

Persona Power The Marketer's Guide to Smarter Segmentation

Navigate the B2B universe
with precision and speed

Clarity begins when you know
where to look.

Why Personas Matter in Modern Marketing

65% of B2B marketers






said deep customer understanding, via segmentation or personas is the top factor in improving campaign performance.¹

In today's crowded B2B landscape, knowing what drives your audience separates breakthrough growth from background noise.

Gone are the days when a quick handshake with the CFO or CTO could seal the deal. Today's technology purchases involve networks of influencers, gatekeepers, and hidden stakeholders—many of whom never hold a “decision” title but can determine whether your offering even stays in the conversation.

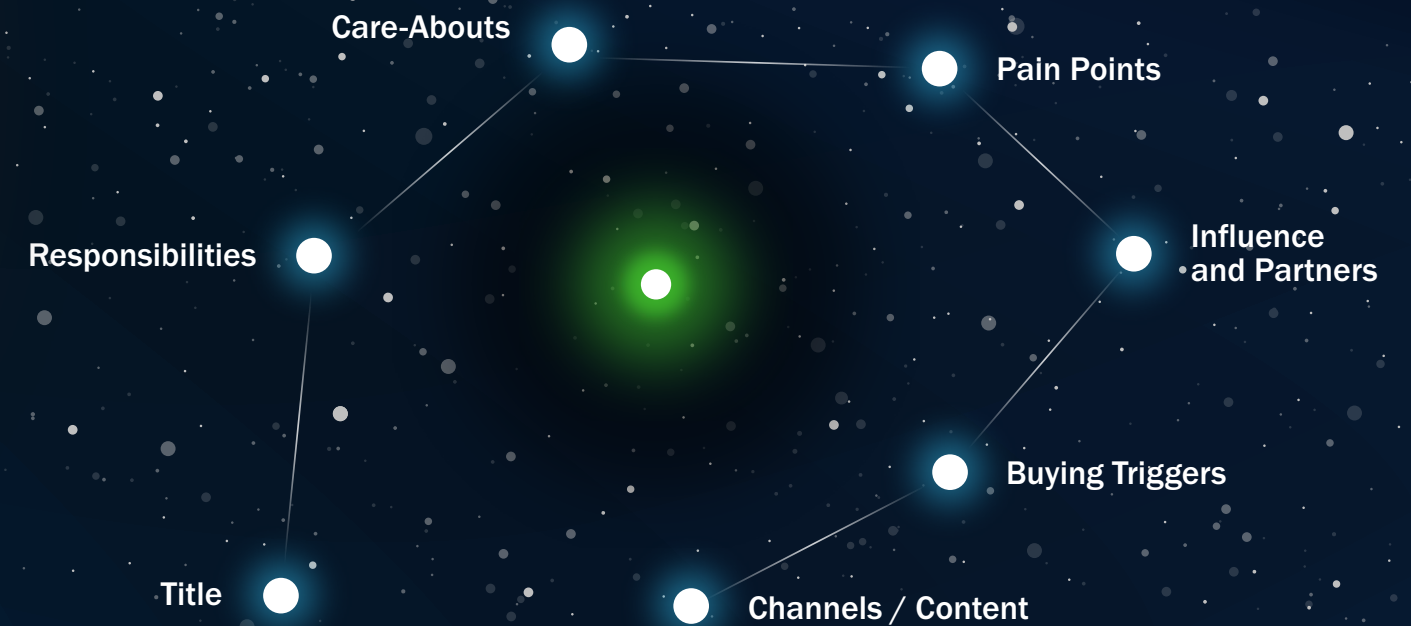
That's why well-built, actionable personas matter. They can turn data into a clear depiction of your audience—targeted profiles that reveal motivations, challenges, and priorities you can act on to shape messaging, targeting, and execution across every channel.

