



BRITTANY KEEGAN

IDEAL CUSTOMER FRAMEWORK



Introduction

At Redpoint Global, our product evolved significantly over time, but our lead scoring, grading, and ideal customer profiles (ICPs) didn't keep pace. Leads were misclassified, Sales was spending valuable time on bad prospects, and Marketing lacked clarity on who to target. To solve this, I built a comprehensive framework for identifying, qualifying, and prioritizing prospects that can be applied to any organization.

Role & Responsibilities

I architected and led this project end-to-end, designing the methodology, executing research, performing deep data analysis, and delivering a full framework for persona alignment, scoring, and lifecycle optimization. While I owned the process, I collaborated closely with:

- Sales gathering qualitative insights via win-loss interviews.
- Data Science partnering to analyze behavioral signals and customer journey data.

Framework Methodology

Phase 1: Understand the Buyer

- Conducted a win-loss analysis across all opportunities since our last major product update.
- Interviewed Sales reps on strategic drivers of both wins and losses.
- Partnered with Data Science to map behaviors tied to successful outcomes.
- Built updated personas that defined:
 - Decision-making roles
 - Problems and needs
 - Behavioral triggers
 - Preferred engagement styles
- Validated personas with both Sales and Marketing for alignment and usability.

Phase 2: Define Fit & Intent

- Audited outdated Pardot scoring and grading models to assess misalignment with true ICPs.
- Designed a fit-based grading model using demographic, firmographic, and behavioral signals.
- Integrated zero-, first-, second-, and third-party data sources to improve grading accuracy.
- Modeled the downstream impact on lead quality and database composition prior to launch.

Phase 3: Prioritize the Pipeline

- Isolated activities most predictive of conversion and updated scoring weights accordingly.
- Developed a score degradation framework to:
 - Remove “stale” leads from priority queues.
 - Enable previously disqualified leads to re-enter nurture workflows when they re-engage.
- Partnered with Sales Ops and Data Engineering to integrate lifecycle scoring logic across Pardot, Salesforce, and the Redpoint Customer Data Platform (CDP).

Phase 4: Operationalize the Framework

- Implemented the new personas, grading models, and scoring logic in Pardot.
- Synced updated data and scoring outputs into Salesforce for Sales visibility.
- Rolled out in a phased implementation to minimize disruption and ensure adoption.

Results

- Revived a Salesforce-integrated scoring project stalled for 2 years and completed it in 6 months.
- Delivered a replicable methodology for defining, identifying, and prioritizing ideal customers.
- Created personas that became the foundation for campaigns, messaging, segmentation, and sales plays.
- Improved alignment between Sales and Marketing, increasing trust in lead quality.
- Established a flexible, scalable framework designed to evolve with product and market changes.

Skills & Tools Used



Skills

- Persona research
- Behavioral analysis
- Data segmentation
- Cross-functional leadership
- Project Management
- Stakeholder alignment

Tools

- Pardot/Salesforce Account Engagement - scoring & grading configuration
- Salesforce Marketing Cloud - lead status management
- Redpoint Customer Data Platform (CDP) - data management

Conclusion

This framework isn't just a project, it's a methodology I can replicate anywhere. By combining data-driven insights, persona alignment, and operational scalability, I built a system that ensures Sales and Marketing always focus on the right prospects at the right time, improving pipeline efficiency and driving sustainable growth.

Reach Out

For inquiries, speaking engagements, or consultations, email brittany.r.keegan@gmail.com