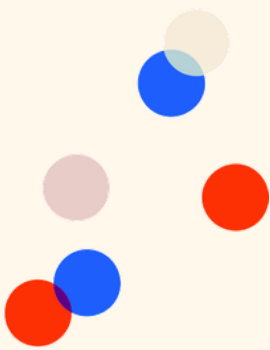


Airship Increases Pipeline 2X in 60 Days With Alium

Problem: Airship's sales team competes for major brands but lacks critical buyer insights because prospects withhold key information during the buying process, forcing reps to guess about needs and priorities. This leads to missed opportunities to connect during sales conversations and reduces overall sales efficiency.

Solution: Scott turned to Alium to surface deep, data-driven insights directly from buyers at critical moments, giving the team a clear view into each brand's needs and decision drivers. Even before a formal partnership, Alium provided behind-the-scenes intelligence that sharpened Airship's value hypothesis for key accounts and delivered 5X ROI in just one week.



Incremental Value from a New Kind of Research Company

Alium delivered the depth, accuracy, and real-time buyer intelligence Airship needed to understand not just who is interested, but why — enabling more precise, proactive selling.

"Overall, we see Alium as a long-term partner in our growth strategy, and these next steps will help us extract even more value from the platform."

Deep Account Insight

Clear visibility into target accounts' challenges, roadblocks, and current solutions

Organizational Change Tracking

Insight into leadership shifts, decision makers, and buying-cycle timing

Real-Time Market Awareness

Early intelligence on emerging trends to stay ahead of competitors

Forward-Looking Priorities

Visibility into where brands are headed, enabling proactive alignment rather than reactive outreach



"Alium's data pinpointed the exact pain points and priorities of the executive leadership team we were engaging with. This allowed us to build a business case that directly addressed the challenges they were trying to solve, ensuring our solution was positioned as an essential, strategic investment."

- Scott Cervone, Enterprise Sales Director, Airship