Personas in Action:

-  **Product Marketing** shapes positioning and messaging around real buyer priorities.
-  **Demand Generation** molds strategies and campaigns that speak directly to target audiences.
-  **Partner Marketing** aligns vendors, resellers, and alliances through shared audience understanding.
-  **Digital Marketing** ensures every channel reflects consistent, persona-driven storytelling.
-  **Event Marketing** helps inform strategy in field marketing, guiding themes, content, and engagement to align with audience motivations.

Charting the Constellation








Strong personas don't just describe audiences—they act as guideposts and look-alike models that help marketing departments approach, engage, and align with target prospects and customers. Yet not everyone interprets persona data the same way, which is why clear guidance and consistent use are essential to keep teams aligned.



Key Persona Components






A great persona captures more than a job title — it connects motivations, challenges, and context to show how a stakeholder really works, decides, and buys.

Tenants of a good persona

-  **Title / Role** — What they do and where they sit in the organization
-  **Primary Responsibilities** — Their core focus areas and daily priorities
-  **Care-Abouts** — What success looks like to them; what they value most
-  **Pain Points** — Frustrations, barriers, or inefficiencies they want solved
-  **Influence and Partners** — Who they collaborate or align with to make decisions
-  **Buying Triggers** — Events or pressures that prompt them to seek change
-  **Preferred Channels / Content** — Where and how they consume information

Together, these pieces create a clear picture of who you're talking to and what drives them—the foundation for campaigns that connect.

What great personas have in common:

-  **Data**
Grounded in facts, not guesswork
-  **Collaboration**
Built for shared ownership and alignment across teams
-  **Validation**
Tested through research and real-world performance feedback
-  **Connection**
Actionable and designed for broad use across the marketing organization
-  **Relevance**
Includes the motivations, concerns, and considerations stakeholders need to drive effective engagement

Next: Putting Personas Into Action

Now that we've outlined what makes a strong persona, the next step is applying it.



