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Algolia's ICP

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The Most Common Ecommerce Business Models

B2C   **B2B**   **B2B2C**   **B2G**   **C2B**   **D2C**   **C2C**

Types of Goods

Physical Products
E.g., T-shirts, glasses, jewelry, sneakers

Digital Goods
E.g., Video games, eBooks, online courses

Services
E.g., Home improvement, security services, UpWork

Algolia considers this "content"

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We think about our ICP in Tiers

Tier 1
Sells Content

A website or application that sells content to generate revenue

E.g., Retail/eCommerce, Marketplaces

Tier 2
Monetizes Content

The content is one step away from how they generate revenue

E.g., Streaming providers, Media/Press

Tier 3
Doesn't Monetize Content

Doesn't sell content, but it does need to be searchable!

E.g., Support search

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What you're looking for

🚀 Traffic

Multiple domains

Lots of content 👩‍💻
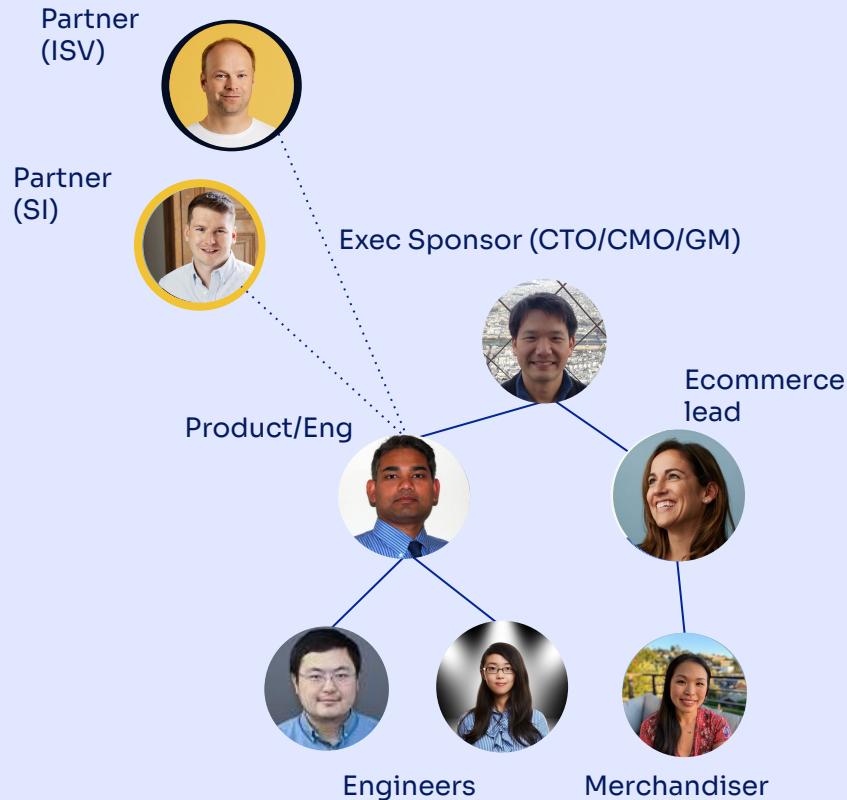
Has expensive tools 🤑

Decent search experience

Bad 👎🏼 search experience

Partner (ISV)

Partner (SI)

Exec Sponsor (CTO/CMO/GM)

Product/Eng

Ecommerce lead

Engineers

Merchandiser

Your buying committee

Will include all kinds of roles, but it will break out to the two major functional groups

...So who's buyin'?

Technical Buyers

➔ Our champions
➔ Give us tech win
➔ Will implement Algolia

Business Buyers

➔ KPI // value driven
➔ Need involvement
➔ Will use Algolia

Multi-threading is absolutely critical in any Algolia sale

Thoughts? Comments? Questions?