**In-Market ICP vs. Regular ICP Attributes**

Sample attributes of a regular Ideal Customer Profile (ICP) and an In-Market Ideal Customer Profile (In-Market ICP) **for a marketing services and products company that specializes in dynamic geographic marketing campaigns based on doctors' prescribing behavior for pharmaceutical brand managers.**

**Regular ICP for Marketing Services Company**

Attributes:

* Pharmaceutical companies with brands in competitive therapeutic categories
* Operating nationally, but with significant regional variances in market share
* Utilizes basic, static marketing approaches without leveraging advanced data analytics
* Annual marketing budget ranging from $1 million to $50 million
* Recognizes the need for innovative marketing strategies to increase brand visibility and prescription volumes
* Has a marketing team but lacks specialized expertise in data-driven geographic targeting

Needs:

* Seeks to enhance marketing effectiveness through data-driven insights
* Aims to optimize marketing spend across regions based on prescribing behavior
* Desires to identify and target high-potential prescribers with tailored messages
* Intends to integrate advanced analytics into marketing campaigns for real-time adjustments

**In-Market ICP**

Attributes: (incorporates all from the regular ICP, with added specifics)

* Actively researching advanced data analytics and targeted marketing solutions in the past three months
* Has engaged with content on the effectiveness of geographic targeting and prescriber behavior analytics
* Participated in webinars or demos showcasing dynamic geographic marketing campaigns
* Inquired about case studies or ROI evidence from similar pharmaceutical brands
* Expressed interest in custom solutions for integrating dynamic targeting into existing marketing efforts

Intent:

* Demonstrates an urgent need to deploy dynamic geographic marketing campaigns in the upcoming campaign cycle
* Is evaluating multiple service providers with a focus on sophisticated data analytics capabilities
* Indicates readiness to invest in a solution that promises a clear competitive advantage and measurable ROI within the fiscal year

While the regular ICP provides a baseline of potential customers who fit the profile of needing the company's services, the in-market ICP zeros in on those who are currently in the decision-making process and have shown clear signals of purchase intent. This distinction helps prioritize sales and marketing efforts towards prospects that are most likely to convert in the near term.