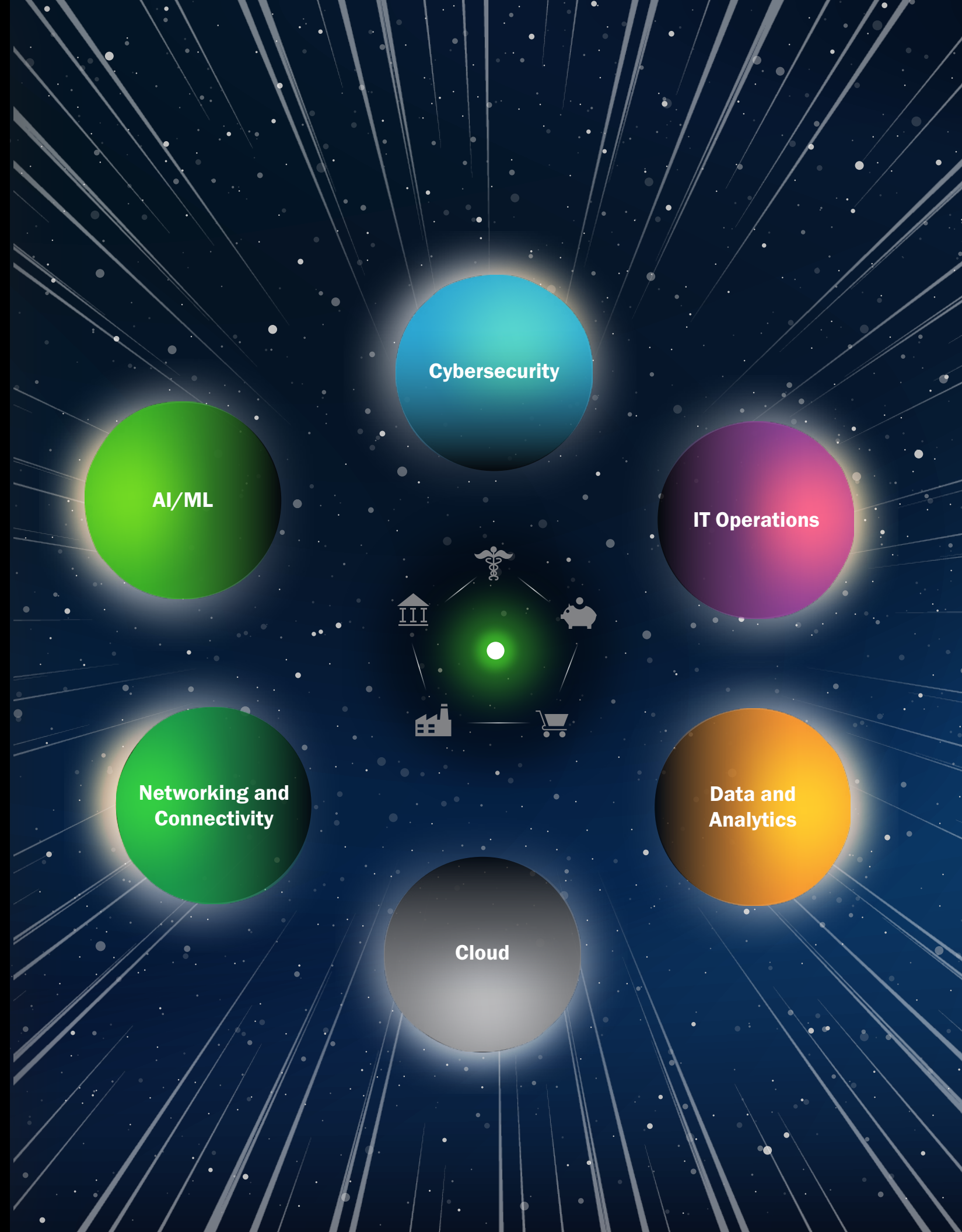
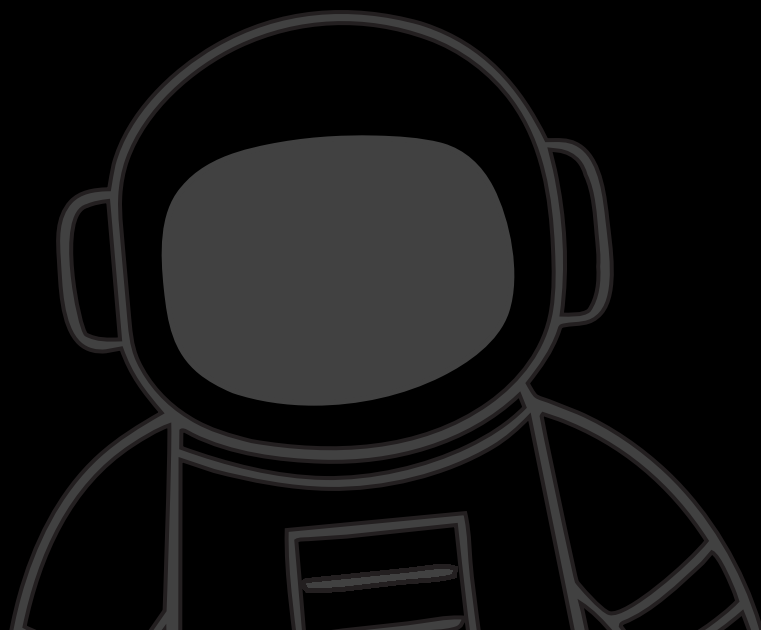
We'll outline key considerations to help you approach persona creation across major domains—from cybersecurity to AI and cloud—ensuring every strategy begins with clear audience insight.



You'll also meet the decision-makers who shape technology investments and influence go-to-market success.



And finally, we'll explore how to adapt personas across industries—where roles may look the same, but priorities shift. Understanding what each sector values helps your messaging resonate where it counts, from healthcare and financial services to the public sector and retail.



