Create Your Own ICP

Use this worksheet to guide you through the ICP building process.

1. Build your data foundation.

Enrich your source of truth (CRM software, CDP software, etc.) with accurate and fresh data. To accurately define your ICP, you'll want to make sure you have complete firmographic and technographic data (like company size, technologies used, industry, etc.) for accounts in your database.

2. Define success criteria.

Ask yourself what your business is trying to accomplish to define the success criteria for your ideal customer. If you're looking to maximize revenue growth, you may want your success criteria to be high annual contract value (ACV). If your main goal is long-term customer retention, you may want to focus on finding companies with a high lifetime value. Determine what matters most to your company before diving into the analysis.

Write your success criteria:

3. Look at the past to determine your best-fit customers.

Utilizing the data foundation you established in step one and the success criteria you selected in step two, analyze historical data to gather quantitative learnings on your best-fit customers. If you selected high

ACV as a success metric, identify past customers that have a high ACV. Additionally, it's important to talk with your sales and customer success teams to gather qualitative data. While data is critical to building an ICP, it doesn't always tell the whole story.

Paste a link (Google sheet, Salesforce report, etc.) to a list of your most successful customers:

Notes from talking with your sales and customer success teams:

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4. Find shared traits.

Analyze your data set for shared firmographic and technographic traits like industry, number of employees, or country, for example. You may notice that your customers with the highest ACV all have 100-500 employees, use HubSpot, and are located in North America. Looking for commonality among your best-fit customers brings you to the 5th and final step.

List shared firmographic and technographic traits here.

Firmographic traits
(e.g., industry type, organizational size, and total sales revenue)

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Technographic traits
(e.g., CRM software used, project management software used, etc.)

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5. Create your ICP.

Based on the shared traits established in the step above, create a silhouette to define your ICP. In this step, it's important to create a clear definition but stay away from getting too narrow. You can also repeat this process and create other ICP segments depending on the nature of your business.

Your ICP

Industry type:

Employee count:

Technology:

Funding:

Geography:

Etc.:

EXAMPLE IDEAL CUSTOMER PROFILE

Ideal Customer Profile

Companies with more than 5,000 employees
Budget of $10k or more
Located in USA or Canada
Need a 6 month window from time-of-sale to installation