



## 2023 Challenge Puzzle: B2P Growth

### CONTEXT

IBO has two core customer groups, i.e. Professionals (B2P) and Home Owners. Within B2P, we want to focus on growth the segment of Multi-Category Contractors and Interior Designers. India is not a DIY market, and the homeowners are dependent on professionals for both Material purchase and Labor (DIFM). B2P make high ticket size purchases and they also repeat frequently, which makes them a high LTV customer for IBO.

In the current market, B2P have built strong relationships with a network of retailers to purchase materials and act as key influencers for homeowners in decision making. Since there is already an existing ecosystem in place, it is important for IBO to not only be at parity with the market for B2P, but also add value to the life of B2P through end-to-end solutions for efficiency and convenience.

### PROBLEM

Assume that IBO has access to 10K B2P customer base in a city through web listings, associations, and brands. This database may or may not be aware of IBO since we are new and have done limited activations. Hence, ~20% of this database would have engaged with IBO in terms of registration or their first purchase.

How do we reach out to them to register with IBO and place their first order, either from offline store or online?