even boost your revenue.

Leadspace's new Segment Builder can amplify your ABM campaigns by giving you an intuitive tool to combine several filters across firmographics and 1st-party data to create a comprehensive segment. Then you can analyze and implement it across whatever channels you're using (ads, marketing automation, etc.).

Curious about becoming more customer-focused? Then watch the webinar: The Secret to Customer Obsessed Marketing Ops to learn more.

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