HOW TO CREATE AN IDEAL CUSTOMER PROFILE (ICP)

Your ideal customer is the one who benefits the most from what you're selling and gives your business value in return. Use this template to build a strong, informed ICP for your business.

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STEP 1: GET TO KNOW YOUR ACCOUNTS

Here are some common firmographic and infographic attributes with sub-categories for you to analyze information about your closed-won accounts. Tip: if the company size, technology used, industry, geography, or revenue sub-category don't fit your organization, do not include them.

Company Size	CWA(%) (all attributes should add up to 100%)
50-199 employees	
200-499 employees	
500-999 employees	
1,000-4,999 employees	
Total %:	

Technology Used	CWA(%) (all attributes should add up to 100%)
Marketo	
Eloqua	
Hubspot	
Salesforce	
AWS	
Total %:	

Industry	CWA(%) (all attributes should add up to 100%)
Business Services	
Retail	
Education	
Software	
Manufacturing	
Total %:	

Geography	CWA(%) (all attributes should add up to 100%)
United States	
UK	
Brazil	
Ireland	
Canada	
Total %:	

Revenue	CWA(%) (all attributes should add up to 100%)
$1MM-$10MM	
$10MM-$50MM	
$50MM-$100MM	
$100MM-$200MM	
$200MM-$1B	
Total %:	

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STEP 2: BUILD YOUR ICP

Utilize your top-ranking group of attributes and input them in this chart. Focus on detailed information traits from your closed-won data.

	Top Closed Won Attributes (ICP)
Company Size	
Industry	
Revenue	
Technology used	
Geography	

STEP 3

Utilize this list and transform data into accurate information your team can use to increase targeting to account lists. Use the information from your ICP chart and complete the below.

At, _____ our ideal accountis a _____ with
YOUR organization   industry

_____ located in _____ . Their stack consists of
company size   company size

_____ and they have an annual revenue of _____ .
technology   revenue