Cybersecurity

BUYING COMMITTEE

-  **CISO**
Focused on risk posture, governance, and board reporting
-  **Security Architect**
Evaluates integrations, frameworks, and vendor complexity
-  **Operations & Engineering**
Wants automation, fewer alerts, and simpler workflows

Cybersecurity buyers operate in a world defined by risk mitigation, evidence, and clarity—where credibility is everything. Effectively marketing to security stakeholders means understanding what drives their decisions, earns their trust, and proves your solution delivers real protection.

NEED TO KNOWS

Common Challenges

- Expanding attack surfaces (cloud, edge, OT, third-party risk)
- Integration pressure from tool sprawl
- Limited visibility and slow response
- Increased board and regulatory scrutiny
- Skills shortage and burnout in SOC teams

Goals and Aspirations

- Fewer false positives and alert fatigue
- Unified visibility across tools and environments
- Faster detection and response cycles
- Clear regulatory reporting capabilities
- Seamless collaboration with IT and DevOps

IT Operations

BUYING COMMITTEE



VP of IT

Oversees infrastructure, budgets, and transformation/modernization



Infrastructure Architect

Designs systems for performance and scale



Operations Lead

Keeps services running and users supported

IT ops leaders work under constant pressure to ensure systems stay steady, performant, and ready for business. They navigate tightening budgets, expanding technical sprawl, and escalating demands from every corner of the organization. Messaging connects when it speaks to their need for visibility, control, and solutions that help them uphold continuity while reducing the strain on their teams.

NEED TO KNOWS

Common Challenges

- Legacy systems that limit agility
- Fragmented monitoring across environments
- Pressure to reduce costs and headcount
- Long incident resolution times
- Difficulty coordinating across teams

Goals and Aspirations

- Unified visibility and automation
- Predictable performance and uptime
- Lower operational overhead
- Faster root-cause resolution
- Seamless collaboration across functions

Data and Analytics

BUYING COMMITTEE



Chief Data Officer

Oversees the organization's data strategy and ensuing value



Data Engineer

Builds and maintains the foundational data infrastructure for reliable access operations



Analyst

Responsible for ensuring data can translate into actionable understanding that shape decisions and reveal opportunities

Data and analytics leaders focus on enabling teams to turn information into confident decisions and business outcomes. They balance data quality, governance, and accessibility while supporting fast-moving teams across the business. The right narrative speaks to their mandate to provide reliable data, remove obstacles, and elevate the organization's ability to act with insight.

NEED TO KNOWS

Common Challenges

- Data quality issues and inconsistency across systems
- Complex tooling and duplicated data assets
- Difficulty maintaining governance at scale
- Slow data preparation and delivery for business users
- Rising infrastructure costs from unoptimized platforms

Goals and Aspirations

- Secure, unified data foundations
- Real-time visibility across operations
- Streamlined governance and compliance
- Faster, self-service access to analytics
- Demonstrable business value from every data initiative

Cloud

BUYING COMMITTEE



VP/Director of Cloud Strategy

Guides the organization's cloud needs, ensuring platforms, investments, and modernization value



Cloud Architect

Shapes the technical blueprint for the cloud estate, establishing patterns and guardrails for resilience, scalability, and security



CloudOps Engineer

Manages the day-to-day health of cloud environments

Cloud leaders are responsible for keeping costs controlled, environments compliant, and services running reliably as the organization grows. They manage constant complexity across teams and platforms, and they're judged on preventing outages and operational chaos. Resonant messaging speaks to how your solution supports predictable growth, reduces operational drag, and avoids introducing new risk.

