

Define your **Ideal Customer Profile**

and find your Total Addressable Market



Agenda

01. Big Hurt
02. Big Questions
03. Our Approach
04. Case Study

01.

Big Hurt: Where SMEs struggle

- Understanding what companies they should **target**.
- Knowing **what tools** are available to help speed things up.
- How to manipulate their **existing customer data**.
- Estimating their total addressable market (**TAM**).

02.

Big Questions



Understand **clientele**

Can you understand the makeup of your current clientele?



Identify **key trends**

Can you quickly identify key business similarities in your current customers?



Define **ICP**

Can you define your ICP in seconds?



Assess **TAM**

Can you assess your Total Addressable Market in an instant?

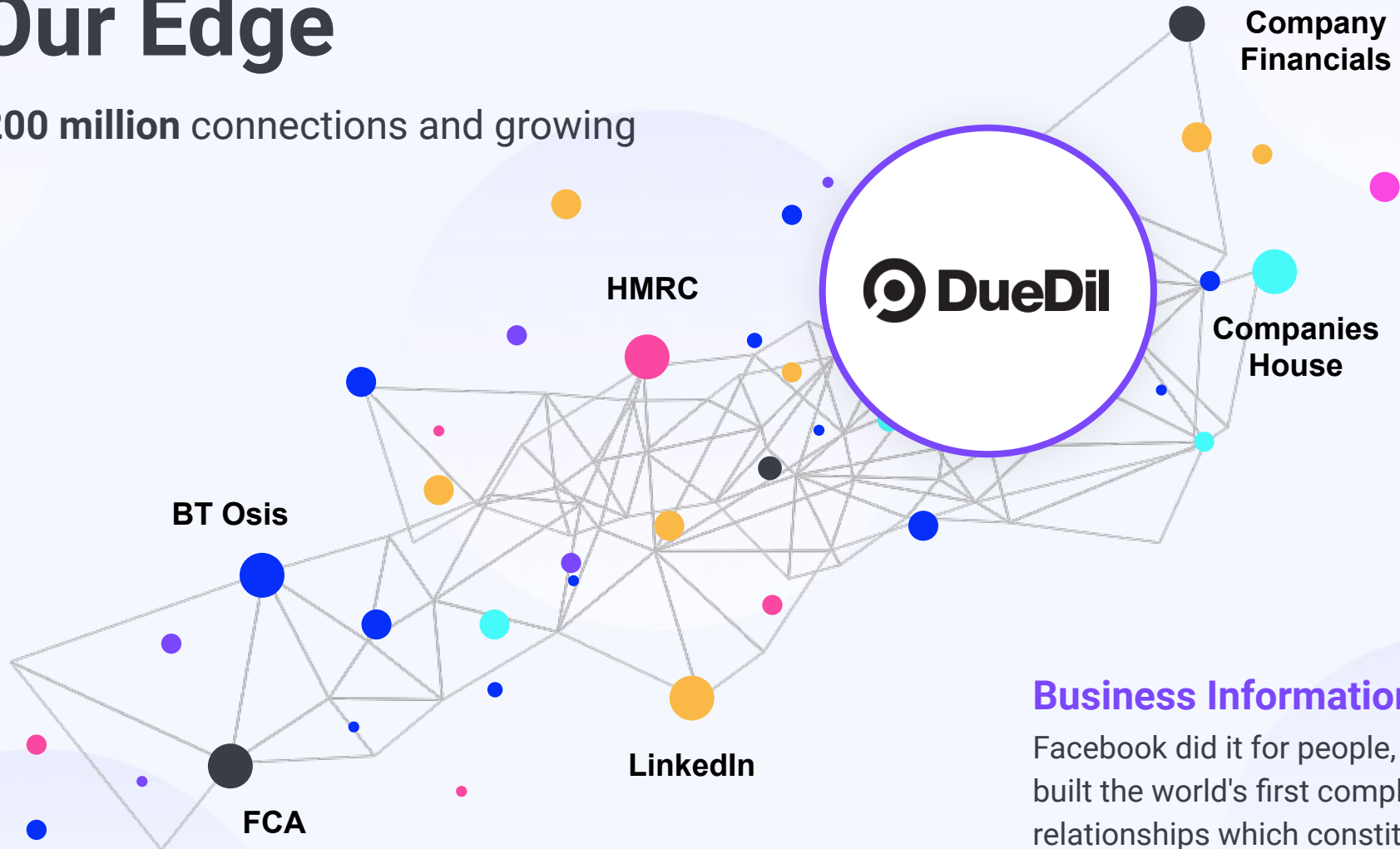
03.

Our Approach



Our Edge

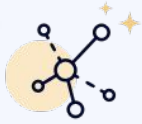
200 million connections and growing



Business Information Graph™

Facebook did it for people, Google did it for entities, DueDil has built the world's first complex network of business entities and relationships which constitute any economy.

The DueDil Advantage



B.I.G

Our B.I.G. Technology allows you to quickly surface the insights you need rather than processing data



Financial Health

Quickly assess and monitor the ability of prospective customers to pay for your services



TAM

The use of layered filters allows you to be confident you are capturing every potential client



Data Sources

Contextualising 27 different data sets, our purpose built technology allows us to match all the data points together to create a unique holistic view of a business.



Keyword Research

Going beyond SIC codes, to understand the true nature of a business.

Case Study: Wagestream

Wagestream is an app that gives individuals access to their earned wages 365 day a year, 24 hours a day. They work with large employers to be able to offer this unique proposition to their employees. We helped them get a better understanding of their market and sped up their research and prioritisation processes.



What we've covered

- SMEs are struggling to identify their ideal customer profile (ICP), making it harder to pin down the right opportunities
- SMEs don't have a clear idea of their total addressable market (TAM), meaning prioritising and forecasting is difficult
- The DueDil platform allows for clear segmentation and analysis of the whole market, as well as in-depth insights on individual accounts

Book your **1 to 1 consultation**

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Get in touch 🖐️

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