



Webinar: Why ICP Misalignment is now a revenue risk

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Meet the panel



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Agenda

1. Scene setting
2. Research findings on ICP misalignment
3. Panel discussion:
 - Exploring the problem of ICP misalignment
 - How do we diagnose when ICPs are drifting?
 - ICP best practice and guidance
4. Q&A

Audience poll

- 1. Have you had any issues with ICP misalignment impacting your pipeline?*
- 2. If so, what was the cause of the issue?*
- 3. When was the last time you updated your ICP?*

Key Findings

The Confidence-Discipline Gap

82%

are confident their ICP is fit for purpose..

62%

.. but 62% admit that ICP misalignment has already had a negative impact on their pipeline or revenue.

Key Findings

ICPs are often outdated

38%

haven't formally reviewed their ICP in over a year..

76%

..but more than three quarters believe that keeping ICP regularly updated is very important

Key Findings

ICPs based on assumptions rather than evidence

38%

have an ICP that is 80%+
evidence-based..

31%

.. while 31% are running ICPs that
are half or more assumption (50%
evidence or lower)

Key Findings

ICP misalignment is causing operational problems

47%

have seen wasted paid spend ..

33%

have seen low conversion rates..

27%

cited wrong marketing and PR targeting as a symptom..

Questions

Agency