NEED TO KNOWS

Common Challenges

- Escalating costs from unmanaged growth
- Complexity managing multi-cloud and hybrid ecosystem
- Security and compliance gaps in distributed systems
- Fragmented visibility across environments
- Manual provisioning slowing deployments

Goals and Aspirations

- Secure, compliant infrastructure at scale
- Streamlined automation and governance
- Unified observability across clouds
- Faster, safer deployment of new services
- Greater architectural flexibility to adapt quickly

Networking and Connectivity

BUYING COMMITTEE



CIO/CTO

Sets direction for strategy, ensuring investments support reliability, security, and long-term scalability



Network Architect

Defines the strategic design and evaluates solutions for resilience, performance, and future growth



Network Lead/Engineer

Validates operational fit, integration with existing systems, and how it will be maintained day to day

Network leaders want to know you understand the pressure of keeping the business moving. They're accountable for every slowdown and outage, balancing rising complexity with limited time to troubleshoot. Messaging resonates when it acknowledges their reality: they need tools and partners that help them deliver non-stop connectivity and give them confidence in their decisions.

NEED TO KNOWS

Common Challenges

- Growing complexity from hybrid, edge, and multi-cloud environments
- Spotty visibility across distributed systems
- Latency and inconsistent performance
- Increased security exposure through connected devices
- Manual troubleshooting that slows resolution

Goals and Aspirations

- Continuous, low-latency connectivity across all environments
- Centralized visibility and intelligent automation
- Secure, adaptive network performance
- Simplified management through integrated tooling
- Faster detection, diagnosis, and recovery from issues

AI/ML

BUYING COMMITTEE



Head of AI/CAIO

Accountable for AI is adoption, managing budgeting, vendor selection, governance, and business alignment



Director Data Science

Evaluates analytic and modeling capabilities, ensuring they map to use cases, deliver measurable improvements, and integrate properly.



AI/ML Engineer

Focuses on technical dimensions of deploying models into production

AI leaders want proof, not promises. They're accountable for turning models into real business outcomes while managing data quality, governance, and risk. They carry pressure to AI solutions that won't fail under scrutiny. Compelling marketing shows respect for their rigor and a path from experimentation to dependable, scalable business impact.

NEED TO KNOWS

Common Challenges

- Difficulty operationalizing models at scale
- Inconsistent data quality and accessibility
- Limited visibility into model performance and drift
- Gaps between experimentation and deployment workflows
- Pressure to ensure responsible and explainable AI use

Goals and Aspirations

- Reliable, repeatable model deployment pipelines
- Clear visibility into performance and outcomes
- Strong data foundations and governance frameworks
- Simple integration with existing data and IT systems
- Tangible business value

Adapting Personas Across Industries

Even when roles look the same, priorities shift by industry. Understanding what each buyer values helps your messaging connect when it counts.



Healthcare

Regulated and risk-averse, healthcare buyers operate in a world of high risk and strict oversight. Their priority is protecting patients, data, and clinical outcomes. They value trust, safety, and predictability above novelty. Messaging resonates when it reinforces compliance, reduces operational burden, and supports consistent, evidence-backed results.



Financial Services

Financial decision-makers live with constant regulatory scrutiny and zero tolerance for error. They prioritize stability, accuracy, and transparency. They respond to messaging that demonstrates control, reduces exposure to operational risk, and supports auditability. To earn credibility, claims must be clear, proven, and traceable, no hype, no leaps of faith.



Manufacturing

These buyers value efficiency, uptime, and worker safety. They're under pressure to manage supply chain volatility, rising costs, and labor shortages. They care most about stability on the plant floor, predictable output, and improvements that reduce disruption. Marketing to this group means speaking to efficiency, reliability, and operational steadiness.



Public Sector

Marketing to the public sector means recognizing their commitment to the mission. These teams operate under strict oversight, long procurement cycles, and the pressure to serve without interruption. They value transparency, predictability, and partners who understand governance. They respond to messaging that reinforces trust, and dependable delivery.



Retail

Fast-moving, data-hungry, and customer-obsessed. These buyers juggle fluctuating demand, customer expectations, and constant margin pressure. They value agility, clarity, and insights that help them react quickly. They connect with messaging that supports fast execution, sharper decisions, and stronger customer experiences.

Personas Across the Marketing Galaxy

When teams share buyer understanding, marketing becomes measurably better.

That's the power of personas—turning audience insight into alignment and measurable growth.

Establish Personas That Matter

