

VALUE CREATION · 06

Segmentation & ICPs

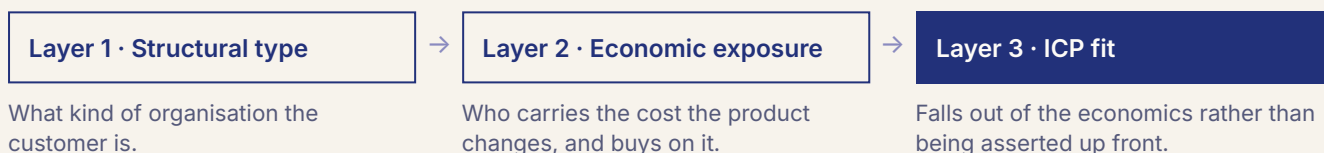
Segmentation built from customer economics shows where the company wins, and where it should stop spending.

THE QUESTION IT
ANSWERS

Which customers actually win, expand and pay back, and is the budget pointed at them?

THE METHOD

Segment by economics, not personas



WHAT WE DO

Cut win rate, NRR and payback by segment, vertical, size, geography and source

Rebuild segmentation in three layers, from structure to economics to fit

Map buying committees and the questions each role asks before it buys

Point targeting and budget at the best-fit segments

WHAT YOU RECEIVE

ICP model with economics per segment

Winnable-market sizing and penetration

Buying-committee and entry-point maps per ICP

Budget allocation by segment and source

METRICS MOVED → ENTERPRISE
VALUE

Win rate and CAC: spend goes where deals close

NRR: best-fit customers expand and stay

Growth: a focused market the plan can actually win

TYPICAL TIMELINE

6–10 weeks

PROOF

Scanmarket: the data put 54% of the market at digital-maturity Level 3, not the 19% the company targeted. GTT Marine: three legacy businesses rebuilt into three ICPs.

Let's talk about your commercial foundation.

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