

● MARKETING STRATEGY

ICP & Audience *Definition.*

AI-driven ICP and audience research that lives in your CRM and workflows, not in a slide deck no one opens.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with

ICP & Audience *Definition.*

Deep buyer research synthesized into an ICP and operationalized into your systems. For B2B teams whose persona work has gone stale in a folder.

THE PROBLEM ON YOUR DESK

Most persona work is researched once, presented once, and never opened again. If you cannot remember when sales last referenced your persona work, the research was never the problem. The gap is operationalization: getting the ICP out of the deck and into the systems the team works in.

OUR THESIS

The research was never the problem.
Operationalization was.

How the work runs

01 · RESEARCH, SYNTHESIS, OPERATIONALIZATION

01

Research

Primary research at depth: surveys at scale and qualitative interviews with real buyers. The ICP is grounded in what your market actually says.

02

Synthesis

B2B decisions are made by groups, not personas. We synthesize the research into a clear ICP and the buying-group dynamics that decide whether a deal moves.

03

Operationalization

The ICP is wired into your CRM, AI workflows, and content, so sales, demand, and product marketing all use the same definition every day.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ Large-scale surveys and qualitative buyer interviews
- ✓ The ICP wired into your CRM and AI workflows
- ✓ Team enablement to keep the definition current
- ✓ A defined ICP and buying-group view
- ✓ ICP-aligned guidance for content and messaging
- ✓ A working session on the research findings

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

- | | | | |
|--|--|---|--|
| 01 | 02 | 03 | 04 |
| Sharper targeting <i>on the same accounts.</i> | The ICP <i>in the stack, not the deck.</i> | Less pipeline <i>wasted on poor-fit accounts.</i> | One definition <i>every revenue team uses.</i> |

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Sales stopped arguing with marketing about who the customer was.

CMO · MULTI-SEGMENT B2B PORTFOLIO

Get your ICP *out of the deck.*

Talk to a strategist about research-grounded audience definition built into the systems your team uses.

[Book a session →](#)

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